



**PRESS
RELEASE**

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TIME Magazine Readership Up 6.6% - to 403,000 Readers per Issue

TIME magazine has grown its readership by 6.6% according to the latest Roy Morgan Readership Survey, released today. Its new readership figure is 403,000 readers per issue.

This is the largest survey-on-survey percentage growth within the competitive set (BRW, Bulletin, Financial Review Magazine, Good Weekend, The Australian Magazine) and represents a 15% growth in readers compared to the same time last year.

“The new readership figures reflect TIME’s position in the Australian marketplace as a contemporary and relevant publication,” says Bernie Newell, Advertising Director. “In a complicated and changing world Australians are seeking to be kept informed.”

According to the latest Roy Morgan Readership figures, in the last 12 months TIME has achieved tremendous growth in key demographic areas:

- 21% increase in the AB socio group
- 20% increase in Professional/Managers
- 32% growth in readers with a personal income of \$60K+
- 47% growth in readers with a household income of \$80K+

The key to TIME’s leadership in the Australian marketplace is in its ability to constantly evolve. In addition to TIME’s outstanding readership results, TIME’s commitment to journalistic excellence and innovation has been recognised by the magazine industry through four nominations in the 2002 MPA Awards. The nominations include General Excellence in the General Interest/News category, Cover of the Year, Feature Writer of the Year, and Story of the Year. These nominations follow TIME’s success in winning the MPA’s 2001 Journalist/Writer of the Year award.

*TIME is a global newsmagazine published by Time Inc., a unit of AOL Time Warner,
the world’s first Internet-powered media and communications company.*

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