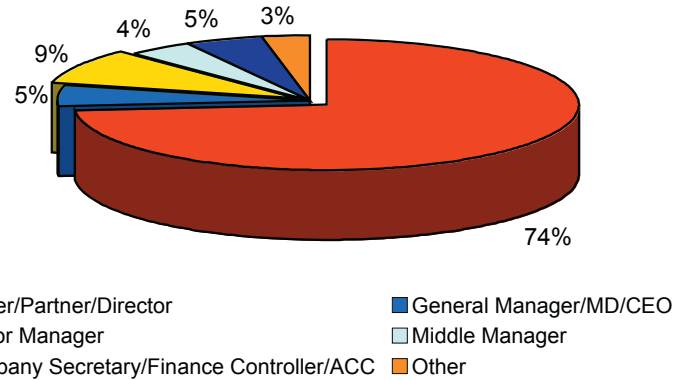


Readership Profile

A survey of NZBusiness readers demonstrated the following:

- 87% NZBusiness readers are either the owners or Senior Manager of the business.
- 58% of NZBusinesses are over 5 years old.
- Readers are 67% male - 33% female.
- 91% of NZBusiness readers are over 30 years old.

Readers by Job Title



Readers by Staff Size



KEY FACTS:

Circulation: 7,641 copies ABC audit to 31/12/09

Cover Price: \$8.00

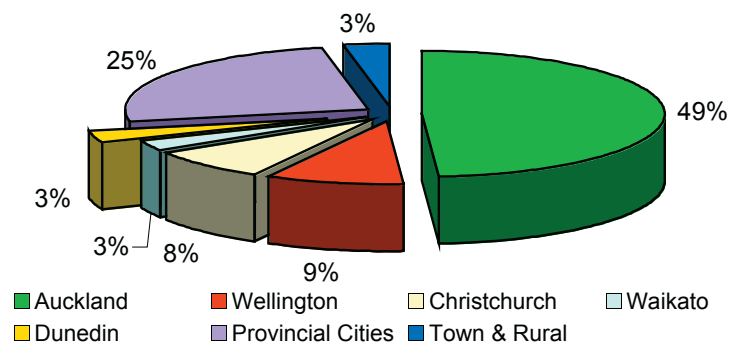
Frequency: Monthly (11 issues)

Core Target: Small to medium business owners and managers

Content: Designed to inform, inspire and educate includes Case Studies

Distribution: Subscriptions: a mix of paid, free and requested, Newsstand, SME partner relationships

Readers by Geographic Distribution



Reader Comments:

"Your magazine has the ability to be part of the solution in these difficult times"

"Aimed at SME's, practical and occasionally provocative"

"Practical info for a small business owner, "Real" not theory"

"Ideas and articles not found in a newspaper"

"It is informative, factual, yet maintains a creative writing style which appeals"

"Very user friendly, uncomplicated, sincere and a good mix of coverage"