

Partner with us
and reach the
Waikato


Waikato Times
ADVERTISING SOLUTIONS

 Fairfax Media



CONTENTS

- 01 Welcome
- 03 The Waikato Times
- 04 Circulation
- 06 Print Audience
- 09 Online Audience
- 11 Targeting
- 13 News
- 15 Business
- 17 Sport
- 19 Tempo
- 21 Lifestyle
- 23 Tempo Fashion
- 24 History
- 24 Arts & Ent.
- 25 iTimes
- 25 Garden
- 26 Entertainment
- 29 Travel
- 31 Motortimes
- 33 Weekend
- 35 Real Estate
- 37 Employment
- 39 Your Weekend
- 41 Farmer
- 43 The most effective way to reach Waikato
- 44 Waikato Times vs NZ Herald
- 50 Newspapers vs Direct Mail
- 51 Waikato Times vs Radio
- 53 Features Guide
- 54 waikatotimes.co.nz
- 56 Waikato Regional Community Newspapers
- 58 Hamilton Press
- 60 Bookings
- 61 Advertising Terms and Conditions



Waikato Times

WELCOME

This brochure is designed to give you an introduction to the Waikato Times and the extensive Fairfax Media advertising solutions available to advertisers within the Waikato region.

Fairfax Media is New Zealand's largest media group. With three national, nine daily and more than 50 community newspapers, 15 magazines, plus market leading websites TradeMe and Stuff, Fairfax Media literally covers New Zealand and the Waikato region like no other network.

The Waikato Times, a leading metropolitan daily, forms the core brand within the Fairfax Media Waikato Division. With an average issue readership of 96,000*, the Waikato Times has the fourth largest readership of any daily newspaper in New Zealand.

An extensive array of editorial features and niche publications allow you to place your advertising in a quality, thinking environment that effectively connects with more of your potential customers in

New Zealand's fourth largest urban area.

The Waikato Times also enjoys a growing online presence via the award-winning Stuff website at waikatotimes.co.nz.

With over 125,000** unique users per month, Waikato Times online delivers a popular and dynamic environment for your next online advertising campaign.

Readers can also interact with the Waikato Times and receive live news updates via [facebook.com/waikatotimes](https://www.facebook.com/waikatotimes) and twitter.com/waikatotimes.

In addition to the Waikato Times, Fairfax Media sports a stable of 11 market-leading Waikato Regional Community Newspapers. These products provide the ability to target your market by location and build on the reach generated by your Waikato Times advertising investment.

During the course of a typical week the Fairfax Media family of newspapers and online properties in the Waikato region reach of 388,000 New Zealanders 10 years plus.†

**Fairfax Media — reaching
377,000 New Zealanders 15 years
plus with Waikato newspapers and
online publications[†]**
(unduplicated)



*Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+). **Nielsen Netview, Nov. 2012.
† Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (Weekly Coverage: Waikato Times, WRCN titles, Waikato Times online, stuff.co.nz filtered by Waikato Regional Council).



The Waikato Times is the best way to connect with your Waikato market

Waikato's preferred morning daily newspaper

We're local and proud of it!



The Waikato Times is the most popular and well read newspaper in the Waikato region. For 96,000* Waikato residents the Waikato Times is an essential part of their day delivering timely and important news, information and advertising.

From the front page — with the day's most important local, national and international news — to entertainment classifieds, the Waikato Times provides its readers with an indispensable source of information and entertainment six days a week.

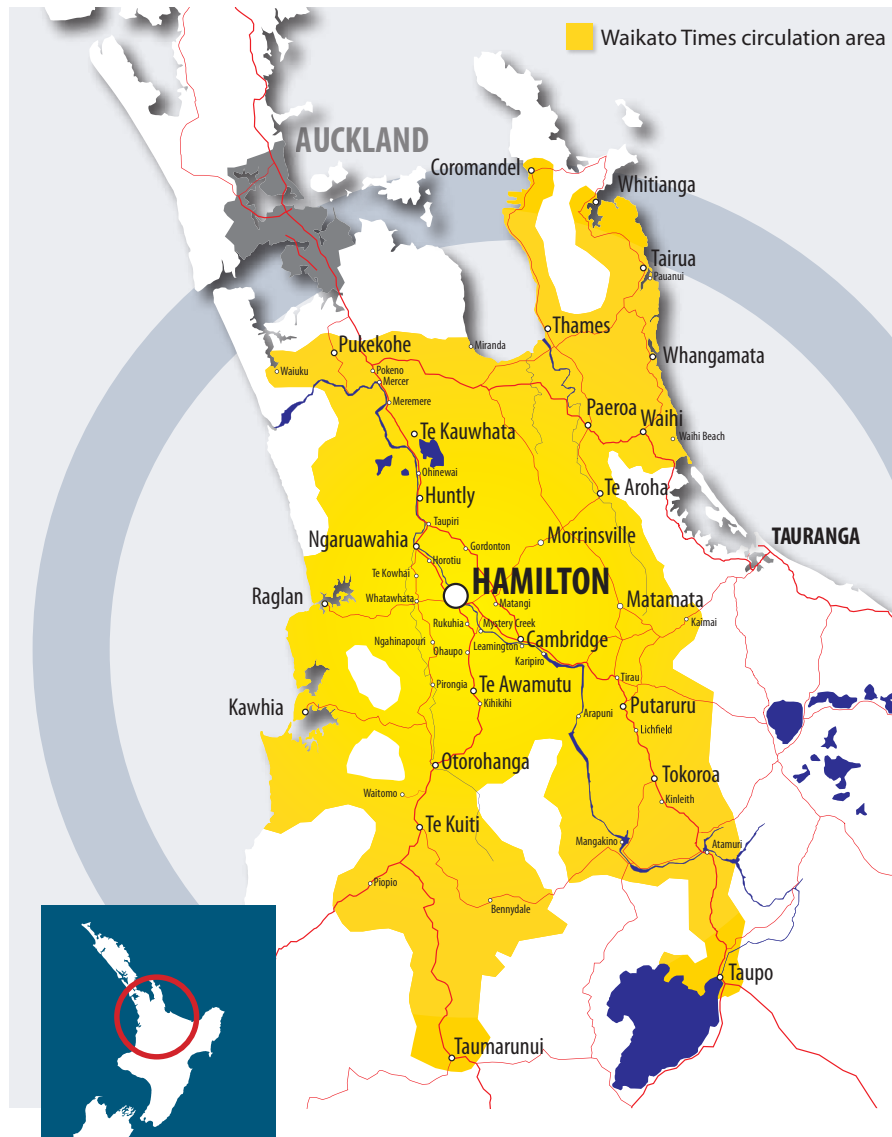
The Waikato Times is the single most effective way to deliver your message to the Waikato market.

The Waikato Times is your best way to reach the Waikato. One advertisement in the Waikato Times will reach more people in the Waikato market than in any other media.



*Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+).

CIRCULATION



Every day the
Waikato Times is the **largest**
circulating newspaper in the
Waikato region.

SUBSCRIBER BASE

85%

Home subscriptions account for 85% of Waikato Times circulation — one of the highest subscription rates in the country.

6.30am

The Waikato Times is now delivered bright and early every day before 6.30am. The Waikato Times' 169,000* weekly readers, your clients' customers, are now able to enjoy their local daily newspaper over the entire day giving them more time to respond to your advertising message.



The Waikato Times is the
region's largest circulating
daily newspaper by a
country mile.

PRINT AUDIENCE

Daily readership

96,000

96,000 people 15+ will read a copy of the Waikato Times print edition on a typical day

WEEKLY READERSHIP

169,000

During a typical week 169,000 different people will read a copy of the Waikato Times.

MALE/FEMALE

50/50

The 98,000 typical issue Waikato Times readers are split by gender 50% male – 50% female.

