



# canvas



**438,000 READERS EACH WEEK.**  
DELIVERS A LARGE AUDIENCE OF HIGH-SOCIO READERS.

Canvas, the Weekend Herald's glossy lift-out magazine indulges readers with a satisfying blend of features, lifestyle, and a substantial living section devoted to contemporary design, recipes and fashion. With thought-provoking and stimulating articles, canvas has a reputation for quality journalism

## WHO READS CANVAS?

- **Consumers looking to buy** – 78% of canvas readers use their daily newspaper to help decide where to buy from
- **Men and women** – canvas is read by both men and women (59% female)
- **Weekend Herald readers** – Nearly two thirds in fact (61%), making canvas a magazine with serious reach

## WHAT DOES THIS MEAN TO ADVERTISERS?

- canvas puts your message in front of readers with money – 68% of readers are in the top 3 socio
- canvas strongly engages by 'entertaining me' which is reflective of the 'weekend mindset' and the magazine values of the publication. canvas also engages by 'inspiring me' and 'absorbing me'.

For more information on canvas go to [soldonapn.co.nz](http://soldonapn.co.nz)

Source: Nielsen Consumer & Media Insights. Apr 10 - Jun 2011. all people 10+



**WeekendHerald**

