



The Business Herald



394,000 BUSINESS READERS EVERY FRIDAY

The Business Herald provides readers with a one-stop-shop for business news, background stories and opinion, in a convenient compact format that can be taken home and digested over the weekend.

It is targeted at an intelligent, business-savvy audience and offers advertisers the opportunity to reach influential decision makers.

WHO READS THE BUSINESS HERALD?

- **Professionals** – Friday business readers are top-end business professionals and are 47% more likely than the general population to be in the top three occupation groups.
- **Investors** – 63% of Friday business readers have savings or investments, with an average of \$130,200 invested
- **Travellers** – Over 43% have travelled overseas in the past twelve months, with the majority of these trips being for reasons other than business

WHAT DOES THIS MEAN TO ADVERTISERS?

- The Business Herald combines the benefits of a dedicated core of business-focused readers that are also high income earners
- The Business Herald reaches business decision makers
- Readers are typically high-income earners and likely to have large disposable incomes to spend on 'luxury' goods and services

For more information on The Business Herald go to soldonapn.co.nz

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



The New Zealand Herald