EXCLUSIVE READERSHIP

71,000

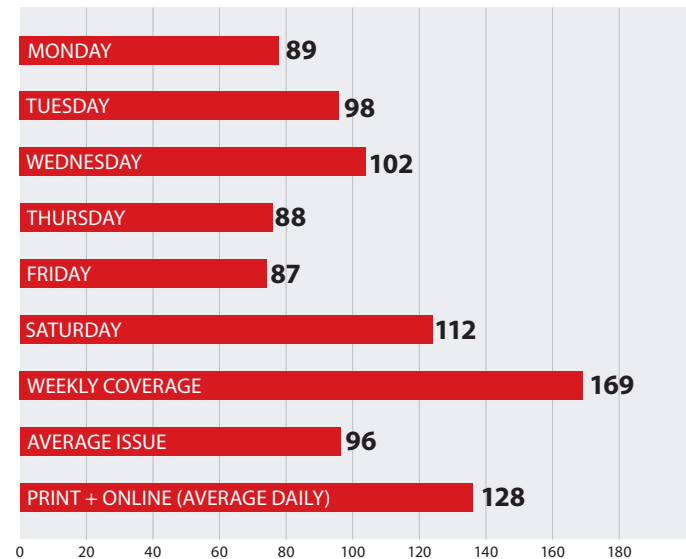
On a typical day 71,000 people will read a copy of the Waikato Times and no other daily newspaper.

HAMILTON URBAN READERSHIP

53,000

A typical issue of the Waikato Times is read by 53,000 Hamilton city residents.

WAIKATO TIMES DAY BY DAY READERSHIP 15+ (000's)



The Waikato Times print edition dominates the Waikato region with 45% of all people reading a copy in a typical week.



ONLINE AUDIENCE

waikatotimes.co.nz is the ideal platform to complement your advertising campaign in the Waikato Times.

WEEKLY UNIQUE BROWSERS

60,000

waikatotimes.co.nz is viewed by 60,000 people 15+ every week.

COMBINED PRINT AND ONLINE DAILY AUDIENCE

128,000

By adding an online component through waikatotimes.co.nz, advertisers can reach an **additional 10,000** customers each day.



Print and online combined weekly audience

194,000

In a typical week the print and online components of the Waikato Times reach a combined audience of **194,000 different people.**

The Waikato Times is the region's preferred news provider



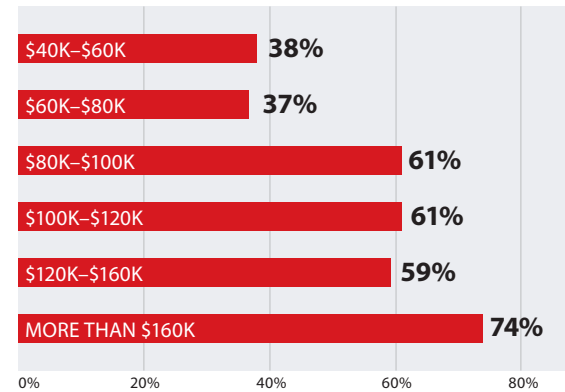


Waikato Times is your best option for generating a consumer response to your advertising

TARGETING

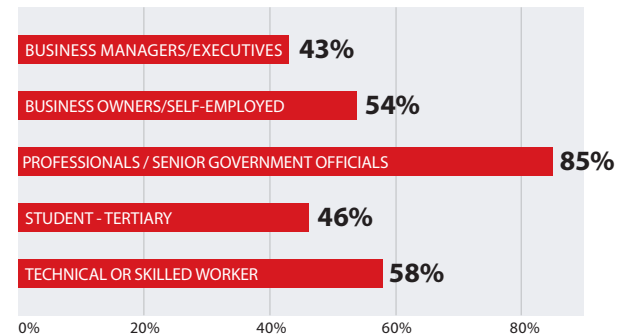
Connect with more potential customers with spending power

HOUSEHOLD INCOME



The Waikato Times is especially well read in households with a higher disposable income.

DECISION MAKERS



In a typical week the Waikato Times is widely read across these groups, giving the advertiser the ability to effectively target these most desirable groups.

HOME OWNERS

50% of mortgagees and 51% of freeholders within the Waikato Region will read an issue of the Waikato Times in a typical week.

MAIN HOUSEHOLD SHOPPERS

39% of main household shoppers within the Waikato region will read an issue of the Waikato Times in a typical week.

Every week the Waikato Times will reach 74,000 main household shoppers.



Readers value newspaper advertising and use it to find and compare products and services, or the best local deals

NEWS

Advertise in a quality news based environment with real local relevance



LOCAL

This is our patch! We have more journalists in our region than any other media, ensuring that our coverage of local events from Te Aroha to Raglan, Coromandel to Otorohanga is second to none.

The Waikato Times delivers a quality read that is local, original and relevant to the Waikato market. It's the locals preferred daily read.

NATIONAL

As a member of Fairfax Media the Waikato Times has the ability to share its news stories with other leading newspapers from around the country — and deliver our readers the most up-to-date national news as a result. Newspapers include the Dominion Post, The Press, Taranaki Daily News, Nelson Mail and Southland Times.

WORLD

Our new morning paper features a boosted world section and includes the latest breaking international news, plus in-depth coverage of stories that have real relevance to the Waikato reader.

The Waikato Times is recognised as a credible and authoritative source of news and information.

BUSINESS

Waikato Times keeps local business informed and up-to-date



Published in association with the Dominion Post and The Press, BusinessDay aims to be the highest quality business news provider in the country by being first, fast, accurate and analytical. BusinessDay asks the hard questions, digs deeper, and identifies trends, always with the reader in mind.

A typical issue of the Waikato Times will reach 68% of business managers/ executives, business proprietors or self employed people within Hamilton city.*

NZFARMER WAIKATO TUESDAY

Our specialist farming section featuring the latest local farming news and analysis. If it's rural and it's happening in the Waikato, it's here. Published in association with NZFarmer.co.nz.

Six in ten business decision makers agree that daily newspapers play a vital role in keeping them informed on issues and events.*

Waikato Times keeps local businesses and business professionals informed and up-to-date

*Nielsen Media Research, CMI Report, Q1.2011-Q4.2012 (All People 10+).

57% of our readers will read the Sports section of the Waikato Times in a typical week*

SPORT

Connect with Waikato sports fans



If you live in the Waikato and you're into sport, you turn to the Waikato Times for the most up-to-date local, national and international sports news.

Our new look Sport section delivers expert commentary and extensive pre and post match analysis from our leading team of journalists.

In addition to our daily sports coverage special sports features include:

RACING TIMES FRIDAY

Four-page special section on the weekend's coming horse racing features including the latest industry news, results and picks.

MELBOURNE CUP NOVEMBER

WAIKATO TIMES GOLD CUP DECEMBER

Waikato Times Sport has a broad audience, and is especially popular with males 25-54 in Hamilton.


*Nielsen Media Research, CMI Report, Q1.2012-Q4.2012 (All People 15+).

TEMPO

Waikato's weekly fashion, food and lifestyle fix

If your advertising message needs to reach women, then you need our weekly women's lifestyle section, Tempo.

Publishing with the Waikato Times every Wednesday, Tempo showcases the latest trends in fashion, beauty, food and wine, health and wellbeing, home improvements and more!

 [facebook.com/tempowaikatotimes](https://www.facebook.com/tempowaikatotimes)
Readers can now follow Tempo on facebook for the latest fashion news, pics, advice and product giveaways.

FASHION RETAIL

125,000 people have visited a national women's chain store in the last month. In a typical week the Waikato Times reaches 49% of women's fashion store visitors in the Waikato.*

HEALTH & FITNESS

116,000 Waikato people say that exercise is an important part of their regular routine. In a typical week the Waikato times reaches 51% of this group.*

HOME IMPROVEMENTS

104,000 Waikato people say they are planning on making home improvements in the next 12 months. The Waikato Times reaches 54% of these during a typical week.*



 View the latest edition of Tempo online for FREE. Simply visit waikatotimes.co.nz and click on the 'Tempo' link.

