

Fairfax Waikato Regional Community Newspapers

Your competitive advantage
in the Waikato market



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Welcome to Fairfax Media Waikato Regional Community Newspapers

The Fairfax Waikato stable of community newspapers comprises of eleven community newspapers circulating from as far north as the Franklin County News to the Ruapehu Press in South Waikato.

The loyalty and buying power of community newspaper readers continues to be well recognised by advertisers.

Waikato Regional Community Newspapers' (WRCN) enjoy an intense local focus and community connection which helps to generate a solid return for advertisers on their advertising investment.

No matter how much change takes place in the Waikato region a Fairfax Waikato Regional Community Newspaper provides the vital link in keeping residents in our communities up to date.

Fairfax Waikato Regional Community Newspapers touch on the everyday topics that larger newspapers often miss. They cover the events and topics that shape people's lives, reporting on everything from local council news to notable high school and church happenings.

In the vibrant Waikato, a Fairfax Community Newspaper is vital to documenting the events and happenings that give this community its character.

Waikato Regional Community Newspapers offer a cost effective shopping marketplace for advertisers with many targeted advertising environments and the unique ability to reach total market coverage in these communities.



**Reaching 202,943*
households
and 326,000**
Waikato consumers
every week
(unduplicated)**

* Audit Bureau of Circulations
December 2009 (Combined circulation of
all Fairfax Waikato Regional Community
Newspaper titles)

** Nielsen Media Research
National Readership Survey
Jan – Dec 2009 (All people 10+)












WRCN

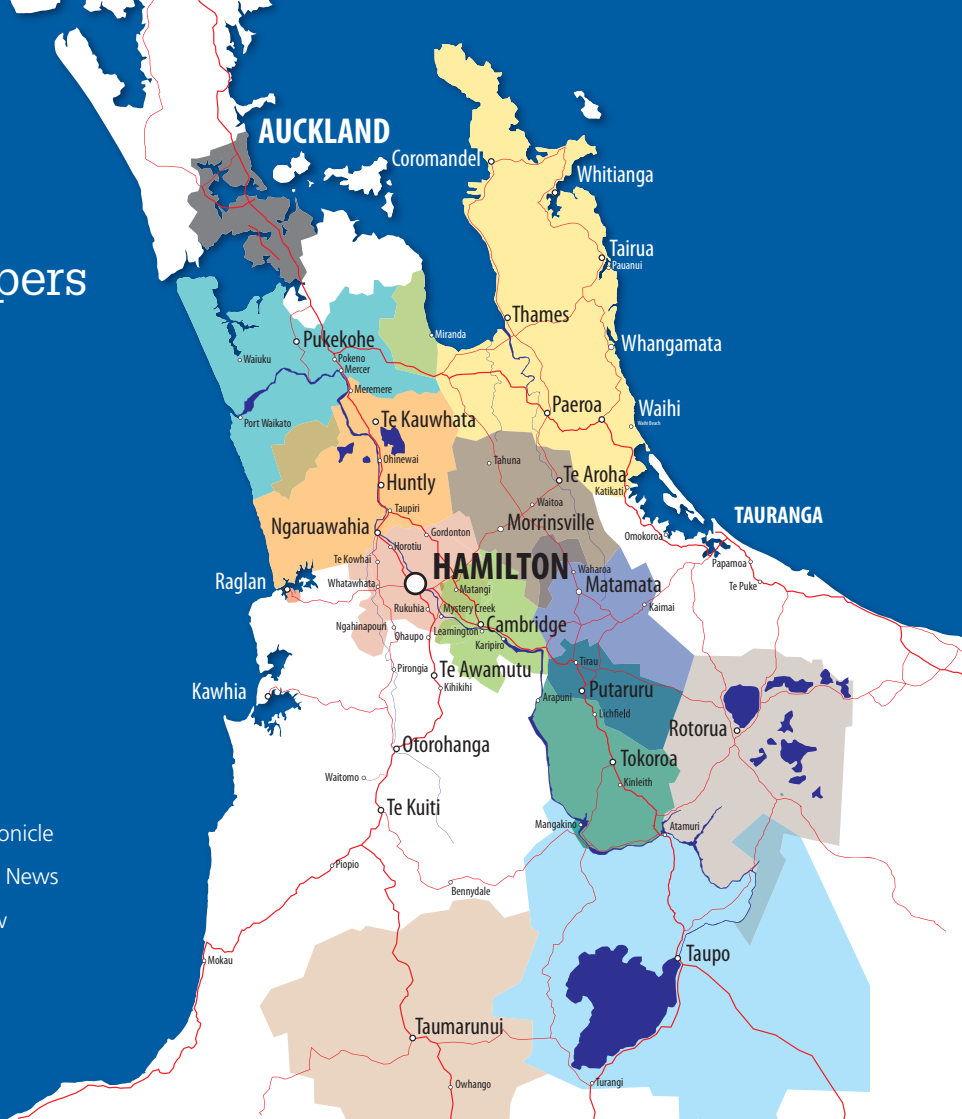
Waikato Regional Community Newspapers

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 326,000 different readers every week**

KEY

- | | |
|--|--|
|  Hamilton Press |  Matamata Chronicle |
|  Franklin County News |  South Waikato News |
|  Hauraki Herald |  Rotorua Review |
|  North Waikato News |  Taupo Times |
|  Piako Post |  Ruapehu Press |
|  Cambridge Edition | |



Reach the heart of the Waikato

HAMILTON PRESS

Circulation: 57,445*
Readership: 87,000**
Publication Day: Wednesday

FRANKLIN COUNTY NEWS

Circulation: 25,437*
Readership: 53,000**
Publication Days: Tuesday, Thursday

HAURAKI HERALD

Circulation 26,436*
Readership: 34,000**
Publication Days: Tuesday, Friday

NORTH WAIKATO NEWS

Circulation: 8,167*
Readership: 12,000†
Publication Day: Wednesday

PIAKO POST

Circulation: 9,204*
Readership 14,000†
Publication Day: Wednesday

CAMBRIDGE EDITION

Circulation: 10,856*
Readership: 14,000†
Publication Days: Wednesday

MATAMATA CHRONICLE

Circulation: 6,613*
Readership: 11,000†
Publication Day: Wednesday

ROTORUA REVIEW

Circulation: 23,710*
Readership: 44,000**
Publication Day: Tuesday

SOUTH WAIKATO NEWS

Circulation: 10,861*
Readership: 16,000†
Publication Day: Wednesday

TAUPO TIMES

Circulation: 17,047*
Readership: 27,000**
Publication Days: Tuesday, Friday

RUAPEHU PRESS

Circulation: 7,167*
Readership: 5,000†
Publication Day: Wednesday

Audited Circulation

If you want to know how effective your advertising will be, you need to know how many people will see it.

If your advert is in a newspaper, you'll need to know that newspaper's true circulation figure. And if you want to know that its circulation figures are credible, you'll need to make sure that they come from the New Zealand Audit Bureau of Circulations.

An Audit Bureau of Circulations figure is accurate and honest, and it's the one that advertisers rely on to give them the true picture. It also proves that the publication has nothing to hide.



THE NEW ZEALAND AUDIT BUREAU
OF CIRCULATIONS INC

* Audit Bureau of Circulation December 2009

** Nielsen Media Research National Readership Survey.
Jan – Dec 2009 (All people 10+)

† Nielsen Media Research Waikato Regional Community
Newspapers Report Jan 2007 – Dec 2009 (All people 15+)



Waikato Regional Community Newspapers' enjoy an intense local focus and community connection which helps to generate a solid return for advertisers on their advertising investment.

