



The good things in life

viva



READ BY 336,000 READERS EVERY WEEK
VIVA REACHES WOMEN WHO LOVE TO SPEND

Fresh and stylish, VIVA is a mid-week treat with a devoted following amongst women who love to spend. Appearing every Wednesday, the sophisticated magazine-style format makes VIVA the perfect place to showcase all that's good in fashion, beauty, design, food, wine and the latest lifestyle trends.

WHO READS VIVA?

- **Females** – 62% of readers are female
- **Consumers looking to buy** – 82% of VIVA readers use their daily newspaper to make purchase decisions
- **High income earners** – VIVA readers are 54% more likely than the general population to have a personal income over \$80,000

WHAT DOES THIS MEAN TO ADVERTISERS?

- **Females** – VIVA offers the highest female-targeted audience of any Herald environment
- **Spenders** – Reach spenders and lots of them, VIVA is a destination-read for consumers, boosted by the high readership of the Herald on a Wednesday

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

Source: Nielsen Consumer & Media Insights. Jul 2010 - Sep 2011 all people 10+



The New Zealand Herald