Tempo is especially popular with females 25–54. Read by 46,000* interested readers every Wednesday.*

*Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+).

Use our features and niche publications to target your hot prospects



TEMPO FASHION SPECIAL EDITION

Showcase your spring/summer or autumn/winter fashion



68% of Waikato Times readers will decide where to buy based on advertising they have seen in their daily newspaper*

Tempo Fashion is a well anticipated and respected magazine, tailored for your local Waikato fashion market.

Published and inserted into the Waikato Times every April and October, Tempo Fashion uncovers the latest fashion trends. Plus, every page of Tempo Fashion is printed on glossy paper for higher definition and richer colours. It's the perfect environment for showcasing your new season stock or latest looks to 96,000* potential customers throughout the greater Waikato.

Tempo Fashion is a 'must read' for Waikato women interested in the latest fashion trends.

* Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+).

HISTORY



Our popular weekly feature dedicated to the Waikato's rich local history. Publishing every Monday, History draws on the extensive knowledge of the region's top local historians including Tim Richard Swainson, Lyn Williams and Ann McEwan.

The Waikato Times has a long and proud history in the region since 1872.

iTIMES



Keep up-to-date with the latest technology every Thursday and best of all, find out how to use it! Includes useful reviews and our rating robots will help you buy wisely.

TECHNOLOGY

In a typical week the Waikato Times will reach 45% of people who say "they have to have the latest gadget".*

ARTS & ENT.



In addition to our daily Entertainment Classifieds, our readers turn to the Waikato Times every Thursday for in-depth local arts and entertainment coverage. It's Waikato's essential guide for finding out what to do and where to go.

GARDEN

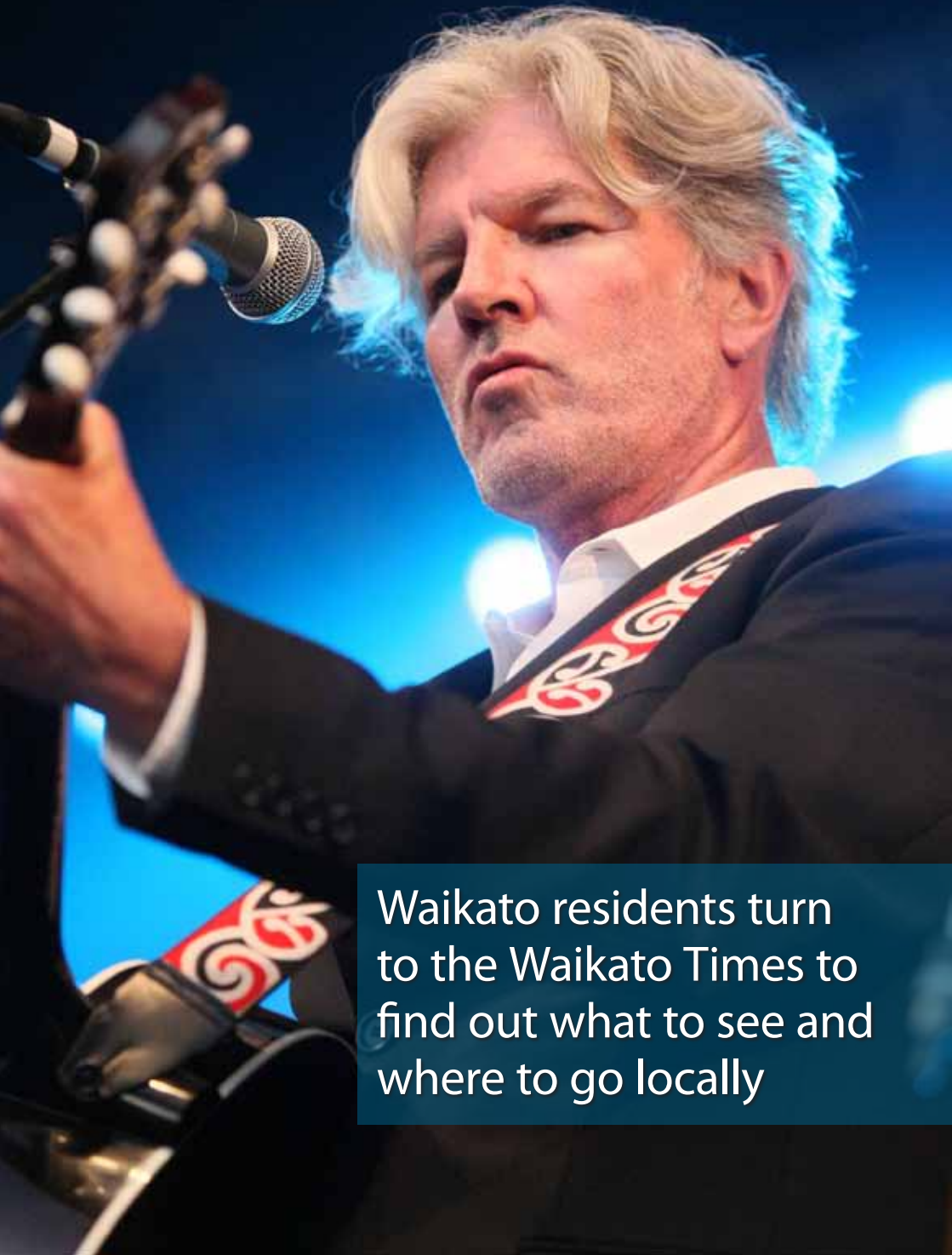


Friday's Garden pages are a favourite destination for Waikato gardeners seeking inspiration and seasonal advice. Featuring expert gardening advice from renowned Taranaki gardening guru, Abbie Jury. Plus local organic gardener, Alison Worth, tours local gardens and gives us a glimpse of the endless possibilities that exist in everyone's slice of paradise.

WAIKATO GARDENERS

81,000 Waikato Times readers say their garden is as important as other rooms in their house. 93,000 Waikato people have visited a garden centre in the last month. The Waikato Times reaches 45% of these in a typical week.*

ENTERTAINMENT



Waikato residents turn to the Waikato Times to find out what to see and where to go locally



Every day the Waikato Times keeps our readers informed and up-to-date on their entertainment options — from what to watch, what to do and where to go! Features include:

ENTERTAINMENT

DAILY CLASSIFIED

Where our readers look for the latest entertainment ads and movie listings.

TELEVISION

DAILY

The convenient place to find out what's on the box every day.

OUT & ABOUT

DAILY

Our pictorial 'About Town' half page. Find out if you've been spotted schmusing here! You can also check to see if you've been seen out and about by visiting outandabout@waikatotimes.co.nz

ARTS & ENTERTAINMENT

THURSDAY FEATURE

Profiles on the big arts shows and the movers in the arts community. What's hot in music CDs, movies and website reviews. Read by 36,000* people every Thursday.

WAIPOD

THURSDAY FEATURE

Find out 'what's hot in town' this weekend! Quick bites of well-written info to help you build a weekend to remember.

WAIKATO ON A PLATE

THURSDAY FEATURE

Our new weekly feature profiling local restaurants and cuisine. 23,000 Waikato people try to dine out at least once a week, 14,000 of these people are Waikato Times readers.*



* Nielsen Media Research, CMI Report, Q1.2012-Q4.2012 (All People 15+).

TRAVEL

Waikato's weekly travel destination

Every Monday our travel correspondents visit some of the world's hottest tourist destinations. Advertisers can effectively target intending local, national and international travellers with our weekly travel feature.

80,000 Waikato people intend to travel domestically within the next 6 months. Every day the Waikato Times reaches 57% of this potential market.*

110,000 Waikato people intend to travel overseas in the next 12 months. Every day the Waikato Times reaches 50% of those overseas travellers.*



Reach more intending Waikato travellers with the Waikato Times

Waikato Times Travel takes 89,000* readers somewhere new every Monday — from hidden local gems to far-flung exotic destinations.

* Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+).