North Waikato News

WEDNESDAY APRIL 29, 2009

COMMUNITY NEWSPAPER

Marv-Ana

Franklin News

THURSDAY FEBRUARY 26, 2009 • 217 KING STREET, PUKEHOHE

Franklin rises to challenge

Community spirit alive and well



Care needs

Mary-Ana hopes to open the new facility in August but she will always be in capacity which is why she encourages parents to get their children enrolled and on a waiting list. "We have parents who are putting their babies on the waiting list before they are even born," she says.



INFORMATION SOCIETY: In early 2009, police are warning that more information is being used in the home last month.

Brazen burglary

Police are keeping the public safe by warning them to be careful of a man who allegedly had a gun on the town's streets last month. Sergeant Blair said Staff, Shane and

Why you should advertise with us

Well established brands

Fairfax Media Waikato Regional Community Newspapers have served their communities for between 15 and 35 years. The brands are well respected and recognised for the valuable contribution they make to the communities that they serve.

Audited circulation

Waikato Regional Community Newspapers have independently audited circulation (New Zealand Audit Bureau of Circulations). As a result you can be confident that our circulation figures are credible and we deliver exactly what we say we will.

Delivered FREE

WRCN newspapers have excellent penetration into your local markets. They are delivered free to every letterbox within each newspaper's circulation area.

Monitored readership statistics

WRCN readership statistics are published by a reputable research company (Nielsen Media Research). This information is especially useful for assisting advertisers to make informed marketing decisions.

Quality Editorial

A strong editorial focus on local news, views and opinion delivers quality, unbiased and interesting reading every issue. This ensures that our publications are extremely well read and have a long shelf life.

Features and Niche Publications

In addition to our regular editorial Waikato Regional Community Newspapers also publish a range of special features and niche publications that enable you to target more specific audiences.

Strong Classified section

WRCN newspapers have strong classified sections that are well supported by our readers to buy and sell locally.

Affordable

WRCN advertising rates are affordable and represent excellent value for money especially when compared to other media options.

Colour

WRCN newspapers offer good availability of colour to help you make your advertisement look more appealing.

Committed sales staff

Our sales consultants provide friendly face to face service and are committed to building successful long term business relationships and helping your business to succeed.

Local Knowledge

We employ local people that live and work in the communities that they serve. As a result our staff offer a valuable source of local knowledge.

A member of Fairfax Media New Zealand

WRCN newspapers are members of the Fairfax Media group. This offers access to a vast resource pool, plus other advertising benefits including cross buys and competitive group rates.



Fairfax Waikato Regional Community Newspapers offer you not only a massive reach, but a quality advertising environment that ensures the reading of your message.

Waikato Regional Community Newspapers collectively reach 326,000 different readers every week.

Selecting your medium

Selection of your advertising medium and your media mix is crucial to the success of your advertising campaign. An informed decision is essential.

All Fairfax Waikato Regional Community Newspapers form an integral part of their readers (your customers) lives.

Your customers rely on us for local news, information and comment that other media simply do not supply. Our readers depend on your advertising to help them to make informed buying decisions.

Our readers plan, shop, discuss, debate, select, reject and decide important aspects of their lives on the basis of what they read in their community newspaper. By advertising in a Fairfax Waikato Regional Community Newspaper you are not only selecting the most powerful medium in terms of readership, you are also placing your message in a trusted local reading environment.

Fairfax Waikato Regional Community Newspapers not only offer you a massive reach within their respective markets, but a quality environment that ensures the reading of your message—and not necessarily only once!

The best news is that we have thousands and thousands of readers who eagerly await our newspapers. Just think... these thousands could be reading all about your business this week!

CONSUMER ACTION AS A RESULT OF ADVERTISING IN ...

FREE COMMUNITY NEWSPAPER

- 61% consider buying something
- 67% decide where to buy
- 59% actually buy from

TELEVISION

- 57% consider buying something
- 57% decide where to buy
- 51% actually buy from

RADIO

- 43% consider buying something
- 47% decide where to buy
- 39% actually buy from

Source for all figures:

Nielsen Media Research National Readership Survey Jan – Dec 2009 (All people 10+)



Franklin



Franklin district stretches from Karaka to Mercer (north to South) and Waiuku to Kaiaua (West to East).

Highlights

- Franklin is one of the fastest growing districts in the country due to its close proximity to Auckland.
- Pukekohe is the largest town in Franklin combining city savvy with country charm with boutique-style shopping in its main street and a busy central business district.
- Franklin's primary industry is horticulture/ agriculture. It is the largest onion and potato growing area in New Zealand and a major producer of tomatoes, cucumbers and other vegetables.
- Other industries of note are the equestrian sector (rapidly becoming the country's major equestrian area), the motorsport engineering sector and tourism is growing too.
- Glenbrook Steel Mill remains the district's single largest employer.

Franklin County News

Franklin News COUNTY

Gift cow leads to new niche in market



They get from the Highland cow the milk and cream and sell it. The milk is sold in the local market and the cream is sold in the local market. The woman is a local farmer and she is selling the milk and cream. The cow is a Highland cow and it is a very large cow. The woman is holding the baby and she is smiling. The cow is looking at the camera.

INSIDE
ENTERTAINING WOMEN
FAMILY MILESTONE
TIPOU TACKLED
INDEX

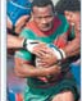
Surinder steps down

Showed passion, hard work and commitment



Mr. Surinder Singh has stepped down from his position as the President of the Franklin County News Association. He has shown passion, hard work and commitment during his tenure. The association is grateful for his leadership and wishes him all the best in his future endeavors.

Mr. Surinder Singh has shown passion, hard work and commitment during his tenure. The association is grateful for his leadership and wishes him all the best in his future endeavors.



TIPOU TACKLED

INDEX

Publishing every Tuesday and Thursday, Franklin County News is the most popular and well read community newspaper in the Franklin district.

Average Issue Readership 53,000*

53,000 people will read a typical issue of the Franklin County News.

This includes:

- 25,000 main income earners
- 27,000 main household shoppers
- 24,000 men 20+
- 24,000 women 20+

During the course of a typical week together the Tuesday and Thursday Editions of Franklin County News will reach 58,000* people (unduplicated). It's the perfect tool for connecting with your Franklin market.

Audited Circulation 25,437**

Franklin County News has an audited circulation of 25,437 newspapers. It is delivered free to homes and businesses throughout the Franklin district.



