

PRESS RELEASE

For immediate release

Jasons Motels Apartment & Motor Lodges New Zealand Accommodation Directory tops category in Nielsen magazine survey.

Trusted as the handbook of New Zealand accommodation choices since 1972 the Jasons Travel Media flagship publication *Jasons Motel Apartments & Motor Lodges New Zealand Accommodation Directory*, has performed extremely well during the last year, leading its 'General Interest' category. These figures are based on the Nielsen Media National Readership Survey July 2008 - June 2009.

On average, the latest issue reached 536,000 people aged 10+.

Key audiences reached by the issue were:

- 134,000 people who visited a national travel agent in the last month
- 124,000 people working in the top 3 occupations
- 145,000 people with more than \$100,000 household income
- 216,000 people that made domestic air travel journeys last year
- 433,000 Household shoppers. This represents a huge 81% of *Jasons Motel Accommodation Directory* readers!

As Jasons CEO Matthew Mayne stated "We know that *Jasons Motel Accommodation Directory* reaches the main household shoppers who hold the family purse strings and are most likely to plan family activities and holidays."

Significantly, an estimated 193,000 people planning a trip within NZ in the next six months have read *Jasons Motel Accommodation Directory*. This demonstrates travellers are using the publication as a trusted guidebook when travelling throughout New Zealand. The survey also found that the publication's key readership picked it up on average 3.5 times – repeatedly exposing those readers to advertising messages.

Its distribution gives *Jasons Motel Accommodation Directory* a wide and unique reach. The survey showed that 58% of readers found their copy in a place of business, including hotels and motels.

Jasons Motel Accommodation Directory readers are likely to be females. At 58%, this is higher than the overall magazine readership by Kiwi women, at 51%. Readers are most likely to be aged 25-54 (58%), of European descent and over-represented in provincial urban and rural centres.

Of all magazine categories, 'General Interest' – where *Jasons Motel Accommodation Directory* is measured – has the greatest reach, at 43% of readers. The publication was 9th overall in magazine readership numbers. Its readers also enjoy other titles such as NZ Woman's Weekly, Woman's Day, AA Directions, Australian Woman's Weekly and SkyWatch respectively.

The keys to the success of *Jasons Motel Accommodation Directory* are wide distribution, its sole focus on the accommodation market, a one-year lifespan, and added value for both inbound and domestic travellers – in its wealth of information and maps. The classic 'handbook' size fits into a glovebox. And it's free!

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Background

Jasons Motels is a comprehensive accommodation directory, including Motels, Motor Lodges and Apartments throughout New Zealand.

No other travel publisher has the coverage, range or depth of Jasons Travel Media. The Jasons database is the largest in the industry, with more than 26,000 detailed tourism operator listings, 1000s of travel articles and 100s of maps.

Yearly, Jasons prints and distributes more than 6 million copies of 86 different FREE print directories and guides, and delivers 1.63 million online user sessions at **www.jasons.com**. Its monthly travel email newsletter, Jasons Explore! reaches a customer database of more than 100,000.

Incorporated as a family business in 1967, Jason Publishing Co Ltd was restructured as Jasons Travel Media Ltd in 2000 to reflect the changing nature of its business, rapidly transformed itself into an expert 'infomediary', delivering high-quality information to connect travel buyers with sellers.