MOTORTIMES

Waikato's weekly motoring bible

Published every Thursday, this popular tabloid is the Waikato's motoring bible. Motortimes is inserted into and delivered with the full circulation delivery of the Waikato Times. A further 29,000 copies are delivered to non-Waikato Times Hamilton city subscribers the next day providing total market coverage in the Hamilton urban area.

MOTORTIMES IS DELIVERED TO

63,843

WAIKATO HOMES EVERY WEEK

41,000 Waikato people bought a car last year and 84,000 are likely to buy a car next year. In a typical week the Waikato Times is read by 46% of people that are likely to buy a car in the next 12 months.*



With a total weekly distribution of 63,843, Motortimes is the Waikato's largest circulating special interest motoring publication.

Motortimes delivers total market coverage within the Hamilton urban area

* Nielsen Media Research, CMI Report, Q3.2011-Q2.2012 (All People 10+).

WEEKEND

Exceptional advertising opportunities every Saturday

Waikato Times Weekend edition is packed full of news, sport, business, entertainment and jobs. Features include:

NEWS

The opening section of the Waikato Times Weekend features the best local and national news. We have a look at what other papers are saying, review the week and see what's coming up.

WAIKATO FOCUS

Waikato Focus is our showcase for local stories and issues that affect you. You'll get two feature-length reads, plus our great columnists — Denise Irvine, Joe Bennett and Steve Bruanias. The section ends with the most comprehensive Waikato weather report of the week.

WORLD DIGEST

An expanded World Digest section delivers the most extensive international news coverage of the week. In this section you'll also find family notices, puzzles, star signs, entertainment classifieds and your weekend TV listings.

BUSINESS & SPORT

Our acclaimed BusinessDay delivers in-depth business news, advice and opinion. In this section you will also find at least six pages of sport, offering the most in-depth Waikato sports coverage, plus top sports stories from around the world.



Waikato Times Weekend edition is read by 85,000 readers every week*

PROPERTY

The regions most comprehensive and up-to-date real estate listings. *See page 31.*

MY CAREER

Situations vacant listings from the greater Waikato and beyond. *See page 33.*

YOUR WEEKEND

Our exciting weekend magazine. *See page 39.*

* Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+).

REAL ESTATE

Connect with hot prospects looking to buy



Reach more Waikato home buyers with the Waikato Times



PROPERTY SATURDAY FEATURE

Every Saturday 46,000 potential home buyers turn to the Property section of the Waikato Times for the region's most comprehensive and up-to-date residential and rural real estate listings.*



View the latest Property advertising from Saturday's Waikato Times online for FREE. Simply visit waikatotimes.co.nz and click on the 'Real Estate' link.



Waikato Times Weekend edition is a 'must read' for prospective buyers looking for the latest real estate listings and open home information.

COMMERCIAL PROPERTY WEDNESDAY FEATURE

Every Wednesday the Waikato Times dedicates at least two pages to the region's latest commercial property developments. It's the perfect targeted advertising environment for connecting with Waikato business owners and investors during the week.

* Nielsen Media Research, CMI Report, Q1.2012-Q4.2012 (All People 15+).

EMPLOYMENT

Find a local, for your local vacancy, in your local paper



Connect with prospective employees and students throughout the Waikato

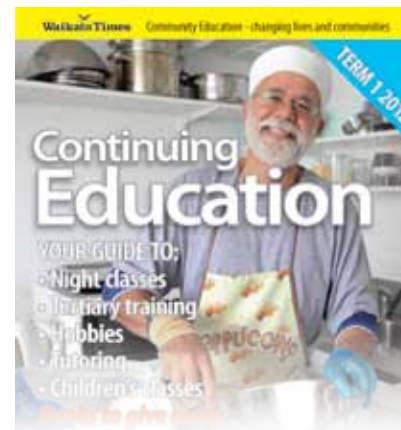


MY CAREER

WEDNESDAY AND SATURDAY FEATURE

Advertise where prospective Waikato employees start their job search every Wednesday and Saturday. Partnered with Trade Me Jobs (www.trademe.co.nz). Print, online and combo packages available. Fairfax Media offers your best solution for finding recruits in the Waikato.

A situations vacant advert in the Waikato Times ensures that you get serious, quality, local applicants.



CONTINUING EDUCATION

QUARTERLY TABLOID

Publishing four times during the year, Waikato Times Continuing Education tabloid and Hamilton Press Continuing Education features provide readers with a comprehensive overview of educational opportunities within the Waikato region.

Continuing Education has broad appeal to potential students of all ages. The publication promotes a full range of learning opportunities including community education, short courses and tertiary qualifications.

Continuing Education tabloid is delivered free to 78,518* letterboxes in Hamilton city and the greater Waikato.

* PMP, Letterbox Channel: Hamilton, Cambridge, Morrinsville, Raglan, Te Awamutu, Ohaupo, Pirongia and Hamilton RD1 – RD10.

YOUR WEEKEND

Great weekend reading that stimulates, informs and entertains



Your Weekend is Fairfax Media's exciting weekly magazine that appears in the Waikato Times, as well as The Press in Christchurch and The Dominion Post in Wellington.

Every Saturday Your Weekend is packed with great reading from Fairfax Media's most talented writers, contributors and columnists. The 32+ page publication includes in-depth local features, revealing profiles, local bar, restaurant, beer and film reviews, a guide to what you should be doing with your Waikato weekend and the best work from our award-winning photography team.

Your Weekend also includes the very best people stories from around the country, and great fashion, beauty, home and gardening advice.

On a typical Saturday Your Weekend magazine will reach 438,000 people aged 15+ who will read a copy of the Waikato Times, The Dominion Post or The Press.*

ADVERTISING PACKAGES

Advertising packages for Your Weekend magazine are available for either the full print run of the Waikato Times, The Dominion Post and The Press, or for individual titles (e.g. Waikato Times circulation area only).

Your Weekend magazine appeals to a broad readership, but is particularly well read by 40–59's thanks to its smart mix of features and lifestyle content.

* Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+).



Reach 438,000* readers nationally, or choose local distribution and reach 92,000* Waikato readers, with Your Weekend magazine.

FARMER

Reach **every** farmer in the heart of rural Waikato

Waikato Times Farmer provides readers a comprehensive monthly roundup of local and national farming news with a particular emphasis on locally relevant stories.

Farmer's unbiased editorial ensures that your advertising message is placed within a quality editorial environment that is well received by your potential customers. Specialist sections within Farmer include Rural Contractors, Farm Machinery, Real Estate and Rural Lifestyle.

MONTHLY FARMER CIRCULATION

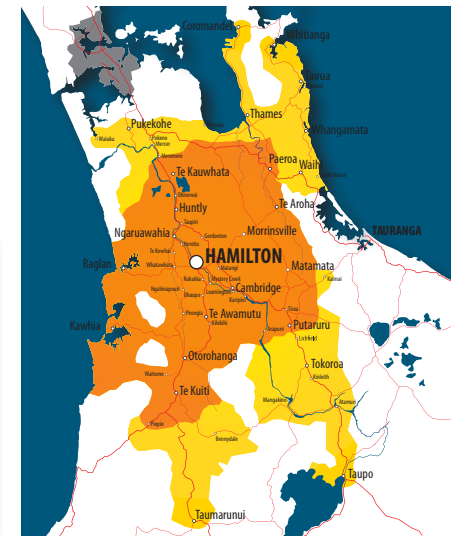
46,113*



Waikato Times Farmer is your best solution for reaching rural Waikato

TOTAL MARKET COVERAGE

As well as being inserted into 34,843 copies of the Waikato Times, Farmer is delivered to an additional 11,270 Waikato farmers giving you a total circulation of 46,113. Don't miss this opportunity to capture your share of this thriving market with 100% rural Waikato penetration.



- + Delivered with 34,843 copies of the Waikato Times (includes urban areas)
- + Delivered to an additional 11,270 rural delivery letterboxes (non-Waikato Times subscribers)

View the latest edition of Farmer online for FREE. Simply visit waikatotimes.co.nz and click on the 'Farmer' link.



