



The New Zealand Herald

APPEARS SIX DAYS | THE NEW ZEALAND HERALD MONDAY TO FRIDAY, WEEKEND HERALD ON SATURDAY



OVER HALF A MILLION READERS EVERY DAY

Section A provides unparalleled reach to quality readers, every day.

WHO READS SECTION A?

- **Males and females** – relatively even split between male and female readers
- **Consumers looking to buy** – 71% of Section A readers have talked about an ad they have seen in their daily newspaper, and 76% actually buy something from an ad they have seen

WHAT DOES THIS MEAN TO ADVERTISERS?

- Section A readers have an above average income and a high propensity to spend – an unbeatable combination for advertisers
- The Herald provides an environment where consumers are actively engaged with the paper. For these readers, the advertising is as important as the editorial content for discovering the best deals, services and products in the market* – in short, Section A delivers results for our advertisers

For more information on Section A go to soldonapn.co.nz

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



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WeekendHerald

