



The New Zealand Herald travel



REACHES 336,000 READERS EACH WEEK

The New Zealand Herald's Travel liftout is published every Tuesday. It provides a weekly guide to national and international locations for both the discerning traveller and the dreamer.

WHO READS TRAVEL?

- **Mature travellers** – 46% of Travel readers are aged between 45-69 years.
- **Men and women** – Travel is read by both men (48%) and women (52%)
- **High income** – Travel readers are 73% more likely to have a household income of over \$120,000

WHAT DOES THIS MEAN TO ADVERTISERS?

- 79% of Travel readers **actually buy something** after reading their daily newspaper
- Advertisers can position their products and services in a more **mature reader environment**
- Travel is a dedicated environment that draws in motivated readers, advertisers can benefit by placing their brand within an informative, practical and highly valued section

For more information on Travel go to soldonapn.co.nz

Source: Nielsen Consumer & Media Insights. Jul 10 - Sep 11. all people 15+



The New Zealand Herald

