



# View



## 262,000 READERS EVERY SUNDAY

VIEW OFFERS ADVERTISERS COST-EFFECTIVE EXPOSURE THAT LASTS ALL WEEK

View features all the latest showbiz gossip, interviews with favourite personalities and the low-down on the newest movies, music and television shows to watch out for.

View also contains full 7-day digital and free-to-air TV listings and the essential weekend crossword, puzzles and trivia.

At the back of View you can find Spy – Rachel Glucina’s hugely popular eight-page hot gossip section and the best stories from the stars to keep you entertained.

View is the one stop entertainment shop found in Herald on Sunday every week.

### WHO READS VIEW?

- **Broad age-range** – 71% of View readers are aged between 20 – 59 years.
- **Males and Female** – a slightly female skewed environment between female (59%) and male (41%) readers
- **High Income** – View readers are high earners, and have an average household income of around \$106,420 which is \$23,705 more than the national average.
- **Cultured Lifestyles** – View readers like to visit art galleries and museums. They are more likely to be regular visitors to gallery or museum exhibitions than the average New Zealander.

### WHAT DOES THIS MEAN TO ADVERTISERS?

- Advertisers have the opportunity to target a high-value audience at an affordable rate.
- View offers brand and retail advertisers longevity as the 7-day TV listings mean readers are likely to refer back to the publication throughout the week.

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

Source: Nielsen Consumer & Media Insights. Jul 2010 - Sep 2011, all people 10+ . (Unduplicated Reach.)



HERALD ON SUNDAY

