

The New Zealand Herald

HERALD COMMERCIAL PROPERTY – THE REAL SPHERE OF INFLUENCE

The newspaper clipping is titled "Commercial Property" and includes the CBRE logo with the phone number 09-355-3333. The main headline is "Office building to reflect upon". Below this, there is a photograph of a modern office building and a small inset photo of two men. A sub-headline reads: "The location is regarded as an excellent fringe city office position." Below the main headline, there are several columns of text. The second article is titled "Food for thought among a trio of investment properties" and includes another photograph of a building and a small inset photo of two men.



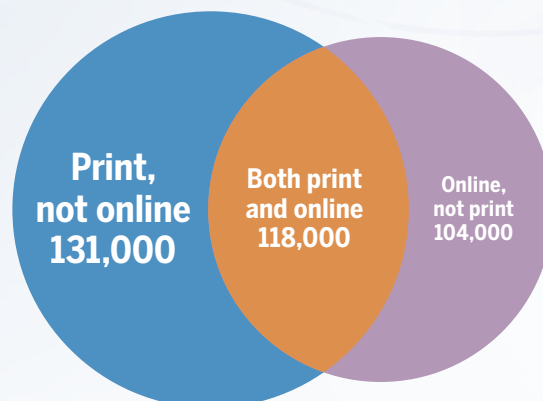
5 reasons why you should choose Herald Commercial Property to sell your property



For more information or to place your ad call your Herald Account Manager or phone (09) 373 6028

- 1 The New Zealand Herald is New Zealand's number one newspaper**
 The New Zealand Herald is read by 580,000 people, more than any other New Zealand newspaper and delivered to homes and businesses across Auckland and beyond.
- 2 126,000 people read Commercial Property every Wednesday and Saturday**
 Herald Commercial Property is combined with the Business section every Wednesday and as a standalone section every Saturday. Designed with investors large and small in mind it delivers information about this specialised property market and the influences that drive it. Separate categories for Property Investment, Properties To Let or Lease, Business Opportunities and Business for Sale and Wanted makes Herald Commercial Property a destination read.
- 3 Combine the strength of print and online with the commercial property environment on nzherald.co.nz to reach a quality audience**
 353,000 decision makers will refer to either their daily paper or the internet when sourcing information on the real estate market.*
- 4 Daily papers and internet offer maximum access to decision makers and top-level investors**
 Herald Commercial Property and nzherald.co.nz combined reaches; 383,000 business decision makers and 111,000 investors with \$100k+.
- 5 Effective daily newspaper advertising can drive traffic online**
 Daily newspapers are an instrumental tool in driving consumers online. If the offer is relevant, and has a clear and concise url, decision makers and investors are highly likely to go online to view photos and obtain further information on the property.

Media sources used when accessing information on real estate – business decision makers**



The New Zealand Herald **WeekendHerald**

Source: Nielsen Consumer and Media Insights, Apr – Mar 2011. Based on All People 18+
 *Nielsen Consumer and Media Insights, Jan – Dec 2010. Based on All People 18+ who have used media to source real estate information in the last 7 days
 ** Nielsen Consumer and Media Insights, Jan – Dec 2010. Based on readers of the Commercial Property section in the Weekend Herald