

JUST MAGAZINES SCORES TWO POLE POSITIONS IN LATEST ABC CIRCULATION FIGURES

August 24, 2009: JUST Cars and JUST Bikes are confirmed as the top selling automotive and motorbike magazines respectively in Australia, according to the latest ABC Audit figures for January – June, 2009. The two titles, belonging to Melbourne based privately owned publishing company JUST Magazines, have also held a steady circulation figures over the past three years – going against all competitor titles who have experienced a decline over the same period.

“Our continued success is because we remain relevant and add value to both our readers and advertisers. Our brand premise of being effective, affordable and easy underpins every decision we make,” commented JUST Magazines CEO, Ash Hunter.

“Coming in ahead of mainstream titles, including pure editorial magazines, proves the ongoing value of niche markets, and continued relevance of print titles for specific segments and demographics.

“The consistency in our circulation figures over the past five years, and growth with JUST Cars, is a direct result of the personal relationship we have with our readers and advertisers. We share the same obsession and enthusiasm for all things on wheels, and every decision in our business is based on our customers,” Hunter said.

JUST Magazines, also including JUST Parts, JUST Trucks and JUST 4 x 4s, has recently undergone a redesign of the distinctive masthead and cover style across all titles, as well as a rationalisation of distribution, continued grass roots marketing strategies and an increased focus on subscriptions.

JUST Magazines is a sister company to JUST Auto – which incorporates the “soon to launch” web properties across all print magazine verticals.

“Our new websites, with JUST Cars and JUST Bikes launching in October, offer a content + classifieds model not yet seen in the Australian market, or overseas for that matter,” Hunter summarised.

“The sites will cater to the younger automotive enthusiast – remaining true to our focus on niche markets. It’s exciting times at JUST.”

AUSTRALIAN AUDIT BUREAU OF CIRCULATION FIGURES – JANUARY – JUNE 2009

1. AUTOMOTIVE MARKET

Automotive Market	Mag style	Jan - Jun 09	Jul-dec 08	Jan - Jun 08	Jul-Dec '07*	Jan-Jul '07*	Jul-Dec '06*	Jan-Jul'06
JUST CARS	Sales	67,016	64,506	67,153	68,821	67,470	64,403	62,428
Wheels	Editorial	55,868	60,226	67,824	64,488	62,782	62,000+	65,274
Street Machine	Editorial	55,577	55,526	59,930	58,202	58,092	60,419	68,851
Unique Cars	Sales	54,377	51,343	56,871	61,100	61,007	58,741	61,855
Motor	Editorial	35,160	40,103	44,040	43,171	46,272	47,008	52,261
Hot 4's & Performance cars	Editorial			20,033	21,460	22,333	26,915	30,981
Street Commodores	Editorial	16,110	16,219	18,489	18,814	20,300	20,597	19,560
Australian Auto Action	Editorial	12,500	11,667	13,254	13,009	13,353	13,779	13,978
High Performance Imports	Editorial			----- ²	----- ²	----- ²	----- ²	8,842
Fast Fours	Editorial			----- ²	----- ²	----- ²	----- ²	30,120

2. MOTORCYCLE MARKET

Motorcycle Market	Mag style	Jan – Jun 09	Jul-Dec 08	Jan - Jun 08	Jul-Dec '07*	Jan-Jul '07*	Jul-Dec '06*	Jan-Jul'06
JUST BIKES	Sales	33,692	35,674	34,970	35,679	36,868	36,603	35,034
Australian Motorcycle Trader	Sales	26,945	26,357	27,759	29,389	30,140	29,764	30,029
Australiasian Dirt Bike	Editorial	26,236	27,545	26,947	27,619	27,473	27,408	30,611
Australian Motorcycle News	Editorial	21,001	21,796	22,507	21,911	20,325	21,144	21,370
Dirt Action	Editorial			22,031	21,056	20,686	20,564	21,134
Australian Road Rider	Editorial	21,971	20,042	21,016	21,572	21,250	n/a	n/a
Freerider MX	Editorial			20,830	20,810	19,496	19,996	20,879

ABC figures for net paid sales Jan - June 2008* Volume VIII - Number 2

*AUSTRALIAN SALES ONLY

¹ In excess of

² Publication no longer audited

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