



The New Zealand Herald

HERALD ON SUNDAY



REACHES 348,000 READERS EVERY WEEK

Credible, concise and covering the latest breaking news stories, Herald on Sunday contains the perfect blend of hard news, entertaining columnists and up-lifting stories from New Zealand and abroad.

WHO READS HERALD ON SUNDAY NEWS SECTION?

- **Household shoppers** — 70% of news section readers are either equal or main household shoppers
- **Consumers looking to buy** — 83% of local news readers use their daily paper to decide where to buy goods and services

WHAT DOES THIS MEAN TO ADVERTISERS?

- Herald on Sunday offers advertisers a high quality audience, this combined with competitive rates offers tremendous value to advertisers
- Herald on Sunday news section is an ideal environment for 'outside of the box' advertisers who want to get creative with their ad space.

For more information on the Herald on Sunday News section go to soldonapn.co.nz

Source: Nielsen Consumer & Media Insights. Jul 2010 - Sep 2011, all people 15+

*Source: Strategy.com

