



The New Zealand Herald

HERALD ON SUNDAY



REACHES 382,000 READERS EVERY SUNDAY

Herald on Sunday is the best read Sunday newspaper in Auckland and the Northern Region and offers advertisers the right readers at the right price, with the right results.

WHO READS HERALD ON SUNDAY?

- **Broad age-range** — 73% of Herald on Sunday readers are aged between 20-59 years
- **Male and female** — Evenly split between male (44%) and female (56%) readers
- **High income** — Herald on Sunday readers are 78% more likely than the general population to have a household income of \$120,000+

WHAT DOES THIS MEAN TO ADVERTISERS?

- Herald on Sunday's competitive rates offer tremendous value to advertisers
- 49% of readers are reading the Herald on Sunday for more than half an hour each week — providing increased exposure of the advertisers' products and services

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

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

