

The New Zealand Herald

CHANGE THE WAY YOU MARKET PROPERTIES
WITH A SPECIAL OFFER FROM MIDWEEK HERALDHOMES

**NOW
SELLING**

**Reach a huge
midweek audience of
potential homebuyers**

for only

\$1,500 + GST a page



Introducing the new standalone Midweek HeraldHomes – A cost effective way for you to market your properties



To show our appreciation for your business The New Zealand Herald would like to extend a special advertising rate for you to advertise your properties in the new Midweek HeraldHomes lift-out.

What's new?

From Wednesday June 1, 2011, Midweek HeraldHomes will be distributed as a standalone property lift-out in The New Zealand Herald to the greater Auckland area only (includes towns and Auckland suburbs between Wellsford and Pukekohe).

Why should you take advantage of this special offer?

- The Herald reaches more people across Auckland than any other newspaper
- 23% of Wednesday Herald readers across the greater Auckland region will engage with HeraldHomes, ensuring your advertising reaches a large audience of potential homebuyers
- Almost 7 out of 10 of Wednesday HeraldHomes readers are homeowners with nearly half owning their own properties freehold
- The average household income of Wednesday HeraldHomes readers is \$113,000 per year, 14% ahead of the typical New Zealander – ensuring you reach a quality audience
- 77% of Wednesday HeraldHomes readers are in the 40 years + demographic

Price Guide

Size	Price
Full Page	\$1,500
Half Page	\$750
Third Page	\$500
Quarter Page	\$375
Sixth Page	\$250
Eighth Page	\$188
Twelfth Page	\$125
Sixteenth Page	\$94

Deadlines

Booking and Setting/Editorial: 4 pm Monday
 Camera-ready Material: 10 am Tuesday
 Publication: every Wednesday as a liftout in the Herald (greater Auckland region only)

Share your success

We genuinely value your feedback and welcome any comments as to how HeraldHomes on a Wednesday is servicing your business needs.

For feedback, more information, or to place your ad please call your Herald Account Manager on 09 373 6028 or email realestateadmin@apn.co.nz

Check out our online packages designed specifically for property advertising. Ask your Account Manager for more information.



The New Zealand Herald

Source

Nielsen Consumer & Media Insight Survey Jan – Dec 2010. AP 18+ Auckland Regional Council area.

Terms and Conditions

Ads must be booked through campaign track. Pricing excludes GST. Not available in conjunction with any other offer. Advertising is subject to availability. Standard APN Advertising terms and conditions apply. APN reserves the right to alter or withdraw this offer at any time.