



**MEDIA RELEASE
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Fairfax remains a crucial cog in New Zealand communities, connecting with 84.3 % of New Zealanders every day
Nielsen Consumer and Media Insights Survey (Q4 10-Q4 11)

The latest results from the Nielsen Consumer and Media Insights survey show a steady performance from Fairfax brands, despite ongoing local and international uncertainty.

Fairfax Media chief executive Allen Williams is pleased with the results, which show consistent audience engagement with brands across newspapers, magazines and online.

“The combined audience across our channels show we are providing news and information to our customers in the way that suits them. Despite doomsday-esque predictions of the death of print, our results show that our customers are engaging with our newspaper brands across a range of formats, choosing the medium that best suits the moment of their day,” says Williams.

“Fairfax metropolitan dailies – The Press, Dominion Post and Waikato Times - recorded a strong result from the same time last year, with a combined readership of 554,000 aged 15 plus. It really demonstrates the strength of our brands across the national network.

“We were particularly pleased to see the strong results from both The Waikato Times and The Press,” adds Williams. “A reader survey of Press readers conducted in January 2012 shows that the people of Christchurch place great value on the role of the Press in bringing the Canterbury community together and in keeping people informed.”

Following its September 2011 move to mornings, The Waikato Times has gone from strength to strength, achieving a significant period on period increase in readership.

In the Auckland region, Fairfax suburban papers retain their strong position, reaching 673,000 people 15 plus, ahead of the daily newspaper offer in Auckland. Almost three quarters of Aucklanders chose to read a Fairfax suburban across the week.

Fairfax magazines continue to reach over 2.2 million New Zealanders 10 plus. Lifestyle brands such as NZ House and Garden, Cuisine, and NZ Life & Leisure Fairfax Magazines provide category leading opportunities for our advertising partners.

stuff.co.nz maintains its position as New Zealand's number one news site in the latest data from both Nielsen and Comscore. The website's page impressions grew 32 per cent in the last year, ahead of the wider market that grew only 11 per cent for the same period.

stuff.co.nz has also shown great strength in expanding its content into new formats, with an average of over one million domestic video views per month across the site. This shows that video is no longer the domain of the TV networks.

Fairfax continues to invest in new technologies such as IPTV and mobile applications, ensuring its customers have full access to the news, information and entertainment they want, how and where it suits them.

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SOURCES;

- Nielsen Consumer & Media Insights Q410 Q411
- Note: Fairfax Magazines include Sunday Magazine and Your Weekend
- Nielsen Online Domestic Dec 2011 vs. Dec 2010 page impressions
- Omniture Site Catalyst Jan-Dec 2011
- Comscore Dec 2011

For further information please contact:

Nicola Igusa

Acting Marketing & Communications Manager

Fairfax Media

2 Hereford St, Freeman's Bay, Auckland 1010

PO Box 90741, Victoria Street West, Auckland 1142

M +64 21 827 959

www.fairfaxmedia.co.nz