

# The Aucklander

INSERTED INTO THE NEW ZEALAND HERALD EVERY THURSDAY



## APN'S COMMUNITY NEWSPAPER DELIVERED TO AUCKLANDERS IN THE THURSDAY EDITION OF THE NEW ZEALAND HERALD



The Aucklander is all about the reader and their community. It's packed with everything that's interesting and useful featuring in-depth local news, sports, events, real estate, advertising, and entertainment listings in a full colour magazine style format.

### THE AUCKLANDER DISTRIBUTION

- Approximately 60,000 copies of The Aucklander are distributed within subscriber and retail copies of The New Zealand Herald in the following suburbs; Central Auckland including CBD, Ponsonby, Epsom, Remuera, Onehunga, Sylvia Park, Mt Wellington, Meadowbank, St Heliers, Mission Bay, Avondale, Mt Roskill, Devonport, Takapuna, Milford, Birkenhead and Northcote.
- The Aucklander is also available from drop boxes at various locations in the distribution areas; including selected shops, businesses, cafes, council buildings and libraries.

### WHAT DOES THIS MEAN TO ADVERTISERS?

- The ability to deliver a message to the quality audience enjoyed by The New Zealand Herald within a targeted local population.

### READERSHIP

#### High quality audience

The Aucklander is delivered to readers of the Thursday edition of the Herald who live in Central Auckland and selected areas of the North Shore.

#### Central Auckland Herald readers who are:

- 32% more likely than other Aucklanders to have a household income greater than \$80,000
- 26% more likely than other Aucklanders to live in double income households
- Nearly three quarters are in the top three socio economic groups (24% more likely than other Aucklanders)
- More likely to be in the top 20% of spenders on clothing footwear, wine household furnishings, beauty, hairdressing and restaurant meals or takeaways

For more information, on The Aucklander go to [soldonapn.co.nz](http://soldonapn.co.nz)

Source: + Nielsen CMI, April 2010 to June 2011, Read New Zealand Herald Thursday edition and live in Auckland Central. AP 15+.