

Nielsen//NetRatings

NEW ZEALAND

TOP PUBLISHERS: SENIORS

Proportion of NZ visitors aged 60+

1	iCruise	25.0%
2	DotGolf	24.6%
3	Public Address	17.0%
4	The Natural Health Clinic	16.7%
5	Garden-NZ	16.5%
6	The Radio Network	15.0%
7	NZX	14.6%
8	The Independent	12.1%
9	Quicken NZ	11.0%
10	NetGuide NZ	10.6%

Source Nielsen//NetRatings Market Intelligence
October 2004
Aged 60+, ranked by % matched
Domestic traffic