Use our features and niche publications to connect with your rural Waikato market



The Waikato Times is your most effective way to reach the Waikato market

Waikato Times Daily Print Readership
(Waikato Regional Council area)

90,000

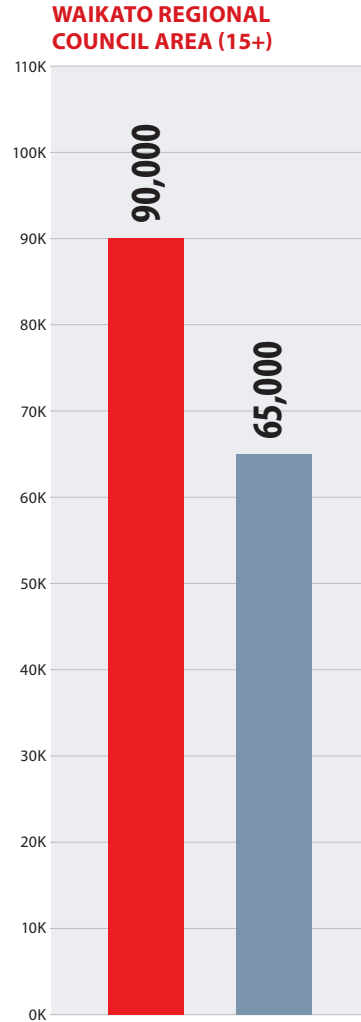
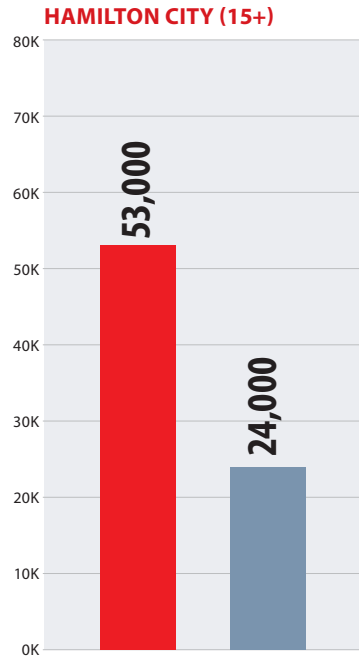
**In comparison the NZ Herald reaches
just 65,000 within the Waikato region
on a typical day.**

The Waikato Times reaches more Waikato shoppers and delivers a superior return on your advertising investment

Waikato Times vs. NZ Herald Average Issue Readership

■ Waikato Times ■ NZ Herald

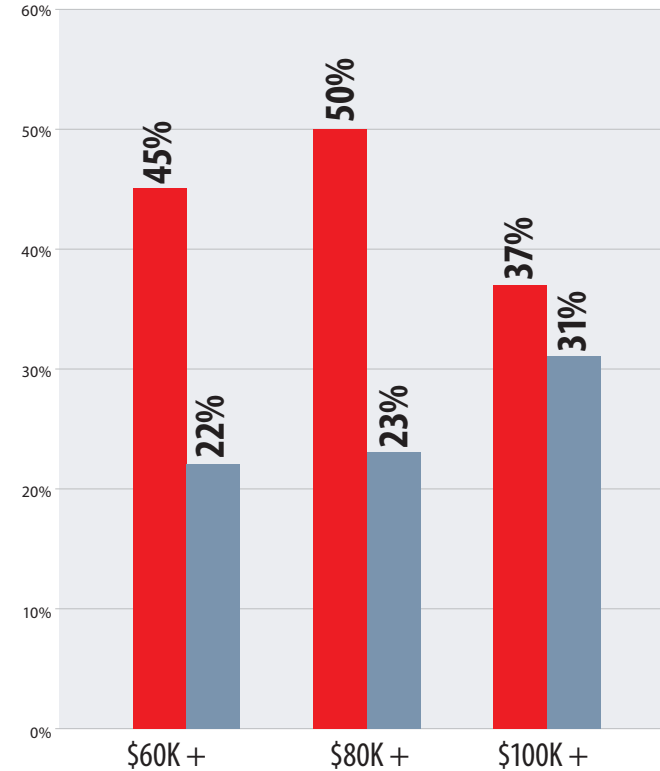
Every day the Waikato Times consistently takes your message to more potential customers throughout the greater Waikato.



Waikato Times vs. NZ Herald

■ Waikato Times AIR ■ NZ Herald AIR

Personal Income Summary



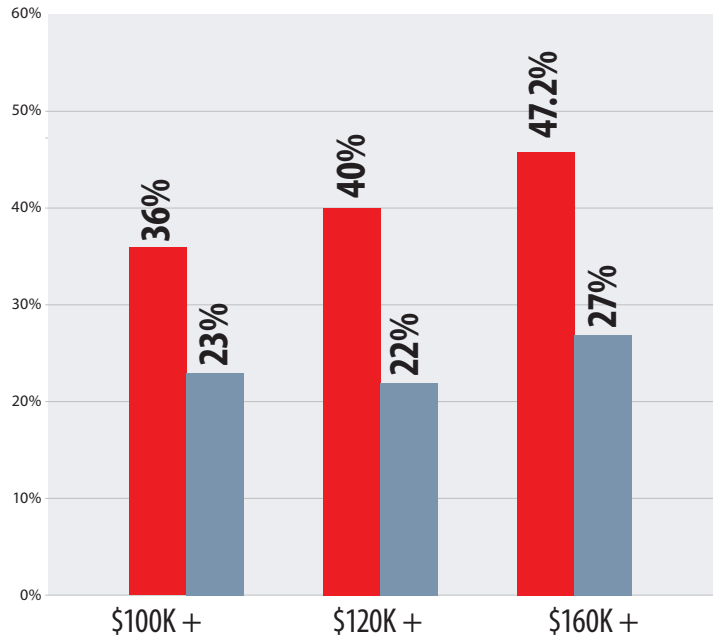
HOW TO READ TABLE

Within the Waikato Regional Council area a typical issue of the Waikato Times will reach **50% of people of Waikato people with a personal income of \$80,000+**. In comparison the NZ Herald reaches just 23% of that same group.

Waikato Times vs. NZ Herald

■ Waikato Times AIR ■ NZ Herald AIR

Household Income Summary



HOW TO READ TABLE

Within the Waikato Regional Council area a typical issue of the Waikato Times will reach **46% of people of Waikato people with a household income of \$160,000+**. In comparison the NZ Herald reaches just 27% of that same group.

The Waikato Times is especially well read by households with higher income levels

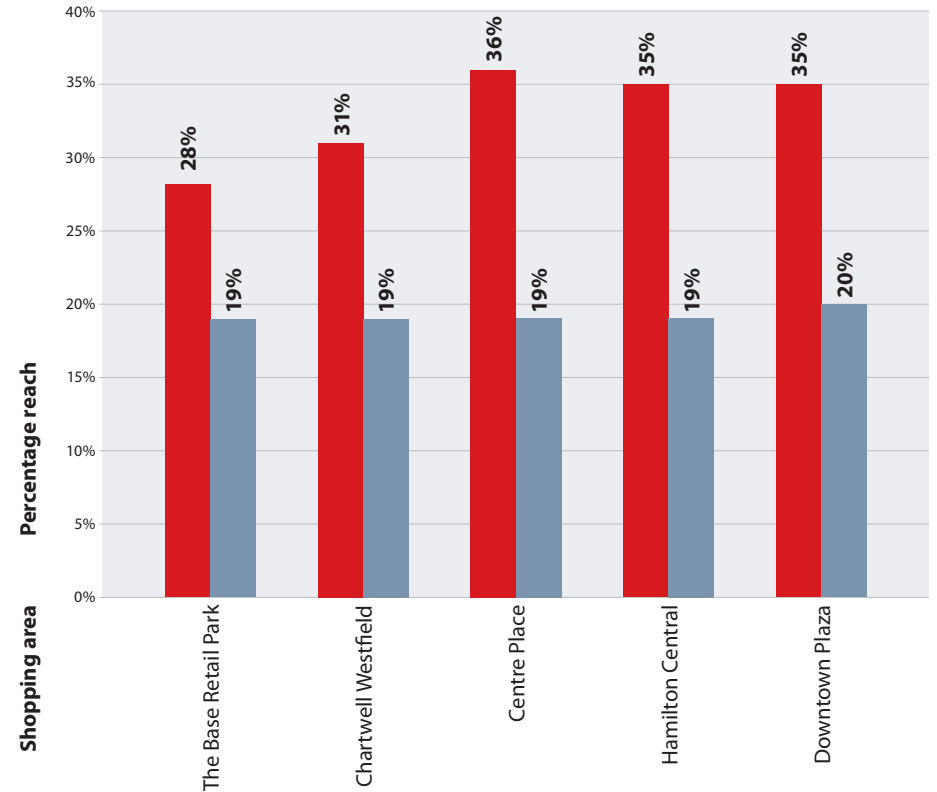
Shoppers reach within Hamilton

Waikato Times vs NZ Herald readers* (5 main retail areas)