Franklin County News Circulation Area

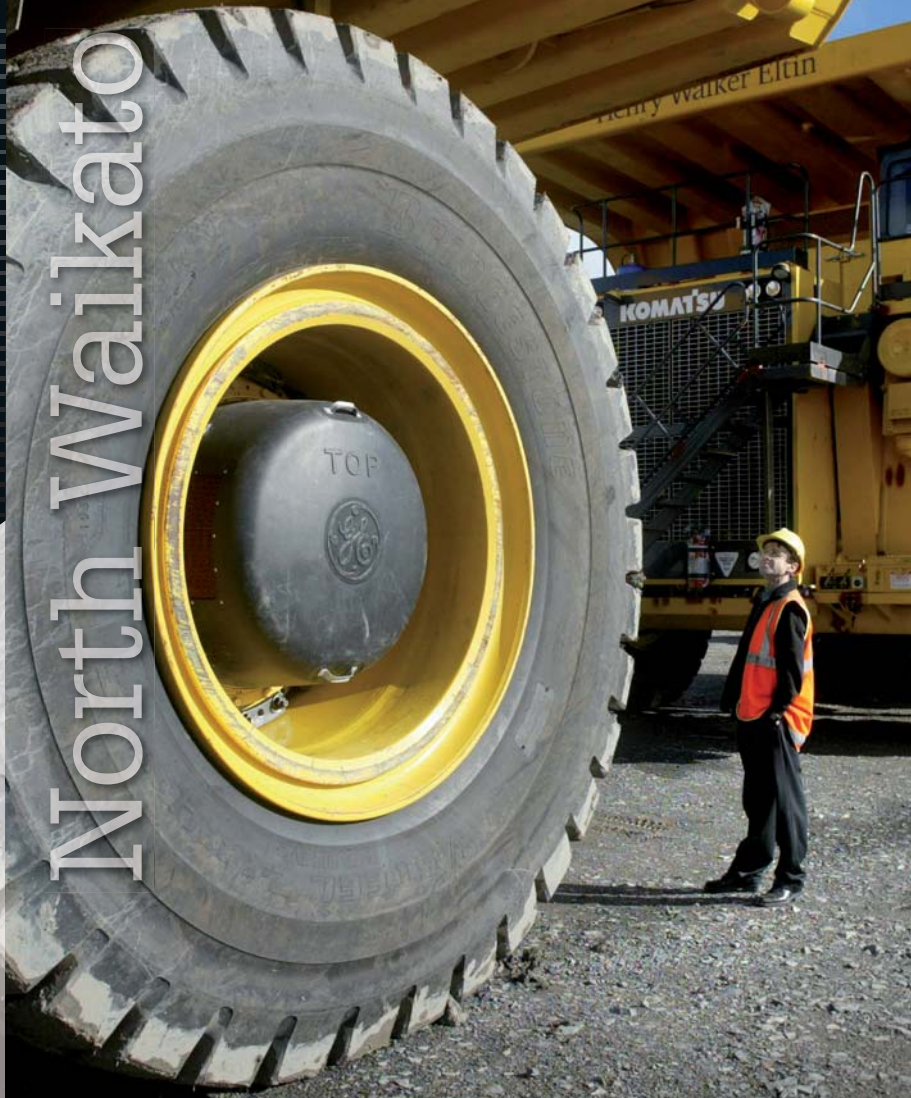
Circulation area includes Drury, North Waikato, Pukekohe, Waiuku, Tuakau, Patumahoe, Pokeno, Hunua, Karaka, Clarks Beach, Waiua Pa, Awhitu, Buckland, Bombay, Kaiaua, Miranda, Maramarua, Mercer, Meremere, Pukekawa, Onewhero, Port Waikato, Puni, Aka Aka, Otatau, Paerata, Runciman, Mangatawhiri, Mangatangi, Te Hahi, Kingseat, Ramarama, Pukeoware, Mauku, Glenbrook, Glenbrook Beach, Waipipi, Kohekohe, Te Toro, Pollock, Matakawau, Big Bay, Orua Bay, Wattle Bay, Te Kohanga and Waikaretu.

72% of all Franklin residents will read a typical issue of the Franklin County News*

* Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

** Audit Bureau of Circulations December 2009.

North Waikato



Encompassing Huntly, Ngaruawahia, Te Kauwhata and many smaller settlements, North Waikato's main industries include dairy farming, coal mining and power generation.

Highlights

- Close proximity to Auckland and Hamilton
- Huntly speedway.
- The Meremere Dragway.
- Hampton Downs Motorsport Park — a major development currently under construction.
- The Waikato River.
- Hakarimata Ranges and Lake Hakanoa.
- The Huntly Half Marathon.
- The Huntly Rodeo.
- Turangawaewae Marae — the official residence of the reigning Maori monarch.

North Waikato News

North Waikato News

WEDNESDAY, APRIL 14, 2010

YOUR COMMUNITY NEWSPAPER

DIRT FLIES
Rockers tear up the track 7

TRIPLE TREAT
Taupiri fishing competition 11

QUARRY BLAZE
Busy week for volunteers 2

New playground challenges Waiterimu students
By NICKIE SMITH
The new playground at Waiterimu Primary School has opened its doors to the community. The playground is a state-of-the-art facility that will challenge and entertain children of all ages. It features a variety of equipment including slides, swings, and climbing frames. The playground was funded by the school's fundraising efforts and the support of the local community.

House 'bigger and better'

Community House gets makeover
By NICKIE SMITH
A brand new look for the Community House in Huntly has been unveiled. The house has been completely renovated and is now a more spacious and modern facility. The makeover includes new flooring, furniture, and fixtures. The house is now a more welcoming and comfortable environment for the community. The renovation was funded by the house's fundraising efforts and the support of the local community.



\$7.99	\$36.99	\$33.99	\$29.99	\$24.99
\$22.99	\$20.99	\$19.99	Super Liquor	

Publishing every Wednesday, North Waikato News is the most popular and well read community newspaper in the North Waikato district.

Average Issue Readership 12,000*

12,000 people will read a typical issue of the North Waikato News.

- This includes:**
- 5,000 main income earners
 - 6,000 main household shoppers
 - 4,000 men 20+
 - 7,000 of women 20+

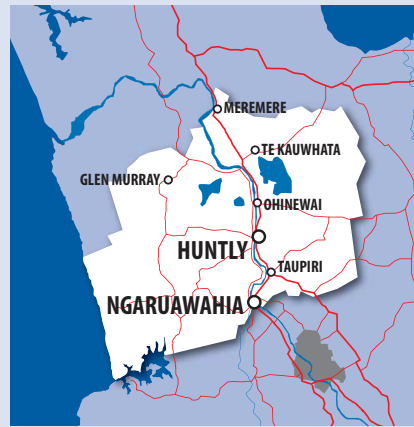
North Waikato News is the perfect tool for connecting with your North Waikato market.

70% of all North Waikato residents will read a typical issue of the North Waikato News*

* Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2007 – Dec 2009 (All people 15+).
** Audit Bureau of Circulations December 2009.

Audited Circulation 8,167**

The North Waikato News has an audited circulation of 8,167 newspapers. It is delivered free to homes and businesses throughout the North Waikato district.



North Waikato News Circulation Area
Circulation area includes Huntly, Te Kauwhata, Meremere, Glen Murray, Rangiriri, Ohinewai, Te Hoe, Rotowaro, Glen Afton, Naikē, Waiterimu, Te Akau, Taupiri, Waingarō, Ngaruawahia township and Orini.

Hauraki



The Hauraki/Thames Coromandel region is a large region supporting a diverse range of industry including tourism, horticulture, agriculture, forestry, aquaculture and mining.

Major centres include Thames, Coromandel, Whitianga, Tairua, Whangamata, Waihi and Paeroa.

Highlights

- Digging a hot spa pool in the sand at Hot Water Beach.
- Diving/Snorkelling/Kayaking/Sailing
- Fishing for Snapper.
- Relaxing on one of the districts pristine beaches.
- Walking to Cathedral Cove.
- Exploring Coromandel Forest Park.
- Surfing at Whangamata.
- Driving through the scenic Karangahake Gorge.
- Having your photo taken beside the giant L&P bottle in Paeroa.

Hauraki Herald



76% of all North Waikato residents will read a typical issue of the Hauraki Herald*

Publishing every Tuesday and Friday, the Hauraki Herald is the most popular and well read community newspaper in the Hauraki and Thames Coromandel districts.

Average Issue Readership
34,000*

34,000 people will read a typical issue of the Hauraki Herald.

This includes:

- 19,000 main income earners
- 17,000 main household shoppers
- 15,000 men 20+
- 17,000 women 20+

During the course of a typical week together the Tuesday and Friday Editions of the Hauraki Herald will reach 37,000* people (unduplicated). It's the perfect tool for connecting with your Hauraki, and Coromandel markets.

* Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

** Audit Bureau of Circulations December 2009.

Audited Circulation
26,436**

The Hauraki Herald has an audited circulation of 26,436 newspapers. It is delivered free to homes and businesses throughout the Hauraki and Thames Coromandel region.



