

MiNDFOOD

PRESS RELEASE

Friday, August 13, 2010

MiNDFOOD – New Zealand’s fastest-growing magazine shows strong circulation growth, again.

MiNDFOOD magazine has recorded more than 50 per cent year-on-year increase in circulation in the latest NZ Audit Bureau of Circulation results released today.

Launched in March 2008, MiNDFOOD magazine now boasts a total circulation in New Zealand of 30,758 copies, making MiNDFOOD the fastest-growing magazine in New Zealand.

In addition to the exceptional circulation result for the magazine, *mindfood.com* attracts more than 79,000 browsers each month, receives more than 325,000 page impressions (up by 74 per cent) and sends more than 78,000 newsletters every week (an increase of 73 per cent).

“MiNDFOOD has clearly struck a chord with New Zealand and our fully integrated offering has more people coming to MiNDFOOD each month,” says Michael McHugh, MiNDFOOD’s editor-in chief. “This result reflects the gap in the marketplace we identified, and there is no reason why we will not continue to grow. It’s very exciting.”

This week, Suraya Sidhu Singh wrote in the UK’s *Guardian* that: *“Entrepreneurship means staying ahead of the curve. Recent New Zealand launches, like intelligent women’s magazine MiNDFOOD, have become best sellers ... [offering] in-depth discussion and inspiring photography – content that print excels in delivering.”*

The September issue of MiNDFOOD is on sale now.

Contact editor-in-chief Michael McHugh at michael@mindfood.com.