■ Waikato Times AIR ■ NZ Herald AIR

HOW TO READ TABLE

28% of shoppers at Centre Place have read the Waikato Times — compared to just 19% who have read the NZ Herald.



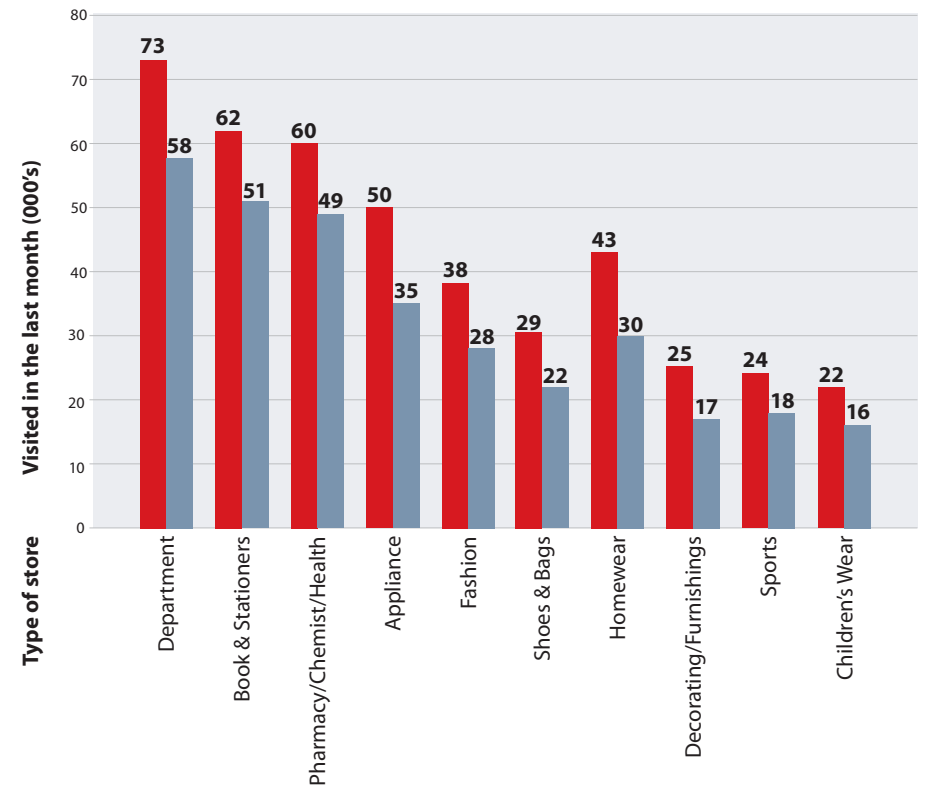
Shopping 'by type' in Hamilton

Waikato Times vs NZ Herald readers*

■ Waikato Times AIR ■ NZ Herald AIR

HOW TO READ TABLE

In the Waikato **73,000 Waikato Times readers** have visited a department store in the last month, compared to **only 50,000 NZ Herald readers**.



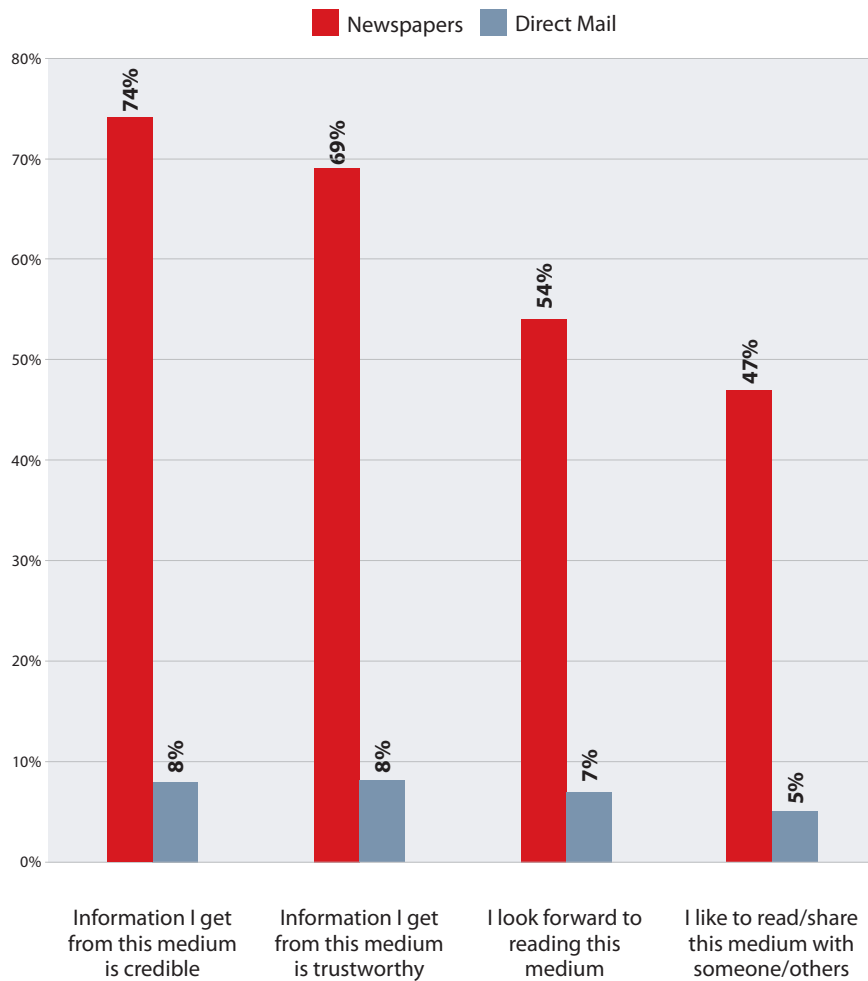
Source for all readership: Nielsen Media Research, CMI Report, Q1.2012-Q4.2012 (All People 15+).



