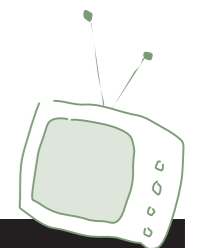


Top 50 Advertisers 2010

Period: 1 January - 31 December 2010 Currency: NZ\$										
		Grand Total	TV	Radio	Newspaper	Magazine	Cinema	Outdoor	Unaddressed Direct Mail	Online
1	Foodstuffs NZ Ltd	69,591,742	22,014,301	10,466,983	27,645,126	403,610	301,250	1,493,932	7,100,427	166,113
2	Harvey Norman	58,577,110	32,432,463	2,136,942	20,819,236	522,687	0	0	2,515,779	150,003
3	Unilever Australasia	57,164,365	50,076,438	0	187,690	1,999,500	619,250	3,928,203	0	353,284
4	Progressive Enterprises Ltd	55,549,840	23,724,977	5,164,682	16,541,419	735,596	0	1,941,640	7,173,790	267,736
5	The Warehouse Ltd	49,333,650	21,703,890	5,182,707	11,963,761	2,404,330	0	81,665	7,477,504	519,793
6	Noel Leeming Group	43,808,379	19,327,230	3,266,205	17,161,575	2,580	0	0	4,041,235	9,554
7	Mitre 10 NZ Ltd	39,987,312	23,817,716	195,910	12,264,590	50,620	0	48,000	3,600,112	10,364
8	Reckitt Benckiser NZ	32,982,229	31,434,241	0	13,985	988,188	0	539,275	0	6,540
9	Telecom Corp Of NZ Ltd	30,631,835	14,286,696	3,725,406	4,793,561	393,190	1,268,750	1,893,839	196,131	4,074,262
10	BrandWorld Ltd	30,306,268	30,294,957	0	0	5,500	0	0	0	5,811
11	Farmers Trading Co Ltd	29,325,718	13,763,767	3,517,896	7,728,292	612,551	0	24,250	3,238,563	440,399
12	NZ Lotteries Commission	27,242,239	19,705,189	5,428,145	350,642	0	0	1,507,351	0	250,912
13	Procter & Gamble NZ Ltd	26,981,394	23,229,983	0	0	1,767,562	0	907,647	0	1,076,202
14	NZ Transport Agency	25,884,497	17,193,544	4,937,559	1,133,250	611,496	280,500	1,498,359	5,325	224,464
15	L'Oréal	25,840,449	21,946,589	52,435	94,649	3,170,398	0	237,898	0	338,480
16	McDonald's System Of NZ Ltd	24,719,723	17,186,173	4,660,549	156,963	71,786	132,750	1,893,104	226,870	391,528
17	The Radio Network	23,380,838	1,515,139	17,539,572	2,940,839	774,857	0	609,652	779	0
18	Briscoes (NZ) Ltd	21,442,739	11,560,017	2,048,194	4,679,971	299,690	0	0	2,490,878	363,989
19	ANZ Banking Group (NZ) Ltd	21,344,417	12,708,640	1,358,107	3,380,256	623,916	0	2,202,877	2,971	1,067,650
20	Sky Network Television Ltd	20,366,350	15,088,501	758,850	280,151	587,050	1,415,875	1,257,714	212,033	766,176
21	Vodafone New Zealand	19,626,433	7,954,997	1,226,987	5,261,795	178,905	274,400	2,794,048	424,230	1,511,071
22	Smiths City Ltd	17,606,033	2,735,983	5,922,717	8,549,280	0	0	27,000	371,053	0
23	GlaxoSmithKline	17,364,629	13,075,517	135,311	112,327	1,387,089	0	2,419,683	0	234,702
24	Bunnings Pty Ltd	17,046,749	8,467,325	230,908	6,684,043	186,787	0	4,800	1,457,216	15,670
25	National Bank Of NZ Ltd	16,804,032	11,999,210	570,152	3,175,888	193,468	329,250	51,000	0	485,064
26	Johnson & Johnson NZ Ltd	16,604,321	13,182,800	504,057	20,259	2,198,922	0	242,923	0	455,360

