

DEMOGRAPHICS

NZ4WD

The 4WD market covers a number of areas, rather than specialising in a narrow view, NZ4WD looks to have a broad range of content to appeal to a wide range of 4WD owners whether they use the vehicle more for touring and exploring back roads, use their vehicle for business or recreational purposes where the off road element involves getting where they need to be to participate, or they are keen owners for whom off road driving is the end in itself.

Based on reader feedback, readers wanted to know about things they could do with their 4WD vehicles. Accessories, where to go, driving techniques and technical issues.

• **AUDITED CIRCULATION FOR THE FIRST HALF 2010 WAS 2,619 COPIES PER ISSUE.**

READER INFORMATION

On average over 3 people read each copy giving a readership of over 9,000

- **96%** rated the magazine above average or average for credibility
- **91%** retain their copies for reference
- **72%** had average or above average interest in new vehicle articles
- **50%** own more than one 4WD
- **43%** intend buying another 4WD vehicle in the next 2 years
- **86%** were professionals/skilled trade/self employed or farmers
- Only a small proportion of readers read general automotive titles as well (7% for Autocar)
- **95%** had average or above average interest in technical and accessory articles
- **51%** participate in Fishing
- **63%** participate in Camping
- **78%** were over 30
- **82%** go off road once a month or more
- **67%** enjoy easy back country touring
- **46%** enjoy tough club events

51% have a household income over \$60,000

4WD Brand Owned

Toyota	34.6%
Nissan	15.6%
Land Rover/Range Rover	13.9%
Suzuki	7.7%
Mitsubishi	7.4%
Jeep	7.2%
Holden/Isuzu	5.2%
Ford	1.5%
Subaru	1.3%
Other	5.5%

4WD & Other Products considering buying

First Aid	74%
Fire Extinguisher	73%
Recovery Equipment	73%
Off Road Tyres (AT or MT)	81%
Bullbar	63%
Winch	56%
Suspension Upgrade	56%
Snorkel	61%
Extra Lights	44%
4WD Guide Books	50%
Camping Equipment	62%
Outdoor Clothing	60%
Photographic Equipment	46%

READER COMMENTS

“A NZ mag that covers NZ events”

“All of it – I use it for both entertainment and reference”

“Believable coverage and articles – inspirational”

“Excellent production value to copy and quality photos, editing and layout”

“It’s a great mag – I look forward to getting it in the mail each month – thanks”

“Easy believable reading – informative advertising and not over the top”

“Relates to NZ conditions – vehicles can be purchased in NZ”

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www.nz4wd.co.nz