The Waikato Times connects your business with more Waikato shoppers

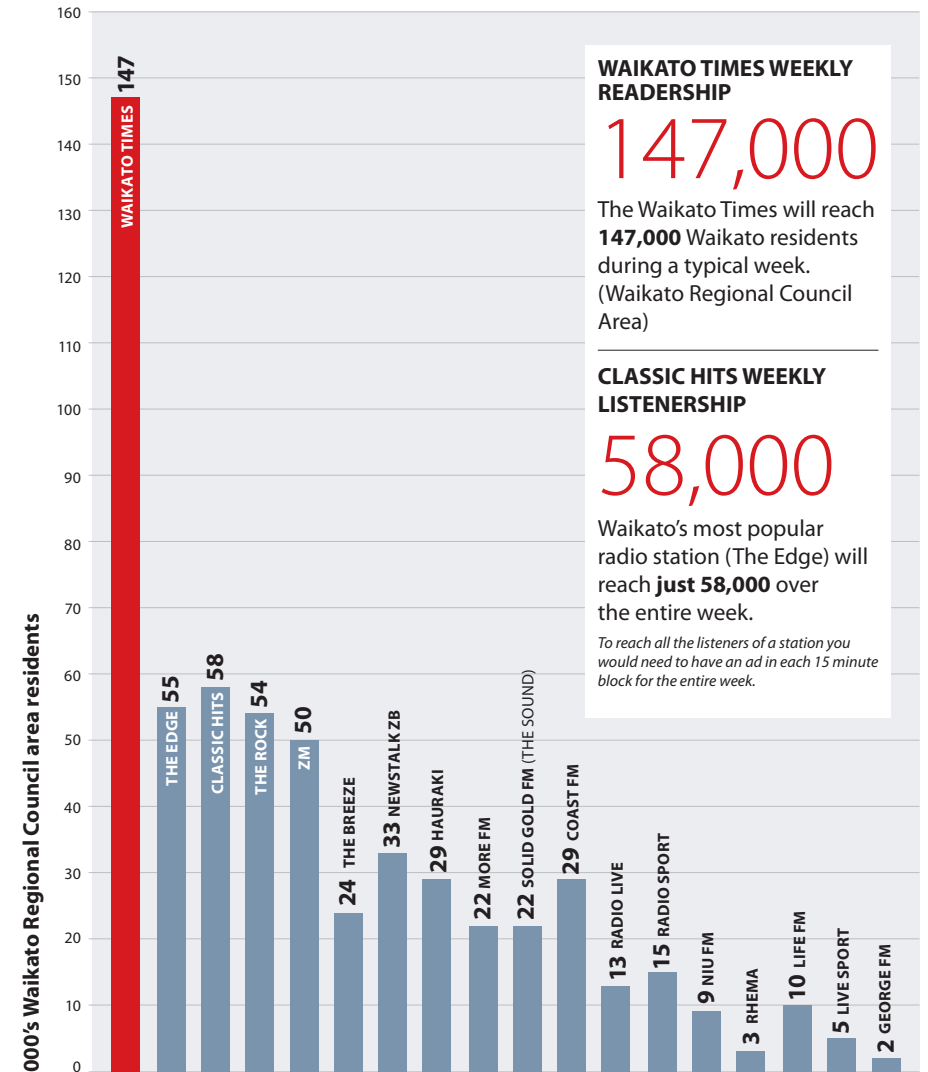
The Waikato Times is a credible, honest and authoritative source of information

Newspapers vs Direct Mail*



Waikato Times vs Radio

Waikato Times weekly readership in Waikato vs. Waikato radio listenership (anytime in the last 7 days)*



*Nielsen Media Research, CMI Report, Q1.2012-Q4.2012 (All People 15+).



FEATURES GUIDE

Place your advertising in a quality, thinking environment and target more potential customers

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SECTION A	SECTION A	SECTION A	SECTION A	SECTION A	SECTION A
News	News	News	News	News	News
BusinessDay	BusinessDay	World Digest	BusinessDay	BusinessDay	SECTION B
World Digest	World Digest	Television	World Digest	World Digest	Focus
Television	Television	SECTION B	Television	Television	Opinion
SECTION B	SECTION B	BusinessDay	SECTION B	SECTION B	SECTION C
Travel	NZFarmer Waikato	Commercial Property	Arts & Entertainment	Garden	BusinessDay
History	Opinion	Opinion	WaiPod	Opinion	Racing
Opinion	Weather	Weather	iTimes	Weather	Sport
Weather	Racing	Racing	Opinion	Racing	SECTION D
Racing	Sport	Sport	Weather	Sport	World
Sport	Classifieds	My Career	Racing	Classifieds	Entertainment
Classifieds		Classifieds	Sport		Television
		LIFTOUT	Classifieds		SECTION E
		Tempo	LIFTOUT		Property
			Motortimes		Classifieds
					My Career
					LIFTOUT
					Your Weekend

WEEKLY	MONTHLY	QUARTERLY	TWICE YEARLY
TABLOID	LIFTOUT	TABLOID	LIFTOUT
Tempo	Waikato Times Farmer	Continuing Education	Tempo Fashion Special Edition
Motortimes			
MAGAZINE			
Your Weekend			



Use waikatotimes.co.nz to connect with local web traffic



waikatotimes.co.nz

Support your print advertising with online

waikatotimes.co.nz offers you easy affordable online advertising opportunities in a credible environment with a growing audience

Updated throughout the day and night as news unfolds, **waikatotimes.co.nz** offers advertisers a dynamic environment in which to reach highly motivated and engaged users.

High profile advertising opportunities offer you a broad reach for online campaigns.

Online users are an educated and predominantly "at work" audience who use the internet as an information, research and purchasing tool.

DOMESTIC UNIQUE AUDIENCE PER MONTH

125,000*

waikatotimes.co.nz has a domestic unique audience of 51,000 people per month.*

Why advertise with us online?

TARGETING

By advertising with the Waikato Times online you will be able to target a quality audience who are actively seeking news and information.

COST EFFECTIVENESS

Online advertising is one of the most cost-effective advertising methods available for creating, delivering and executing effective campaigns. It's a great way to support your print advertising.

REACH

waikatotimes.co.nz has a domestic unique audience of 125,000 people per month.*

MEASURE

Online advertising is transparent. Reporting and analysis gives comprehensive evidence of return on investment on all promotional activities.

ACT NOW

Direct response and lead-generation campaigns have proven especially effective online. Consumers can immediately click on a link to access more information. Your ad can lead consumers directly to your website or to a specific feature product.

*Nielsen Netview, November 2012.

WRCN

Connect with the heartland with Waikato Regional Community Newspapers

Fairfax Media's stable of eleven market leading Waikato Regional Community Newspapers provide the ability to target your market by location and build on the reach generated from your Waikato Times advertising investment.

Waikato Regional Community Newspapers collectively reach 314,000 different readers every week.**

Hamilton Press

Circulation: 58,091*
Readership: 82,000**
Publication day:
Wednesday
hamiltonpress.co.nz

Franklin County News

Circulation: 28,520*
Readership: 54,000**
Publication days:
Tuesday, Thursday
franklincountynews.co.nz

Hauraki Herald

Circulation: 22,694*
Readership: 43,000**
Publication day:
Friday
haurakiherald.co.nz

North Waikato News

Circulation: 8,713*
Readership: 11,000†
Publication day:
Wednesday
northwaikatonews.co.nz

Piako Post

Circulation: 10,135*
Readership: 13,000†
Publication day:
Wednesday
piakopost.co.nz

Cambridge Edition

Circulation: 12,289*
Readership: 15,000†
Publication day:
Wednesday
cambridgeedition.co.nz

Matamata Chronicle

Circulation: 7,894*
Readership: 11,000†
Publication day:
Wednesday
matamatachronicle.co.nz

Rotorua Review

Circulation: 24,218*
Readership: 38,000†
Publication day:
Wednesday
rotoruaareview.co.nz

