



BUSINESSHERALD

APPEARS SIX DAYS | THE NEW ZEALAND HERALD MONDAY TO FRIDAY, WEEKEND HERALD ON SATURDAY



506,000 READERS EVERY WEEK
BUSINESS HERALD DELIVERS AN AFFLUENT BUSINESS AUDIENCE

Business Herald is a highly credible and respected editorial environment that delivers a complete package of financial analysis, business news and market prices from the national and global markets.

WHO READS THE BUSINESS HERALD?

- **Males** — 61% of Business Herald readers are male
- **Main income earner** — 69% of Business Herald readers are the main income earner
- **Big earners** — Business Herald readers are 91% more likely to have household incomes over \$120,000
- **Disposable incomes** — Business Herald readers are 58% more likely to be empty nesters with no mortgage

WHAT DOES THIS MEAN TO ADVERTISERS?

- The Business Herald combines the benefits of a dedicated core of business-focused readers who are also high income earners
- The Business Herald reaches business decision makers
- Readers are typically high-income earners and likely to have large disposable incomes to spend on 'luxury' goods and services

For more information on the Business Herald go to soldonapn.co.nz

Source: Nielsen Consumer & Media Insights. Jul 10 - Sep 11. all people 15+



The New Zealand Herald

Weekend Herald

