



Sunday Sport



211,000 READERS EVERY SUNDAY

'LATE TO PRESS' CAPABILITY DEFINES THE HERALD ON SUNDAY SPORT SECTION

A comprehensive guide to the weekend's sport. Herald on Sunday 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.

WHO READS HERALD ON SUNDAY SPORT SECTION?

- **Males** – The Sport section is the environment most skewed to males – 64% of readers are male
- **Household shoppers** – 63% of Sport readers are either the equal or main household shoppers
- **Consumers looking to buy** – 83% of Sport readers use their daily paper to decide where to buy goods and services

WHAT DOES THIS MEAN TO ADVERTISERS?

- The highest Sunday newspaper 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

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

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

