

car. The magazine is edited by former *Woman's Day* editor-in-chief, Megan McChesney, who heads up a team of four editorial staff.

Fairfax Media is launching a new high-quality magazine to be distributed with every weekend edition of its three largest daily newspapers, *The Dominion Post*, *The Press* and *The Waikato Times*. The new magazine will be launched in September and will be distributed weekly with approximately 240,000 newspapers. It will be produced by Fairfax Magazines and share the same high-quality production values as sister magazines such as *Sunday*, *NZ House & Garden*, *Cuisine* and *NZ Life & Leisure*.

Fairfax Magazine's *Sunday* magazine is one of the top four most popular weekly magazines in New Zealand, behind *TV Guide*, *Woman's Day*, and *NZ Woman's Weekly*; just released readership figures show. The latest Nielsen National Readership Survey, covering April '07 to March '08, shows the popular lifestyle magazine, distributed with the *Sunday Star-Times*, is read by 541,000 people every week. When combined with *TV Guide* these Fairfax titles reach nearly 1.2 million readers 10+ every week.

New Zealand fashion website www.runwayreporter.co.nz has had a makeover. The online home of *Fashion Quarterly* magazine has a bold new look, new content and improved browsing capability. The site will continue to deliver comprehensive coverage of the local and

international fashion industry. Launched in March 2006, www.runwayreporter.co.nz has 22,000 monthly unique browsers.

Te Taura Whiri i te Reo Māori, (the Māori Language Commission) has signed an agreement with Air New Zealand. Through this agreement the Māori language will be used and promoted in Air NZ in-flight, airport and corporate environments. Te Taura Whiri i te Reo Māori and Air NZ are focused on fostering positive attitudes toward the Māori language and promoting Air New Zealand's cultural initiatives.

AssetBase is a mailing list of 11,255 of New Zealand's top individual shareholders, compiled from the top 100 NZ-based private shareholders of each listed company, combined across all their other shareholdings to give a view of their total holdings in dollar terms. The result is a sub-set of influential and hard-to-find, wealthy New Zealanders. The database is privacy compliant, and sourced from official data. For more information email andre@baton.co.nz

One of New Zealand's busiest news and entertainment websites, msn.co.nz has recently launched a brace of new advertising options under its content integration advertising umbrella. The new advertising formats provide advertisers with more latitude and a better platform for interacting with MSN audiences, across a range of formats, including branded advertorial pages, slide shows, sponsorship, competitions and mini sites.

ACCOUNT MOVES - July 2008

Client/Brand	Work	From	To
Pizza Hut	Advertising	M&C Saatchi	Barnes Catmur
Tourism Australia	Advertising	M&C Saatchi	DDB
Kim Crawford Wines	Advertising	Wasabi	Sugar
Flooring Xtra	Advertising	-	Mr Smith
Summit-Quinphos	Advertising	Ballantyne	King St
Enslab	Advertising	Hot Mustard	King St