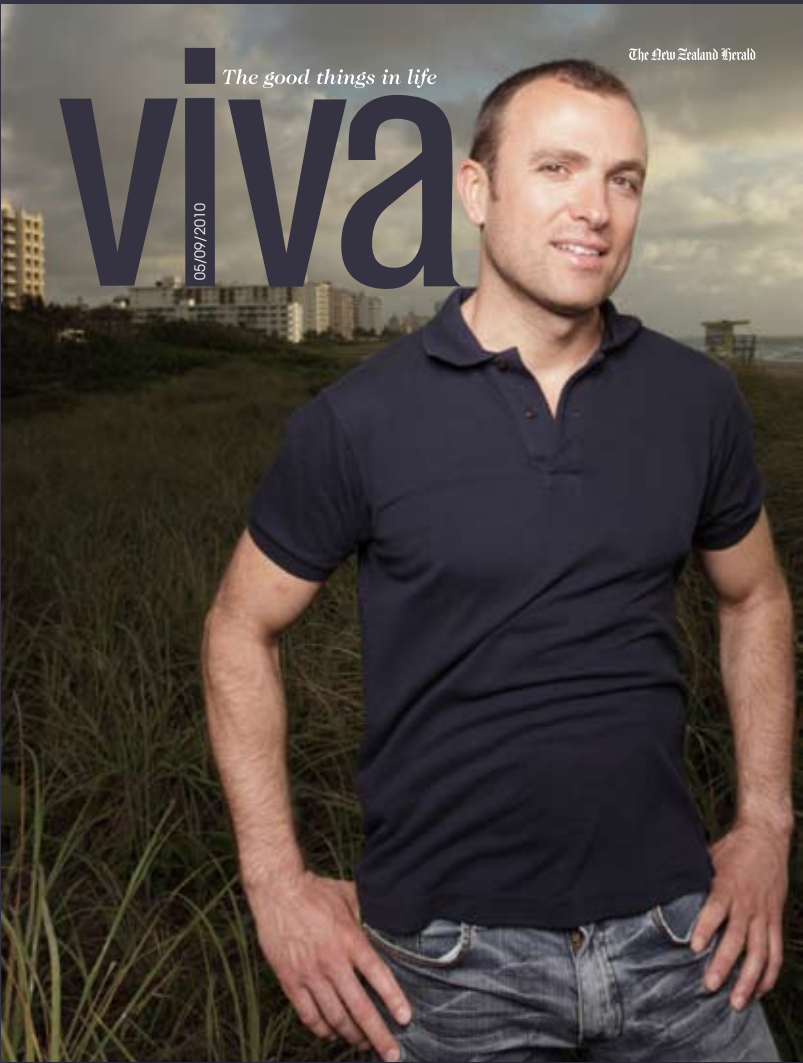


The New Zealand Herald

The good things in life

viva

05/09/2010



VIVA FATHER'S DAY GIFT GUIDE

WEDNESDAY, SEPTEMBER 1, 2010



FATHER'S DAY GIFT GUIDE

ON WEDNESDAY, SEPTEMBER 1, 2010
THE NEW ZEALAND HERALD WILL PUBLISH
VIVA FATHER'S DAY GIFT GUIDE.

An inspirational guide for readers to find the perfect gift for
Father's Day to make his day extra special.

WHY YOU SHOULD ADVERTISE

Every week VIVA is read by 307,000 consumers who love to spend.
64% of VIVA readers are female, making it the highest female-targeted audience
of any Herald environment. VIVA readers have an average household income
of 105K – that's \$24K ahead of the national average.

BOOKING DEADLINE:

10am, August 26, 2010

MATERIAL DEADLINE:

Camera ready material: 10am, August 26, 2010

To advertise in the VIVA FATHER'S DAY GIFT GUIDE call your
New Zealand Herald Account Manager or phone (09) 373 6400

Source: Nielsen Research, National Readership Survey, Apr 09 – Mar 10, all people 10+