Hauraki Herald Circulation Area

Circulation area include Thames, Thames Coast, Coromandel Town, Matarangi, Whitianga, Cooks Beach, Hahei, Tairua, Pauanui, Whiritoa, Whangamata, Waihi, Waihi Beach, Athenree, Katikati, Paeroa, Ngatea, Hauraki Plains, Maramarua, Patetonga, Kaihere, Kaiaua, and Miranda

Hamilton



Located at the heart of the mighty Waikato, Hamilton is a city of education and scientific research, parks and gardens, fine cuisine and cafes, culture and attractions.

Highlights

- NZ's largest inland city, and 4th largest urban area with a population of around 131,000 people.
- Hamilton is one of NZ's fastest growing cities.
- Major service centre for the Waikato region — NZ's highest export region with 20% of all exports.
- NZ's leading area for hi-tech innovative manufacturing and engineering industries.
- Dairy industry is centered around Hamilton and Waikato — world class centre of agricultural biotech excellence.
- 11,000 businesses located within Hamilton.
- Home to much of NZ's science research and numerous major research facilities.
- More than 40,000 tertiary students at University of Waikato, Waikato Institute of Technology (Wintec) and Te Wananga o Aotearoa.
- Has a youthful population — around half of residents are under 30 years old.
- Host to a growing list of major international events including Fieldays and the ITM400 V8 Supercar street race.

Hamilton Press



60% of all Hamilton residents will read a typical issue of the Hamilton Press*

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

Average Issue Readership
87,000*

87,000 people will read a typical issue of the Hamilton Press

This includes:

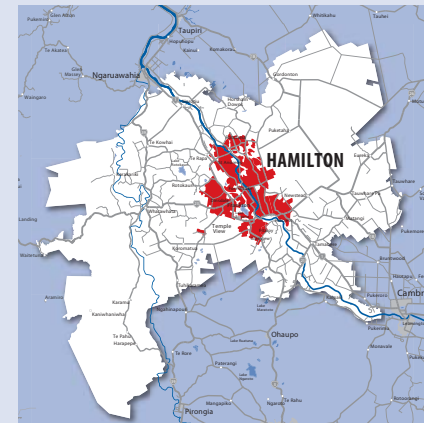
- 43,000 main income earners
- 45,000 main household shoppers
- 36,000 men 20+
- 42,000 women 20+

Hamilton Press readers read to be informed, entertained and to make purchasing decisions. It's the perfect tool for connecting with your Hamilton market.

Audited Circulation
57,445**

Hamilton Press has an audited circulation of 57,445 newspapers.

Circulation area includes:
Hamilton city and Raglan

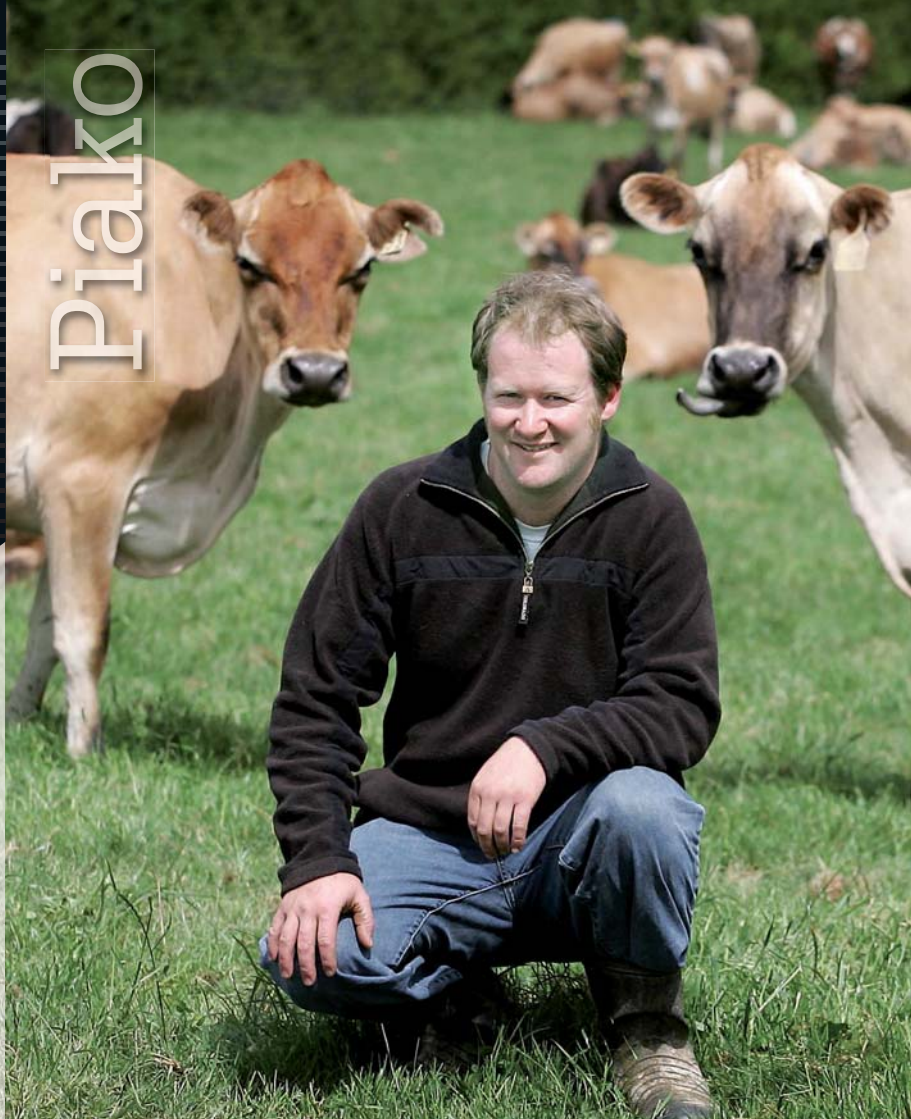


 &  Hamilton Press Circulation Area

* Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

** Audit Bureau of Circulations December 2009.

Piako



Piako is a farming community and then some. It has two distinct communities: Morrinsville and Te Aroha (and their respective surrounding rural sub-districts).

Highlights

- Morrinsville is a strong rural service centre, its proximity to Hamilton makes it attractive to live in the city and commute to the country (and vice-versa).
- The surrounding dairy land (both Morrinsville and Te Aroha) is among the best and most expensive in the country.
- Major industries include Fonterra, Tatua Co-operative Dairy company, Wallace Corporation, PPCS (meat processors), Degussa Peroxide and NZ Mushrooms.
- Te Aroha, at the gateway to the Coromandel Peninsula, is the jewel in the crown of the Matamata-Piako district with its natural spas, Edwardian Domain, gold-mining history and access to the Kaimai-Mamaku Forest Park.
- Related restaurants, accommodation and businesses have developed in the past five years, backed by the core trades.
- Piako is centrally located on SH27 and SH26, part of both the Waikato and Thames Valley provinces.

Piako Post

Publishing every Wednesday, the Piako Post is the most popular and well read community newspaper in the Piako district.

Average Issue Readership 14,000*

14,000 people will read a typical issue of the Piako Post.

This includes:

- 8,000 main income earners
- 6,000 main household shoppers
- 7,000 men 20+
- 6,000 women 20+

The Piako Post is the perfect tool for connecting with your Piako market.

Audited Circulation 9,204**

The Piako Post has an audited circulation of 9,204 newspapers. It is delivered free to homes and businesses throughout the Piako district.



■ Piako Post Circulation Area

Circulation area includes the boroughs of Morrinsville and Te Aroha, and all rural areas.

79% of all Piako residents will read a typical issue of the Piako Post*

* Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2007 – Dec 2009 (All people 15+).

** Audit Bureau of Circulations December 2009.

Cambridge



Nestled on the banks of the Waikato River, Cambridge and the surrounding district is renowned for its English ambiance and internationally recognised equine industry.

