

# Sport

Full-colour and 'late to press' capability defines the Herald on Sunday Sport section.

A comprehensive guide to the weekend's sport. Sport contains the best expert analysis, the latest results and entertaining perspectives from the country's best sport writers. With its position as a reverse front page, Herald on Sunday Sport satisfies even the most devoted sports fan.



**READ BY 216,000 SPORT ENTHUSIASTS EVERY SUNDAY**

For more information on Herald on Sunday Sport go to [soldonapn.co.nz](http://soldonapn.co.nz)

## WHO READS SPORT?

- **Males** – The Sport section is the environment most skewed to males – 65% of readers are male
- **Household shoppers** – 67% of Sport readers are either equal or main household shoppers
- **Consumers looking to buy** – 59% of Sport readers use their daily paper to decide where to buy goods and services

## WHAT DOES THIS MEAN TO ADVERTISERS?

- The highest Sunday paper readership in Auckland and the Northern region combined with unbeatable national and global sports coverage is a valuable proposition for those looking to advertise in Herald on Sunday's sports environment
- Full colour allows advertisers to use the paper in a creative manner and brings the pictures and editorial content to life



Source: Nielsen Media Research National Readership Survey, Apr 09 – Mar 2010, all people 15+