

JUST CARS & JUST BIKES TAKE PODIUM POSITIONS YET AGAIN IN LATEST ABC CIRCULATION FIGURES

August 18, 2009: The latest ABC Audit figures for January – June, 2010 once again confirm JUST Cars and JUST Bikes as the top selling automotive classified and motorbike magazines respectively in Australia. The two titles have been taking podium positions in their categories for the past six years, holding steady circulation figures whilst many competitive titles experience decline. The launch of the JUST Cars and JUST Bikes online equivalents in December 2009 has not affected print circulation, with both sites experiencing solid growth in users and advertising sales.

“We’re thrilled with the latest ABC results, which support my belief in offering consumers the content they want, when they want and how they want it. JUST is in the content distribution business, and we provide content to our extremely loyal customers via multiple channels – print, web, events and now mobile – with JUST Cars and JUST Bikes also available for ipad as of this month” explained JUST Magazines CEO, Ash Hunter.

www.justcars.com.au

www.justbikes.com.au

www.hunterfive.com

<http://au.zinio.com/>

AUSTRALIAN AUDIT BUREAU OF CIRCULATION FIGURES – JAN – JUNE 2010

Australian Audit Bureau of Circulation Figures Jan - June 2010		
Motorcycle Market	Mag style	Jan - June 2010
JUST BIKES	Sales	32,501
Australasian Dirt Bike	Editorial	26,074
Australian Motorcycle Trader	Sales	23,295
Australian Motorcycle News	Editorial	20,132
Australian Road Rider	Editorial	21,504
Automotive Market	Mag style	Jan - June 2010
Top Gear	Editorial	74,051
JUST CARS	Sales	65,396
Unique Cars	Sales	60,769
Wheels	Editorial	56,338
Street Machine	Editorial	50,840
ABC Figures for average net paid sale Jan - June 2010*		
* AUSTRALIAN SALES ONLY		

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