

Putting the Power of APN New Zealand behind your brand communications -

APN New Zealand Custom Publications



APN New Zealand Custom Publications:

What we do:

- We provide a complete end-to end custom publication service
- Our service includes content development, design services, media sales as well as distribution and insertion
- Our publications range from specially commissioned magazines to one-off pull-outs



What can custom publishing do for me that regular advertising can't?

- Target a specific audience with specially designed content that complements your brand message
- Extend your customers' experience with your brand
- Communicate specific deals or messages through content
- Host customers at an event
- Reward a specific club of customers - illustrate your brand's understanding of their needs



Examples of our work so far:

- Target a specific audience with specially designed content

Services delivered:

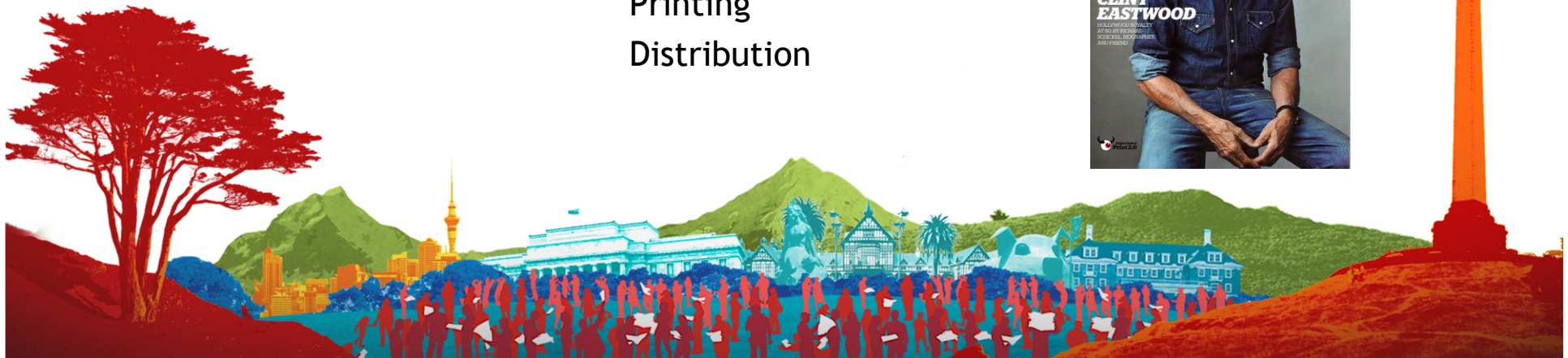
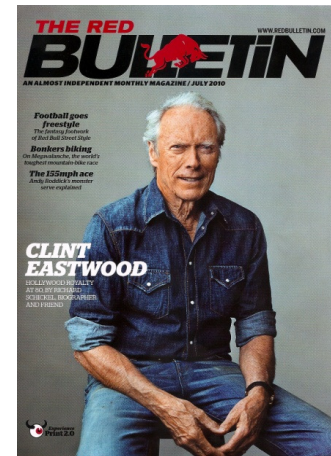
Content
Design
Advertising sales
Lay-out
Printing
Distribution



- Extend your customers' brand experience

Services delivered:

Advertising sales
Printing
Distribution



- Communicate specific deals or messages

Services delivered:

Content

Design

Advertising sales

Lay-out

Printing

Distribution



Why the NZ Herald

- The New Zealand Herald is read by 599,000 people on a typical day
- All NiMs are up on last year; Canvas has added 22,000 readers on last year. Your Weekend has also seen an increase of 12,000 to 495,000. In contrast, Sunday has declined (-36k).



Thank you

For more information on our services please call:

Brad Morgan

Tel: 09 373 9317

Email: brad.morgan@apn.co.nz

