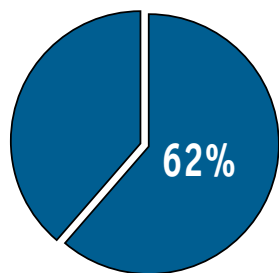
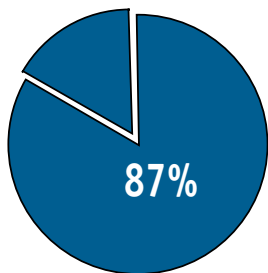




## The Gisborne Herald reaches the majority of Gisborne people . . .



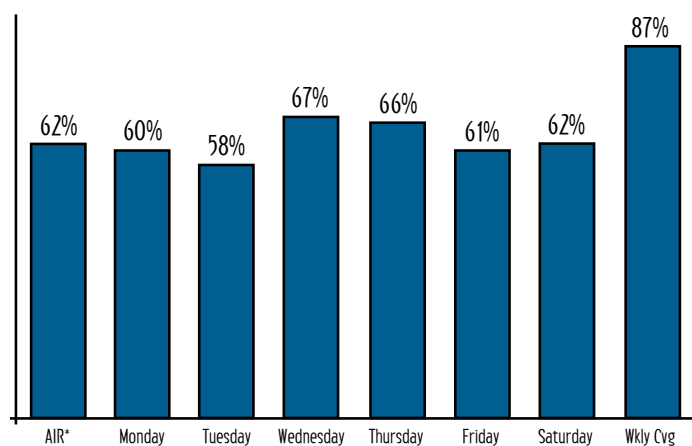
**Daily (typical readership)**  
On an average day 60% of people aged 15 years and over will read The Gisborne Herald. That is 21,000 people.



**Weekly (typical readership)**  
In an average week 87% of people in the Gisborne region aged 15 years and over will read at least one edition of The Gisborne Herald. That is 31,000 people.

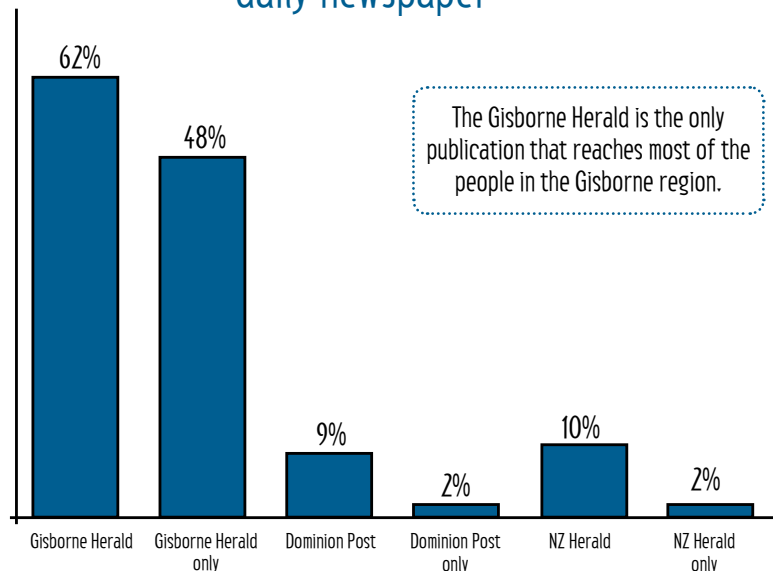
## Strong readership every day

Readership at The Gisborne Herald is strong on any day of the week, and almost all residents will read at least one edition of the newspaper each week.



\* Average Issue Readership

## 77% of our readers read no other daily newspaper



The Gisborne Herald is the only publication that reaches most of the people in the Gisborne region.

Source: NMR National Readership Surveys (2-Year Regional Database Q1 2008 to Q4 2009)

## The Gisborne Herald



The Gisborne Herald is a daily newspaper that has served the Gisborne and East Coast region since 1874.

While the paper's strength is local news, The Herald also has extensive coverage of sport, national, international and business news, six days a week, as well as regular youth, motoring, farming and arts and entertainment sections. The Gisborne Herald is read daily by 62 percent of the region's population aged 15 years and over, and in any given week 87 percent of people will read at least one edition of The Gisborne Herald.

