



Media Release

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Unlimited potential for business and IT publishing unit

Fairfax Media is creating New Zealand's largest specialist business and IT publishing unit, bringing flagship weekly business title *The Independent* and the Fairfax Business Media titles together. In addition, the Publisher today revealed it had bought the assets of niche multi-media publisher Infego Communications Ltd; including *Unlimited* magazine and youth title *Actv8*.

Fairfax Business Media publishes *PC World*, *Computerworld*, *CIO* and *Reseller News*. These titles previously reported into Fairfax Australia.

"The opportunities for cross-promotion and integration across editorial, marketing, advertising, circulation and events with these titles are tremendous," said Fairfax Media group head of publishing Rodger Shepherd. "With the combined resources of some very talented staff, we believe Fairfax Business Publishing will be number one in business and IT publishing in New Zealand.

"Infego's focus on integration and cross-media content and advertising solutions fits well with Fairfax New Zealand's existing business. The acquisition and merger of Infego titles, which focus on high-growth business markets and the education sector, will further strengthen Fairfax New Zealand's business portfolio.

"By bringing these titles together, Fairfax will create New Zealand's premium specialist business and IT editorial centre – to be known as Fairfax Business Publishing. I am delighted to announce that Julie Gill, owner of Infego Communications Ltd will lead the unit as general manager."

Ms Gill established Infego Communications in 2006, when she bought *Unlimited* and *Actv8* from IDG New Zealand, of which she had been general manager. She also has significant experience of specialist business and IT publishing in Europe.

"Fairfax New Zealand is extremely fortunate to have someone of Julie's calibre and depth of experience in this specialised area," said Mr Shepherd.

Gill said existing *Unlimited* and *Actv8* readers can be assured there'll be no lessening of the high quality content they currently enjoy with the existing Infego teams continuing under the new structure.

But Mr Shepherd said the merger would result in some restructuring of staffing within the group, which would be worked through during the next few weeks.

“We will work closely with staff to complete the review as swiftly and transparently as possible. The end result will be a large, strong and dynamic integrated business and IT media division, which will work hard to meet readers’ and advertisers’ needs in a way that has not previously been possible in New Zealand.”

Fairfax Business Publishing Titles

From Fairfax Business Media:

PC World – New Zealand’s best-read technology magazine, aimed at consumers and small businesses. Publishes monthly, 11 issues, readership 140,000.

Computerworld – Weekly magazine aimed at ICT professionals, focusing on ICT management and deployment. Publishes on Mondays, readership 35,000.

CIO – The magazine for smart ICT leaders provides the specialised information needed to lead and manage IT teams for business. Publishes monthly, 11 issues, circulation 2,585.

Reseller News – Lively fortnightly newspaper aimed at systems integrators, retailers, software developers, technology consultants, agents and distributors. Circulation 3,091.

From Fairfax New Zealand

The Independent – *The Independent* provides in-depth business analysis from an experienced and highly awarded team of journalists. Publishes weekly on Thursdays, readership 33,000*.

From Infego Communications

Unlimited – This high-end business magazine with a focus on innovation and entrepreneurs is targeted at high net worth individuals. Publishes monthly, 11 issues, circulation 7,545.

Actv8 – Distributed through 500 schools to 11- to 16-year-olds, this title has a good fit with Fairfax New Zealand’s Newspapers in Education programme. Publishes quarterly.

Source:
Nielsen National Readership Survey Q4 2007-Q3 2008, all people 10yrs+
*Nielsen National Readership Survey Q3 2007-Q2 2008, all people 10yrs+
Audit Bureau of Circulation 6 months ending June 2008

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