



25 July 2013

Sunday sorted with new-look Sunday News

Sunday News, one of Fairfax Media's two nationwide Sunday newspapers, relaunches this Sunday, July 28, with a refreshed design and more reading in it.

It's a paper to entertain you – and while the new-look Sunday News might look a little different from last week's, it remains the tabloid all of New Zealand has grown up with.

There will be a dedicated page inside to explain the new changes so you won't get lost, a news section that delivers punchy stories Kiwis want to read, and an expanded World section bringing us updates on areas closest to our hearts.

Our ETC Entertainment section is bigger and brighter, with an exciting new columnist, and lifestyle features such as a motoring page dedicated to cars we drive, travel tips, what's best for your pets, and some health experts who will offer practical advice on ways to stay healthy.

So much more to read on your leisurely day off – and for just \$2.

Auckland Editor-in-Chief Garry Ferris says the refreshed paper delivers more for Sunday News readers.

"I grew up with the Sunday News. We religiously bought it on the way home from church. And after all us kids had done our chores, it was passed around before lunchtime.

"It's endured the test of time, and it is a great brand in New Zealand."

Ferris says he really enjoyed working alongside Fairfax senior designer Umut Aydin on the project, and as colleagues in Fairfax heard about the refresh, they offered up their insights – showing a deep passion for the publication.

"There is a lot of love for Sunday News, and a real desire to improve it.

"We've been able to spend considerable time talking to readers both current and lapsed, and pinpointed what makes the Sunday News great," Ferris says.

"The refresh allows us to build on those strengths and provide lots of reading for a broad swathe of New Zealanders.

"Sport is important to Sunday News readers, and we've ensured we've kept it on its pedestal, while extending the content across the board."



It's about delivering a newspaper into mailboxes that talks to its readers, not over them, Ferris says. And occasionally having some fun doing that.

"One of my favourite new columns comes complete with a warning label – on how much money reading the column will save you!," continues Ferris.

"Budget Buster, written by our business reporter Richard Meadows, gives readers useful tips for reducing key household bills. His first column looks at how you can save money off your power bill but still keep warm this winter."

For advertisers, the new-look Sunday News offers innovative advertising spaces around relevant content to an attractive nationwide audience.

Sunday News has a readership of 203,000¹ and is distributed throughout New Zealand. Its cover price is \$2, and subscribers pay only \$1 a week, making it an affordable way to stay on top of the news each Sunday.

Ends

About Fairfax Media

Fairfax Media is an innovative, integrated multi-media business with strong brands across multiple platforms including newspapers, magazines and digital.

Fairfax Media has two national, nine daily and more than 60 community newspapers, 25+ magazines, market leading website stuff.co.nz and parenting site essentialmums.co.nz.

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¹ Nielsen CMI Q2 12-Q1 13