



The New Zealand Herald Weekend Herald



631,000 READERS EVERY WEEK — NUMBER 1 WEEKEND NEWSPAPER

The Weekend Herald offers unparalleled reach to weekend newspaper readers.

The Weekend Herald is New Zealand's best-read newspaper, providing a review of the week's news as well as reporting on current news. With a huge selection of sections, supplements and magazines, it is the ideal backdrop for advertisers to position their products within this weekend newspaper environment.

WHO READS THE WEEKEND HERALD?

- **New Zealand!** — almost 1 in 5 New Zealanders read the Weekend Herald (18%)
- **Consumers looking to buy** — 74% of Weekend Herald readers consider buying something from the ads they've seen in their paper
- **Household shopper** — 71% of Weekend Herald readers are the main or equal household shopper

WHAT DOES THIS MEAN TO ADVERTISERS?

- The Weekend Herald attracts the most eyes of any single weekend newspaper in New Zealand
- Weekend Herald readers spend more time reading their paper than they do during the week— providing increased exposure of advertisers' products and services
- Delivered and read on the biggest shopping day of the week, the Weekend Herald is positioned to reach consumers who are actively looking to purchase products or get information to help them make their purchasing decisions

For more information on the Weekend Herald go to soldonapn.co.nz

Source: NielsenConsumer & Media Insights. Jul 10 - Sep 11, all people 15+



WeekendHerald

