

Media Release
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Universal Will Audit ABC and CAB

Universal Magazines today announced its intention to run both CAB and ABC audits on some key titles.

"Niche publishers like Universal often deliver innovative circulation programs, but neither auditing system accounts for these activities well," commented Associate Publisher Janice Williams. "By using both for selected titles we are giving the advertiser a choice to consider." The company will apply this model first to *Australian Road Rider*, currently ABC audited in the No 1 position in the bike category.

"Highly targeted controlled circulation activities are of interest to advertisers who really know their niches, but are put aside as an addendum to the main figure under ABC audits," commented Ms Williams. "As an alternative CAB counts all copies distributed in to one figure. By offering the market both we are giving them a better understanding of the work we put in to build highly relevant, active and targeted circulations."

"Although *Road Rider* sits in the No 1 position and ahead of its competitors on the ABC system, we will show almost another 20% under CAB," commented Williams.

"Niche magazines do an exceptional job of tracking down consumers who are highly-engaged and active with the subject matter," said Ms Williams. "By conducting two audits we have a more credible way of demonstrating this."

Other Universal titles offering two figures in 2008 include *Life etc the 35+* ABC women's lifestyle magazine and *Kitchens & Bathrooms Quarterly*, which targets consumers who are researching new kitchen and bathroom renovation projects.

"Life etc consistently audits above 40,000 but this figure doesn't account for some really exemplary target marketing work we do," commented Ms Williams. "Our distributions to Qantas Executive Lounges, arts events and women's business groups are of great interest to the advertisers but are currently unaccounted for."

Life etc shall move to CAB in March 08, and dual audits from July 08, while *Kitchens & Bathrooms Quarterly* shall become a dual-audit title in July 08. Other Universal titles are being considered for dual auditing.

For further information, ring Sinead Deevy on (02) 9887 0302.

About Universal Magazines

Universal Magazines is Australia's largest niche publisher, specialising in helping marketers find targeted audiences via print and online media. Universal's 40 magazine titles include leaders in home, craft, motorcycle, 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.