Highlights

- Cambridge's prime location, only 15 minutes from Hamilton and under two hours from Auckland, Taupo, and Tauranga, ensure the town's population of around 15,000 residents is growing strongly.
- The town is particularly attractive to young families and the retired, seeking a small town lifestyle and the community feeling it offers.
- Cambridge is the home of the New Zealand Equine industry.
- Cambridge has a bustling retail and light industrial sector with more land earmarked for development in the future.
- The district hosts a number of major events, including Fieldays at Mystery Creek and the upcoming 2010 World Rowing Championships.
- Nearby Maungatautari ecological reserve continues to receive international acclaim. The stunning mature native forest is now the protected home to increasing numbers of our rare native birds.

Cambridge Edition



83% of all Cambridge residents will read a typical issue of the Cambridge Edition*

Publishing every Wednesday, Cambridge Edition is a popular and well read community newspaper in the Cambridge district.

Average Issue Readership 14,000*

14,000 people will read a typical issue of the Cambridge Edition

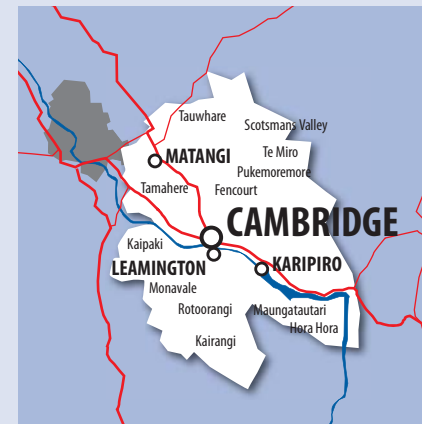
This includes:

- 7,000 main income earners
- 6,000 main household shoppers
- 6,000 men 20+
- 7,000 women 20+

Cambridge Edition readers read to be informed, entertained and to make purchasing decisions. It's the perfect tool for connecting with your Cambridge market.

Audited Circulation 10,856**

The Cambridge Edition has an audited circulation of 10,856 newspapers. It is delivered free to homes and businesses throughout the Cambridge district.



Cambridge Edition Circulation Area

Circulation area includes Cambridge East, Leamington, Tamahere, Matangi, Te Miro, Hautapu, Bruntwood, Fencourt, Pukeroro, Kaipaki, Pukemiru, Monavale, Rotorangi, Kairangi, Hora Hora, Maungatautari, Pukekura, Karapiro, Whitehall, and French Pass.

* Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2007 – Dec 2009 (All people 15+).

** Audit Bureau of Circulations December 2009.

Matamata



Located near the base of the Kaimai Ranges, the Matamata district renown for its thriving dairy, horticulture and thoroughbred bloodstock industries.

Highlights

- Matamata has a thriving retail and professional sector.
- Major employers include Fonterra and Open Country Cheese.
- Matamata has become internationally famous as the location where Peter Jackson filmed the Hobbiton segment for The Lord of the Rings movie. Since 2002 the town has promoted itself as Hobbiton and developed an active tourism market attracting more than 300,000 domestic and international travellers each year.
- The district supports a great number of sporting codes, clubs and societies. There is plenty to do for those who love the great outdoors.
- Up-drafts from the Kaimai Ranges create ideal conditions for gliding, making Matamata a world-renowned gliding site.
- Waharoa airfield is also a popular base for skydiving.
- Tirau is the perfect place to stop for coffee and a browse around the many speciality shops on offer. Corrugated iron artworks have become the iconic mark for Tirau.

Matamata Chronicle



88% of all Matamata residents will read a typical issue of the Matamata Chronicle*

Publishing every Wednesday, the Matamata Chronicle is the most popular and well read community newspaper in the Matamata district.

Average Issue Readership 11,000*

11,000 people will read a typical issue of the Matamata Chronicle.

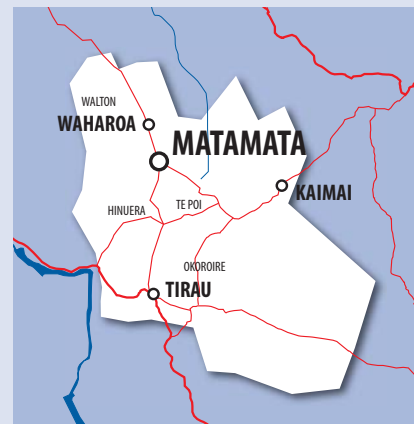
This includes:

- 6,000 main income earners
- 5,000 main household shoppers
- 6,000 men 20+
- 5,000 women 20+

The Matamata Chronicle is the perfect tool for connecting with your Matamata market.

Audited Circulation 6,613**

The Matamata Chronicle has an audited circulation of 6,613 newspapers. It is delivered free to homes and businesses throughout Matamata, Tirau and Waharoa.



Matamata Chronicle Circulation Area

* Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2007 – Dec 2009 (All people 15+).

** Audit Bureau of Circulations December 2009.

South Waikato



The South Waikato area covers four individual areas, from the boutique town of Tirau in the north to Mangakino in the south.

Highlights

- Approximately half of the district is covered in forest, with the southern and western boundaries bordered by the Waikato River.
- Many recreational activities are centred on forests and waterways in the district, including bush walking, fishing and mountain biking.
- A strong network of clubs providing a range of opportunities from sports to theatre.
- Forestry and pastoral farming, particularly dairying, are the predominant industries in the district. Around 20 per cent of the workforce is employed in forestry and agriculture. A similar percentage is employed in manufacturing.

South Waikato News



92% of all South Waikato residents will read a typical issue of the South Waikato News*

Publishing every Wednesday, the South Waikato News is the most popular and well read community newspaper in the South Waikato district.

Average Issue Readership
16,000*

16,000 people will read a typical issue of the South Waikato News.

This includes:

- 10,000 main income earners
- 8,000 main household shoppers
- 7,000 men 20+
- 6,000 women 20+

The South Waikato News is the perfect tool for connecting with your South Waikato market.

Audited Circulation
10,861**

The South Waikato News has an audited circulation of 10,861 newspapers. It is delivered free to homes and businesses throughout the South Waikato district.



South Waikato News Circulation Area

Circulation area includes Tirau, Putaruru, Tokoroa, Arapuni, Atiamuri, Whakamaru, and Mangakino.

* Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2007 – Dec 2009 (All people 15+).

** Audit Bureau of Circulations December 2009.

Taupo



The Taupo district encompasses two major townships — Taupo overlooking the lake and Turangi at the foot of the Ruapehu mountain ranges. It also encompasses smaller communities like Wairakei, Mangakino and Kinloch.

Highlights

- The district is a popular holiday destination with its lake, National Park and world-renowned trout fishery attracting large crowds in the summer and the scenic beauty and fun of Mount Ruapehu and the Tongariro ski fields attracting visitors during the winter.
- The town is home to a number of national and international sporting fixtures including the New Zealand Ironman, the Oxfam Trailwalker and the Lake Taupo Cycle Challenge—the largest cycling event in the southern hemisphere.
- Taupo's economy is supported by a vibrant tourism and forestry industry which are the main employers for the bulk of the resident population.
- There is a strong community and family spirit in the Taupo district with many residents volunteering to support local organisations or the many events which the town hosts.

Taupo Times



69% of all Taupo residents will read a typical issue of the Taupo Times*

Publishing every Tuesday and Friday, Taupo Times is the most popular and well read community newspaper in the Taupo district.

Average Issue Readership 27,000*

27,000 people will read a typical issue of the Taupo Times.

This includes:

- 15,000 main income earners
- 12,000 main household shoppers
- 12,000 men 20+
- 12,000 women 20+

During the course of a typical week both the Tuesday and Friday Editions of Taupo Times will reach 30,000* people (unduplicated). It's the perfect tool for connecting with your Taupo market.

