

The Aucklander

INSERTED INTO THE NEW ZEALAND HERALD EVERY THURSDAY | FOUR LOCAL EDITIONS



APN'S COMMUNITY NEWSPAPER DELIVERED TO AUCKLANDERS AS AN INSERT IN THE THURSDAY EDITION OF THE NEW ZEALAND HERALD

The Aucklander is all about the reader and their community. It's packed with everything that's interesting and useful featuring in-depth local news, sports, events, real estate, advertising, and entertainment listings in a full colour magazine style format.

HOW IS THE AUCKLANDER DISTRIBUTED?

- The Aucklander has four different targeted editions unique to each of Auckland's four cities – The Aucklander City, The Aucklander North Shore, The Aucklander Waitakere and The Aucklander Manukau City (for a detailed distribution map see soldonapn.co.nz)
- In addition to being inserted into The New Zealand Herald every Thursday, The Aucklander is also available in selected shopping malls, libraries, cafes and food halls

WHAT DOES THIS MEAN TO ADVERTISERS?

- The ability to deliver a message to the quality audience enjoyed by The New Zealand Herald within a targeted local population
- Inserting The Aucklander into the Thursday edition of the Herald ensures that The Aucklander is delivered directly into subscribing households and businesses

WHO READS THE THURSDAY HERALD?

- The Aucklander is read by 198,000 Aucklanders every Thursday – almost a fifth of all Aucklanders
- The Aucklander reaches high income households, tertiary educated professionals, homeowners and households with high weekly grocery spends
- 88% of Aucklander readers agree they enjoy reading about local news and events

Source: Nielsen Media Research, National Readership Survey, Apr 09 - Mar 2010. Total Auckland Reach.

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