



The New Zealand Herald

APPEARS FIVE DAYS | THE NEW ZEALAND HERALD MONDAY TO FRIDAY, WEEKEND HERALD ON SATURDAY



CONNECTING WITH MORE THAN ONE MILLION NEW ZEALANDERS EACH WEEK

The New Zealand Herald is the country's number one daily newspaper. Whether targeting a mass market or a specific segment, our range of advertising environments will help advertisers achieve their goal.

WHO READS THE NEW ZEALAND HERALD?

- **Auckland** – 62% of all Aucklanders read a copy of the Herald each week
- **Big spenders** – 65% of Herald readers in Auckland are in high socio-economic groups [NZSEI levels 1-3]
- **Household shoppers** – 72% of Herald readers in Auckland are the main or equal household shopper
- **High-income earners** – Herald readers in Auckland are 23% more likely than the average Aucklander to live in full-time, double-income households. As such, they are 23% more likely to have total household incomes in excess of \$100,000 per year

WHAT DOES THIS MEAN TO ADVERTISERS?

- Over three quarters of readers use their daily newspaper to help them decide where to shop
- A highly engaged reading experience, with 51% of Herald readers stating that they typically don't do other things when reading their paper

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

Source: Nielsen Consumer & Media Insights. Jul 10 - Sep 11. , all people 15+ live in Auckland



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