Audited Circulation

17,047**

The Taupo Times has an audited circulation of 17,047 newspapers. It is delivered free to homes and businesses throughout the Taupo region, south to Turangi and north to Mangakino. All motels, hotels and information centres hold complimentary copies of the paper because it is popular with visitors to Lake Taupo.



□ Taupo Times Circulation Area

* Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

** Audit Bureau of Circulations December 2009.

Rotorua



Rotorua is a major destination for both domestic and international tourists, with the tourism industry being by far the largest industry in the district.

Highlights

- The city is known for its geothermal activity, with a number of geysers, notably the Pohutu geyser at Whakarewarewa, and hot mud pools located in the city.
- Adventure tourism. Activities include Jetboating, skydiving, rafting the highest commercially rafted waterfall in the southern hemisphere, zorbng and luge.
- Enjoying Rotorua's Maori cultural experiences.
- Agrodome Sheep Show and Farm Tour
- 16 lakes within the Rotorua region offer numerous recreational opportunities including fishing, waterskiing and rowing.
- Walking on Mt Tarawera.
- Rotorua is a Mecca for mountain bikers. A 70km trail network caters for all abilities.
- Soaking in Rotorua's natural therapeutic waters.

Rotorua Review



73% of all Rotorua residents will read a typical issue of the Rotorua Review*

Publishing every Tuesday, the Rotorua Review is the most popular and well read community newspaper in the Rotorua district.

Average Issue Readership 44,000*

44,000 people will read a typical issue of the Rotorua Review.

This includes:

- 30,000 main income earners
- 20,000 main household shoppers
- 17,000 men 20+
- 21,000 women 20+

The Rotorua Review is the perfect tool for connecting with your Rotorua market

Audited Circulation 23,710**

The Rotorua Review has an audited circulation of 23,710 newspapers. It is delivered free to urban and rural homes throughout Rotorua.



■ Rotorua Review Circulation Area

* Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

** Audit Bureau of Circulations December 2009.

Ruapehu



Situated at the heart of the central North Island, the Ruapehu district features outstanding natural landscapes and hard-working farming communities.

Highlights

- World heritage Tongariro National Park - home to Mount Ruapehu, Mount Ngauruhoe and Mount Tongariro.
- Walking the Tongiriro crossing — rated as the best one day trek in New Zealand.
- Canoeing the headwaters of the Whanganui River and exploring Whanganui National Park.
- Skiing or snowboarding at Whakapapa and Turoa. New Zealand's two largest ski fields.
- Waioru Army Museum.
- Ohakune Carrot Carnival.
- Taking the Overlander train across the Volcanic Plateau and the Raurimu Spiral.
- Main income primarily derived from sheep and cattle farming, and increasingly tourism.
- Visitors to the Ruapehu district are steadily increasing.
- Agriculture remains the largest employer in the district (primarily sheep and cattle farming) followed by Defence (NZ Army).

Ruapehu Press



Publishing every Wednesday, the Ruapehu Press is the most popular and well read community newspaper in the Ruapehu district.

Average Issue Readership 5,000*

5,000 people will read a typical issue of the Ruapehu Press.

This includes:

- 3,000 main income earners
- 3,000 main household shoppers
- 2,000 men 20+
- 3,000 women 20+

The Ruapehu Press is the perfect tool for connecting with your Ruapehu market.

Audited Circulation 7,167*

The Ruapehu Press has an audited circulation of 7,167 newspapers. It is delivered free to homes and businesses throughout the Ruapehu district.



■ Ruapehu Press Circulation Area

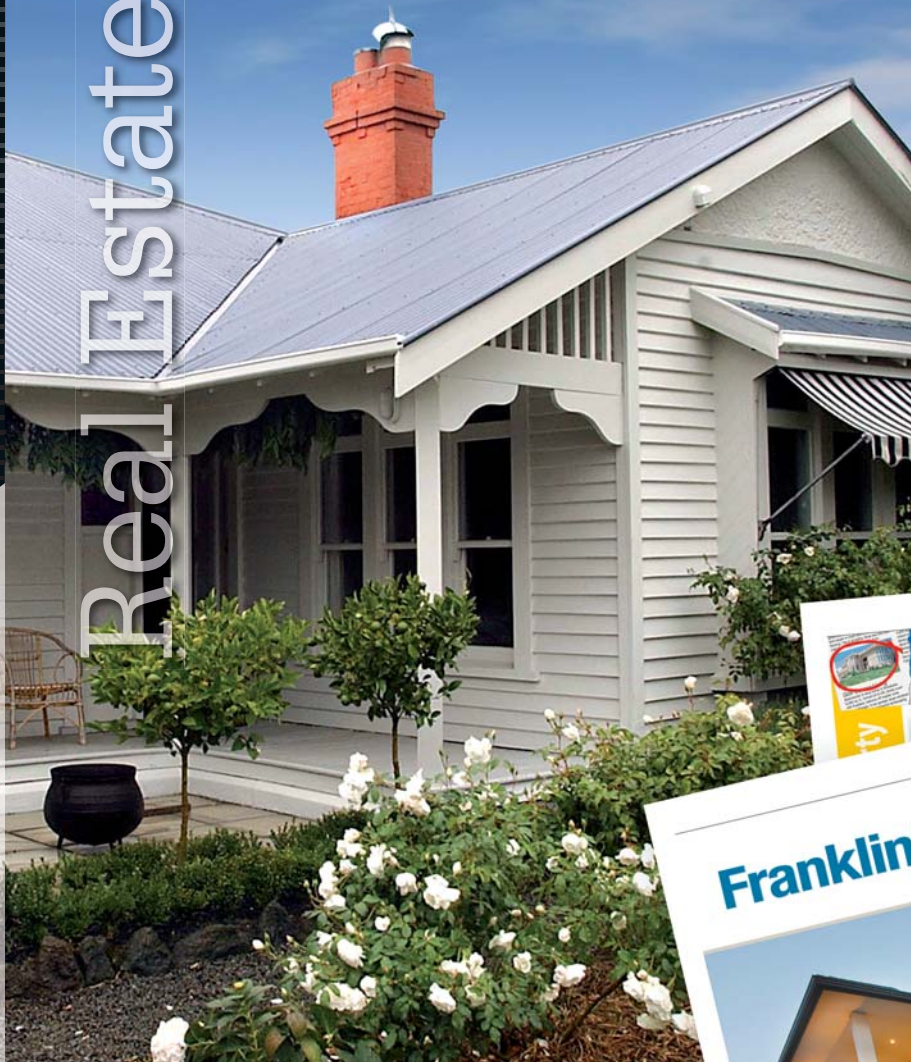
Circulation area includes Taumarunui, Owhango, Ohakune, Raetihi, Whakapapa and Turoa Skifields, National Park and to selected outlets in Turangi and Waiouru.

70% of all Ruapehu residents will read a typical issue of the Ruapehu Press*

* Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2007 – Dec 2009 (All people 15+).

** Audit Bureau of Circulations December 2009.

Real Estate



Waikato Regional Community Newspapers offer a variety of options for targeted Real Estate advertising across the region.

Why choose a print product as your sales vehicle?

- Printed advertising offers you a highly portable marketing vehicle with an extended life span.
- Print engages potential clients and encourages easy comparisons with numerous listings.
- Print is the preferred source of information for people considering purchasing a new home.