South Waikato News

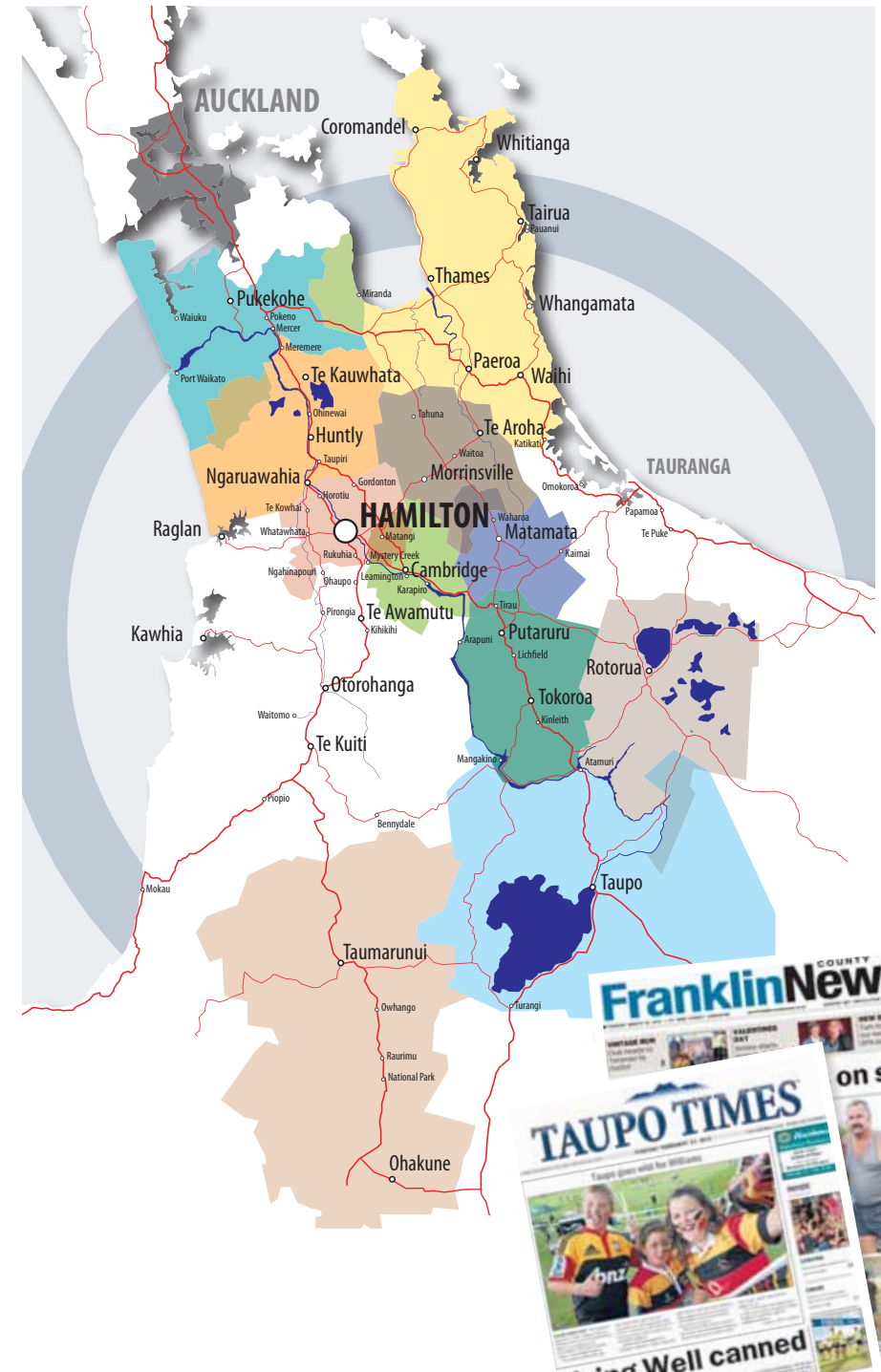
Circulation: 11,846*
Readership: 17,000†
Publication day:
Wednesday
southwaikatonews.co.nz

Taupo Times

Circulation: 21,045*
Readership: 28,000**
Publication days:
Tuesday, Friday
taupotimes.co.nz

Ruapehu Press

Circulation: 7,883*
Readership: 7,000†
Publication day:
Wednesday
ruapehupress.co.nz



* Audit Bureau of Circulations, Dec 2012. *Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 15+).

† Nielsen Media Research, Waikato Regional Community Newspapers Report, Jan 2010–Dec 2012 (All people 15+).

HAMILTON PRESS

Connect with Hamilton City

Published every Wednesday, the Hamilton Press is the most popular and well read community newspaper in Hamilton City.

CIRCULATION

58,091*

The Hamilton Press has an audited circulation of 58,091* copies a week. In comparison Hamilton News circulates to just 41,664*. **Hamilton Press reaches 16,447 more homes than Hamilton News — every week.**

READERSHIP

82,000**

With an average issue readership of 82,000**, the Hamilton Press reaches 19,000 more readers than Hamilton News — giving you a 30% greater return on your investment.

Hamilton Press vs. Hamilton News**

READERS 000's



VIEW THE HAMILTON PRESS ONLINE

hamiltonpress.co.nz



By repeating your advertisement from the Waikato Times into the Hamilton Press your advertisement will be delivered to every home within the Hamilton urban area (in addition to the Waikato Times circulation). This increases your unduplicated reach by 29,000 potential customers.

Just one ad in both the Hamilton Press and Waikato Times will reach 139,000 readers 15+ across the Waikato (unduplicated).**

Ask your sales representative about our special lift rates from the Waikato Times.

* Audit Bureau of Circulations, Dec 2012. **Nielsen Media Research, CMI Report, Q1.2012–Q4.2012 (All People 10+).



Complete your marketing mix with the Hamilton Press and achieve total market coverage within the Hamilton urban area

BOOKINGS

For your local advertising schedule:



PHONE:

- Advertising 07 849 9530
or 0800 806 180

EMAIL:

- Information and bookings
bookings@waikatotimes.co.nz

FACSIMILE:

- Advertising 07 849 9540
• Classified 07 849 9533

For your national advertising schedule:



AUCKLAND:

Telephone: 09 970 4000
Email: info@fairfaxnz.co.nz
Fax: 09 970 4045

WELLINGTON:

Telephone: 04 474 0487
Fax: 04 474 0257

fairfaxnz.co.nz

Waikato Times Advertising Solutions

Prepared by the Waikato Times Marketing Department

Private Bag 3086, Waikato Mail Centre, Hamilton 3240, New Zealand

The Waikato Times is a member of Fairfax Media and a division of Fairfax New Zealand Limited



facebook.com/waikatotimes

twitter.com/waikatotimes

ADVERTISING TERMS & CONDITIONS

1. In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:
 - (a) That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986 that is defamatory or indecent or which otherwise offends against generally accepted community standards that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights that breaches any provision of any statute, regulation, by-law or other rule or law; and
 - (b) That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standard relating to advertising in New Zealand; and
 - (c) Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us.
2. The advertiser agrees to indemnify us against all losses or costs arising directly or indirectly from any breach of those warranties by the advertiser and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
3. By supplying or placing an advertisement for publication the advertiser grants us a perpetual, royalty free license to reproduce the advertisement in any print or electronic advertising media we offer advertisers now or in the future.
4. Where the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the advertiser acknowledges that we own the copyright in such work and that such work is not work for which a commissioning payment has been made or agreed.
5. We may refuse to publish, or withdraw an advertisement from publication without having to give a reason.
6. We may publish the advertisement on the next available day if there is an error or delay in publication of the advertising as booked.
7. We may correct or amend advertising to conform to style or for other genuine reasons as long as we do so using reasonable care.
8. We may take orders for advertising in specific spaces (space orders). The space may be used only by the advertiser for advertising of the advertiser's usual business and may not be transferred by the advertiser to another person.
9. The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the advertiser acquires, or holds himself out as acquiring, goods or services from us for the purpose of a business.
10. The advertiser must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any direct liability for any circumstance that liability is limited to the cost of the space of the advertisement.
11. To cancel an advertisement a cancellation number must be obtained from us.
12. The charge for an advertisement will be in accordance with the published rate card applying at the time for the publication, unless we agree otherwise in writing. Rate card adjustments will apply to space orders with effect from advertising appearing 28 days after the rate adjustment is published on our rate card. Rates for contracts apply for the whole contract and are not reduced if the whole contract is not used.
13. Advertising placed by advertisers who are not New Zealand residents will be zero-rated for GST purposes. GST will be applied at the standard rate to advertising placed by non-resident agents acting for New Zealand resident principals.
14. If payment for advertising is not made by due date (which is the 20th of the month following invoice, unless we specify otherwise) the advertiser will be liable for interest at market rates and all costs of recovery, commissions and collection fees.