Period: 1 January - 31 December 2010 Currency: NZ\$										
		Grand Total	TV	Radio	Newspaper	Magazine	Cinema	Outdoor	Unaddressed Direct Mail	Online
27	Coca-Cola Oceania	16,429,769	10,876,586	1,705,664	104,606	181,150	499,806	2,547,453	0	514,504
28	S C Johnson & Son Pty Ltd	16,201,882	16,195,079	0	6,803	0	0	0	0	0
29	Tower Corporation	15,594,042	10,530,732	4,583,281	210,706	40,727	111,000	16,212	0	101,384
30	Warehouse Stationery	15,582,454	5,788,240	1,454,278	6,148,516	227,582	16,250	0	1,821,124	126,464
31	ASB Bank Ltd	15,534,731	10,102,935	611,262	2,153,612	360,665	0	1,577,785	699	727,773
32	Restaurant Brands NZ Ltd	15,426,911	12,997,904	747,611	75,448	37,185	267,750	609,101	615,252	76,660
33	Fonterra Brands	14,818,105	13,465,474	399,534	46,138	442,113	0	350,000	0	114,846
34	Colgate-Palmolive Ltd	14,714,177	13,470,474	0	1,146	523,189	56,250	527,574	0	135,544
35	TV Shop	13,875,985	13,875,985	0	0	0	0	0	0	0
36	EMI Music (NZ) Ltd	13,430,348	900,120	12,466,989	40,649	22,090	0	0	0	500
37	Westpac Bank Ltd	13,145,766	7,742,349	2,782,027	1,746,624	367,781	0	144,879	39,294	322,812
38	2 Degrees Mobile Limited	13,005,002	8,426,326	400,922	2,135,946	265,099	373,500	1,094,477	8,079	300,653
39	Dick Smith Electronics Ltd	12,997,303	5,318,686	1,652,583	4,281,168	0	0	774	1,547,784	196,308
40	Rebel Sport Ltd	12,939,594	9,258,244	1,329,671	1,324,719	12,400	0	0	810,654	203,906
41	Toyota (NZ) Ltd	12,771,590	6,689,818	1,131,753	3,797,689	635,010	71,500	0	81	445,739
42	Kimberly Clark NZ	12,630,402	11,637,177	656,232	14,336	117,965	0	0	0	204,692
43	Antares Restaurant Group	12,175,025	9,324,651	1,805,402	4,486	0	0	629,500	274,165	136,821
44	TSB Bank	12,059,499	8,508,221	73,500	3,170,147	0	0	2,300	0	305,331
45	TelstraClear	11,438,991	9,262,373	101,221	1,083,495	0	0	798,929	4,334	188,639
46	Nestlé NZ Ltd	11,410,579	9,140,862	698,895	59,746	912,727	0	268,066	4,208	326,075
47	Energy Efficiency & Conservation	11,326,032	8,489,988	1,108,936	690,427	539,445	0	0	375	496,861
48	Air New Zealand Ltd	11,154,261	250,400	195,419	4,629,880	68,111	0	1,778,604	1,116	4,230,731
49	Ministry of Health	11,049,587	6,898,074	1,605,711	268,840	683,904	0	1,317,087	1,172	274,799
50	Kellogg (Aust) Pty Ltd	11,022,167	8,310,106	0	0	1,260,137	634,250	807,674	0	10,000
	Grand Total	1,140,247,493	697,887,087	114,541,165	187,934,675	26,867,558	6,652,331	38,075,275	45,663,233	22,626,169

Source: Nielsen Media AIS data Jan-Dec 2010. Spend is rate card based. For further information please contact Stuart Jamieson (stuart.jamieson@nielsen.com).