



VIVA WEDDINGS

Wednesday April 7, and September 8, 2010

viva

WEDDINGS

A special feature published within VIVA on
Wednesday April 7, and September 8, 2010.

An essential guide to planning 'The Big Day'
without forgetting anything or offending anyone.

Reach 457,000 readers when you advertise in both issues -
Book NOW and receive a 15% discount off both insertions.

WHY YOU SHOULD ADVERTISE

Every week VIVA is read by 293,000 consumers who love to spend.
64% of VIVA readers are female, making it the highest female-targeted
audience of any Herald environment.

These female VIVA readers are high earners - they are 88% more likely
as the typical New Zealand female to be taking home personal
income in excess of 80k.

BOOKING DEADLINE:

Wednesday, March 31, 2010

MATERIAL DEADLINE:

Ads that require setting: Wednesday, March 31, 2010

Camera ready material: Monday, April 5, 2010

To advertise in **VIVA WEDDINGS** call
your New Zealand Herald Account Manager or:

Kerry Leonard on (09) 373 6014 / 021 489 819 / kerry.leonard@apn.co.nz

Source: Nielsen Research, National Readership Survey, Jan-Dec 09,
all people 10+ Based on unduplicated reach.