Hauraki Herald, MAY 1, 2009 19
Hauraki Herald Property Liftout
 Feature property

FRANKLIN COUNTY NEWS, MARCH 26, 2009 33
Franklin News COUNTY property

Vital Statistics
10 More Close, Thames
Entertain Whilst The Children Play
 • Immaculate 4 bdrm home.
 • Separate family/rumpus room.
 • Open plan lounge, kitchen & dining.
 • Great indoor/outdoor flow
 • Patio area for the BBQ's
 • Large fully fenced back yard for the kids
 • Internal access double parking
 v: Set 12pm
 t: 021 204 3720
 r.com/4936GB
 er Thames
 #995
 ll Realty Ltd - MREINZ
UHooker



Location Waikato Edition

Location is delivered fortnightly with the South Waikato News, Cambridge Edition, Piako Post and Matamata Chronicle. Plus a bundle drop is also made to Te Awamutu.

Potential Readership 77,000**
Circulation 37,534††

These quality WRCN newspapers connect Location with a potential readership of 77,000* and a combined circulation of 37,534.††

Location Waikato Edition is the perfect tool for connecting with your heartland Waikato real estate market.



Franklin Property Guide

Publishing every Thursday, Franklin Property Guide is Franklin's Real Estate 'bible'. This 40+ page supplement connects with 53,000* Franklin County News readers every week. This impressive guide, which has been growing from strength to strength over the last five years, is in the forefront of real estate publications by the greater Franklin Real Estate agencies and beyond. Being part of a respected community newspaper which has been around for over 35 years, it is seen as a preferred and credible advertising option for those in the real estate market — both buying and selling.



Hauraki Herald Real Estate Liftout

Hauraki Herald runs a centre liftout real estate section in its Friday paper. This is circulated to 26,436† homes and businesses throughout the Coromandel Peninsula and Hauraki district each week. The offer of free open homes register listings and feature property of the week is available to regular clients. Conditions apply.

* Nielsen Media Research National Readership Survey Jan – Dec 2009 (All people 10+) Except ** (Unduplicated combined AIR of PP, MC, CE and SWN. All people 10+).

† Audit Bureau of Circulations December 2009. Except †† (Combined circulation of PP, MC, CE and SWN).

Farming



Waikato Regional Community Newspapers provide exceptional opportunities for targeting specific areas across the region.

In addition to regular farming features, across most WRCN titles, specialised liftout publications include:

- **Rural Delivery**
See page opposite
- **Franklin County News Country Matters**

This 12 page monthly liftout is your best solution for reaching Franklin's rural community.



MEAT ISSUES:
Keynote speaker, Alliance Group Ltd chairman Owen Poole and Meat & Livestock Association Australia's David Thompson
PHOTO: JIMMY BIRNEY

... and people leading towards
... parties - all affecting buying
...
Alliance Group strategy focuses on
... livestock and operations - what
... their wants and needs, what prod-
... are an required and how to pro-
... raised produce more efficiently.
... Group says the outlook is opti-
... because remains good. The issue
... heavy is to manage sustainably
... really through the recession.
... also exists for New Zealand
... the world and the resulting
... reports.

... to be accelerated in terms of
... services, better quality, invest-
... technology and processing
... thinning industry structure.

Rural Delivery

Rural Delivery

PRODUCED BY MATAMATA CHRONICLE, PIAKO POST & CAMBRIDGE EDITION SEPTEMBER 2009

'Cynical' farmers wary of ETS

By Steve Gardner
A leading leader in the 50 years of business development in the rural sector of the Waikato region has said that farmers are cynical about the Emissions Trading Scheme (ETS) and are wary of its impact on their industry. Steve Gardner, a former member of parliament and now a leading industry expert, said that farmers are cynical about the ETS and are wary of its impact on their industry. He said that farmers are cynical about the ETS and are wary of its impact on their industry. He said that farmers are cynical about the ETS and are wary of its impact on their industry.

Rising costs focus minds

Fertiliser prices make farmers consider options
By Steve Gardner

Rising costs are forcing farmers to think about their options. Fertiliser prices are a major concern for many farmers, and they are looking for ways to reduce their costs. Steve Gardner, a leading industry expert, said that farmers are looking for ways to reduce their costs. He said that farmers are looking for ways to reduce their costs. He said that farmers are looking for ways to reduce their costs.



FIRST CHOICE
for local farmers

• supply and delivery of palm fertilizer, lime, urea and copro
• conditioning - rams, chains, bridges, dams, underpasses etc

J. SWAP
CONCRETE CONTRACTORS & BUILDERS

Freephone
0800 809 927

107 NEW RD, # 27 AKA 927
• amswaps@xpl.co.nz
PO Box 103, Matamata

Rural Delivery is the perfect tool for connecting with your central Waikato farming market

Rural Delivery is a dedicated farming feature published monthly by the Piako Post, Matamata Chronicle, Cambridge Edition and South Waikato News.

With an editorial focus on rural stories relevant to the local farming communities, Rural Delivery is the perfect tool for connecting with your local farming customers.


Potential Readership 77,000*

Explore other key rural markets with our sister publication Waikato Times Farmer. Ask your advertising consultant for further information.

Circulation 37,534**

Rural Delivery is published monthly within the Piako Post, Matamata Chronicle, Cambridge Edition and South Waikato News.



 Rural Delivery Circulation Area

* Nielsen Media Research National Readership Survey Jan - Dec 2009 (Unduplicated combined AIR of PP, MC, CE and SWN. All people 10+).
** Audit Bureau of Circulations December 2009 (Combined circulation of PP, MC, CE and SWN).

Home & Living



Waikato Regional Community Newspapers provide exceptional opportunities for targeting specific reader interest across the region.

In addition to regular home and living features across most WRCN titles, specialised liftout publications include:

- **Urban & Country**
See page opposite
- **Franklin County News Home & Living**
An annual magazine.
- **Hauraki Herald Home & Living**
A twice-yearly liftout, published prior to Easter and Labour Weekend, targeting Thames Coromandel home owners.



Urban & Country



Urban & Country is the perfect tool for connecting with your heartland Waikato home and lifestyle markets

* Nielsen Media Research National Readership Survey Jan – Dec 2009
(Unduplicated combined AIR of PP, MC and CE. All people 10+)

** Audit Bureau of Circulations December 2009 (Combined circulation of PP, MC and CE).

Urban & Country is a monthly tabloid publication targeting home owners, new home buyers and renovators, along with people interested in the latest in fashion, food, gardening and outdoor living.

The magazine is inserted into the Matamata Chronicle, Piako Post and Cambridge Edition, with additional copies distributed through stationery outlets in both Te Awamutu and Putaruru and boasts a circulation of 26,673.

These quality community newspapers in the heart of rural Waikato connect Urban & Country with 57,000 potential readers.

Potential Readership 57,000*

Circulation

26,673**

Urban & Country is delivered monthly to ALL rural and urban readers of the Piako Post, Matamata Chronicle and Cambridge Edition.



Urban & Country Circulation Area

Classifieds



Fairfax Waikato Regional Community Newspapers offer you not only a massive reach, but a quality advertising environment that helps to ensure the reading of your message.

Piako Post
Serving your community since 1966
WEDNESDAY, APRIL 29, 2009 • DELIVERED FREE

Matamata Chronicle
At the heart of your community since 1966
TUESDAY, MARCH 3, 2009
PHONE 7011 FAX 808 5340 E:matamata.editor@stm.co.nz

STONWOOD
BE PART OF THE RECREATION
Building homes throughout the Matamata Plains, Waikato and Western Bay of Plenty
0800 860 000
www.stonewood.co.nz

FREE TO CALL 0800 860 000
*VIC Circulation March 2009

THE LONGEST DAY
Coast-to-coast agony 8

HEART BOOST
The big cheque 3

BREAKING NEWS
Metso layoffs? 3

Quality Service for your vehicle!
Subaru Specialists
UDYAUTO
We'll beat anyone's Car Lease Street!
Phone: 07 884 0000

target

Classifieds

Waikato Regional Community Newspapers have strong classified sections that are well supported by readers to find local tradesmen/services and buy and sell.