The Gisborne Herald is New Zealand's only compact daily newspaper - the format is hugely popular with readers.



**Readership**  
87% or 31,000 people in the Gisborne Herald circulation area read The Gisborne Herald in a typical week.  
Source: NMR National Readership Survey (2-Year Regional Database Q1 2008 to Q4 2009), people aged 15 years and over

**Circulation**  
Average net circulation (Jan - June 2010) 7,902  
Source: NZ Audit Bureau of Circulation

**Distribution area**  
East Coast of North Island from Wairoa in the south to Hicks Bay in the north and as far inland as Motu.

## Advertising rates (news section)

	Rate	Full Page	1/2 Page	1/4 Page
Casual	\$8.00	\$2,560	\$1,280	\$640
• Excluding GST (15%)				

### Volume discounts

Annual Spend	Rate	Discount	Full Page	1/2 Page	1/4 Page
\$2,500-\$4,999	\$7.20	10%	\$2,304.00	\$1,152.00	\$576.00
\$5,000-\$9,999	\$6.80	15%	\$2,176.00	\$1,088.00	\$544.00
\$10,000-\$14,999	\$6.40	20%	\$2,048.80	\$1,024.00	\$512.00
\$15,000-\$19,999	\$6.00	25%	\$1,920.00	\$960.00	\$480.00
\$20,000-\$29,999	\$5.60	30%	\$1,792.00	\$896.00	\$448.00
\$30,000-\$39,999	\$5.20	35%	\$1,664.00	\$832.00	\$416.00
\$40,000-\$49,999	\$4.80	40%	\$1,536.00	\$768.00	\$384.00
\$50,000-\$74,999	\$4.40	45%	\$1,408.00	\$704.00	\$352.00
\$75,000+	\$4.00	50%	\$1,280.00	\$640.00	\$320.00

• All rates and annual dollar spend quoted exclude GST (15%) • Annual spend commitments will be reviewed quarterly and rates may be altered with 28 days notice to the advertiser.

### Colour Loading

Colour is available for an additional charge of 40% of the base rate.

### Guaranteed Position Loadings

Position	Loading*
Page 3 (Maximum size quarter page)	50%
Page 5 (Maximum size half page)	25%
Page 7 (First right-hand full page)	25%
Other Placement	20%

• Additional charge calculated by applying loading percentage to applicable base rate

### Frequency Discounts

Publication day	Discount
First	None
Second	20%
Third	30%
Additional	50%

- Repeat advertisement must be published within one week
- Discounts apply to full rate card rate only

### Deadlines

Bookings are required by 10am three working days prior to publication.  
i.e. In the absence of a public holiday, booking deadlines are as follows:

Publication date:	Booking deadline:
Monday	10am Wednesday
Tuesday	10am Thursday
Wednesday	10am Friday
Thursday	10am Monday
Friday	10am Tuesday
Saturday	10am Wednesday

Copy for advertisements to be set in-house is required at 10am, 3 working days prior to publication.  
Complete material is required before 12 noon on the working day prior to publication.



### Regular Features

- Youth **Monday** - 'Voice' includes student contributions, reviews, profiles and news.
- Motoring **Tuesday (insert)** - New vehicles available through local dealers. Plus news, design trends and performance features.
- Rural **Wednesday & Saturday** - 'Focus on the Land' includes rural news and local profiles.
- Property Guide REINZ **Thursday (insert)** - Residential, rural and commercial properties listed for sale with local agents.
- Entertainment & Arts **Thursday** - 'The Guide' includes gig guide, artist profiles and films.
- Literature **Friday** - Book reviews and author profiles.
- Discover **March, September (insert)** - Guide to the region for visitors and locals, including maps, where to dine, what to do, local shops and events.
- Health **Tuesday, fortnightly** - A page dedicated to improving the health of Tairāwhiti people.
- Environment **Tuesday, fortnightly** - Alternates with the health page and aims to raise awareness and help people make changes to benefit our environment.
- Food **Monthly, first Friday** - Recipes by Jo Dohrman to make the most of the very best in seasonal produce.
- Kidz Only **Tuesday** - Puzzles, games and kids news.
- Weekender **Saturday (12 page insert)** - With a local flavour profiles, fashion, food and DIY.
- Coast News **Monday, Monthly** - News from the East Coast.