

Trade Release
Monday 25th February 2008

***AUSTRALIAN ROAD RIDER* audits above 21,000 again**

Following the success of our first audit at 21,250 last July, *AUSTRALIAN ROAD RIDER* magazine has increased the audit figure to 21,572.

"We are thrilled to have an ABC audit above 21,000 again," commented *AUSTRALIAN ROAD RIDER* Associate Publisher, Janice Williams.

AUSTRALIAN ROAD RIDER continues to build a following, with its second successive audit over 21,000, while competitor *Two Wheels* fails to audit.

"To some extent we were in the right place at the right time with a magazine devoted to the real ride at a time when interest in road bikes is booming," says Ms Williams.

The motorcycle market has changed over the last five years and fortunately for *AUSTRALIAN ROAD RIDER*, it has swung in our direction, meaning we are now delivering more value to our advertisers than ever before.

About Circulation Auditing

Circulation auditing removes the bull from circulation claims. Some publishers claim print run – but this is not verifiable.

The absolute highest level of circulation auditing is the ABC audit, which is what *AUSTRALIAN ROAD RIDER* is doing. ABC auditing counts magazine copies sold during the eight weeks of on-sale, and not all of *AUSTRALIAN ROAD RIDER* sales fall within that time. The next level down is a CAB audit, which counts copies sold and given away as one figure.

With *AUSTRALIAN ROAD RIDER*, if we offer an ABC audit at 21,500 then you know we're selling 21,500.

Thanks to a number of special distribution programs, *AUSTRALIAN ROAD RIDER* actually puts out a lot more than the 21,000 copies that successfully meet the criteria for audit, so we will be doing a CAB in 2008 as well as an ABC so advertisers get the full story on how we achieve our sales.

For further information ring John Arens on (02) 9887 0331.

About Universal Magazines

Universal Magazines is Australia's largest niche publisher, and specializes in helping marketers find targeted audiences via print and online media. Universals 40 magazine titles include leaders in Home, Craft, Bike, and some Lifestyle categories, plus 12 niche web portals. The company owns the Australian Publishing Company and Universal Online Media. Universal Magazines is an independently owned private company.