

FPC Magazines continues to grow in an increasingly competitive market

One of the outstanding success stories in the latest round of readership data is the initial figure achieved by **Notebook**. An initial audit of over 100,000* and a readership result of 326,000** positions **Notebook** ahead of a number of established titles in its competitive set. It also out-stripped other women's titles launched in 2005.

"We are thrilled with **Notebook**'s first readership results. **Notebook** has been quickly embraced by readers and advertisers alike. We are delighted to be able to deliver more than promised to our advertisers," says Michael McHugh, CEO, FPC Magazines.

"The growth of our new titles combined with FPC's development of our existing portfolio sees the company increase its readership and retain market share year-on-year. We are the only major publisher to achieve these results. We are equally pleased with our continued success and growth in the food market – a market we were instrumental in developing."

FPC Magazines improved its dominance of the Food magazine market by lifting its readership to 70%. FPC titles continue to hold the top positions within this category, with **Super Food Ideas** (+6.6%), **Australian Good Taste** (+3.9%) and **delicious**. (+4.3%) all building on their readership. **Vogue Entertaining + Travel** held its position in recent times against declines experienced by others at the prestige end of this market.

Vogue Australia remains the clear market leader in the prestige fashion category, with 75,000 readers ahead of its nearest direct competitor.

Vogue Living remains the top prestige homemaker magazine in a mature market that has been under intense pressure.

The gardening market has also been volatile. **Gardening Australia** has grown consistently and recorded the highest year-on-year increase of 27.2%, while its major competitors continue to decline. For **Gardening Australia**, this represents the fifth consecutive readership increase.

In the mainstream parenting magazine market, **Australian Parents** grew to record the highest increase, up 16.4% in a market that was otherwise flat.

Within the niche men's fashion/lifestyle market, **GQ Australia** retains its lead. The first issue for 2006 sees **GQ** adopting a more expansive editorial approach aimed at broadening its market base.

Australian Golf Digest continues to dominate its market, in a category that has experienced strong growth over the last year.

In the highly competitive motoring/motor cycle markets, **Fast Fours** has held its ground, and FPC motor cycling titles both increased, the star performer was **Live to Ride**, which was up 37%.

* based on its first four issues

** based on its first three issues

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