Why choose WRCN classifieds?

1. Community classifieds are a great way to sell your used lawnmower, announce a birth or advertise for your new employee in a local market.
2. Community newspapers are delivered free to homes, which guarantees your classified advertisement will be well read with distribution going into your local town and surrounding rural district.
3. There are 11 WRCN papers covering the greater Waikato. Choosing your own community paper and an additional community paper (or more) will deliver you greater coverage with increasing discounts graded on how many papers you choose.
4. In total WRCN papers across the Waikato are delivered into 202,943* homes and rural properties. These readers could boost your business.
5. Advertise in our low cost Experts / Trades and Services directories. Priced to assist Small and Medium Enterprises with "no frills / no fuss" schedules to suit.

* Audit Bureau of Circulations December 2009
(Combined circulation of all Fairfax Waikato Regional Community Newspaper titles)





Waikato Regional Community Newspapers collectively reach 326,000* different readers every week.

South Waikato News
 waikato.editor@wrcn.co.nz

ROTORUA REVIEW
 NGA HUIANGA KORERO O ROTORUA
 Proudly serving the Rotorua District for 26 years

Big engine drops in

INSIDE
PUMPKIN GLORY

CREW CUT
 • Lawns & More
 • Garden Bags
 • Window Cleaning
 PH 349 3366
 www.crewcut.co.nz

PUMPKIN GLORY
 Full-time & part-time party sales
 \$1000 for couples

Booking & copy deadlines

To ensure publication of your advertisement, your booking and print ready files must be received by the following times:

NEWSPAPER	PUBLICATION DAY	NEWS SECTION (RUN OF PAPER)		CLASSIFIED SECTION
		BOOKING	PRINT READY FILES	BOOKING & PRINT READY FILES
Hamilton Press	Wednesday	4pm Thursday	4pm Friday	12 noon Monday
Franklin County News	Tuesday	3pm Wednesday	4pm Friday	4pm Friday
	Thursday	3pm Monday	3pm Monday	4pm Tuesday
North Waikato News	Wednesday	10am Friday	10am Friday	10am Tuesday
Hauraki Herald	Tuesday	12 noon Tuesday	10am Friday	10am Friday
	Friday	12 noon Friday	10am Wednesday	10am Wednesday
Piako Post	Wednesday	10am Friday	12 noon Friday	4pm Monday
Matamata Chronicle	Wednesday	3pm Thursday	5pm Thursday	4pm Monday
Cambridge Edition	Wednesday	4pm Thursday	4pm Friday	4pm Monday
South Waikato News	Wednesday	4pm Thursday	10am Monday	10am Tuesday
Rotorua Review	Tuesday	10am Thursday	4pm Friday	4pm Friday
Taupo Times	Tuesday	9am Friday	5pm Friday	10am Monday
	Friday	9am Wednesday	5pm Wednesday	10am Thursday
Ruapehu Press	Wednesday	3pm Friday	10am Monday	10am Monday

Special features and magazines

Please ask your sales representative for the relevant booking and copy deadlines.

Late cancellation fee (after booking deadline)

Cancellations made after the booking deadline and up until the day prior to publication will incur a cancellation fee of 50% of the total price of the booked advertisement. Cancellations made the day prior to publication will be charged the total price of the booked advertisement. **All cancellations must be in writing.**

* Neilsen Media Research National Readership Survey Jan – Dec 2009 (All people 10+)

Technical information

Please ensure these guidelines are followed. For further information phone (07) 849 9653

Modular Ad Sizes

News Pages

ADVERT SIZE	NEWS PAGE AD DIMENSIONS (HxW)
4x1	40mm x 34mm
6x1	60mm x 34mm
4x2	40mm x 72mm
6x2	60mm x 72mm
6x3	60mm x 109mm
10x2	100mm x 72mm
10x3	100mm x 109mm
15x3	150mm x 109mm
18x3	180mm x 109mm
18x4	180mm x 147mm
37x3	370mm x 109mm
10x7	100mm x 262mm
18x7	180mm x 262mm
28x5	280mm x 184mm
37x7	370mm x 262mm

Classified

ADVERT SIZE	CLASSIFIED AD DIMENSIONS (HxW)
4x1	40mm x 32mm
6x1	60mm x 32mm
4x2	40mm x 66mm
6x2	60mm x 66mm
6x3	60mm x 100mm
10x2	100mm x 66mm
10x3	100mm x 100mm
15x3	150mm x 100mm
18x3	180mm x 100mm
18x4	180mm x 134mm
37x3	370mm x 100mm
10x7	100mm x 236mm
18x7	180mm x 236mm
28x5	280mm x 168mm
37x8	370mm x 270mm

Page Sizes

Waikato Regional Community Newspapers are tabloid sized publications. The image area of a tabloid page measures 370mm tall by 262mm wide. It is divided into 7 columns for News Pages and 8 columns for Classified.

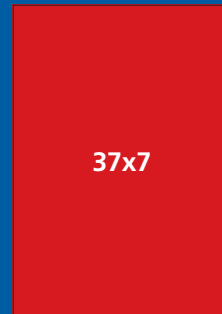
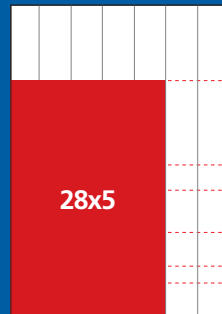
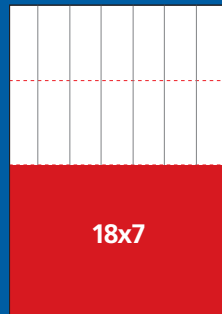
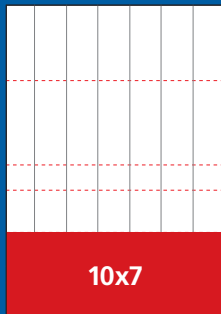
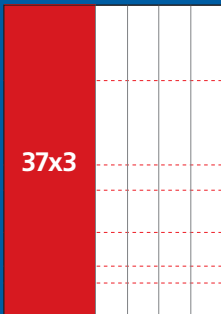
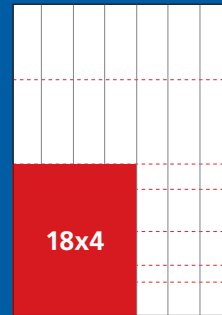
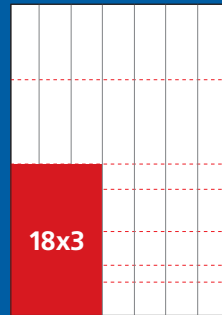
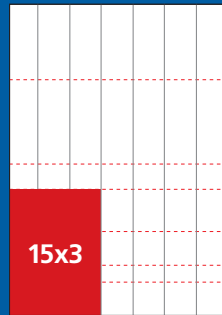
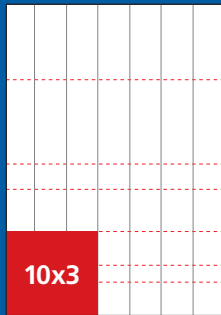
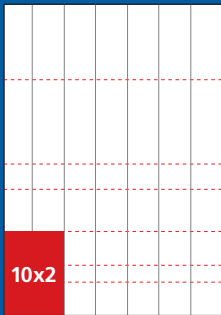
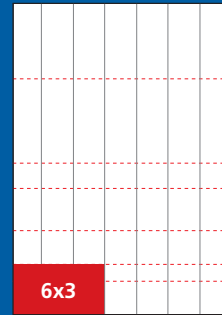
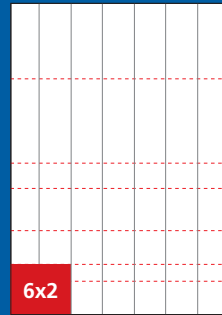
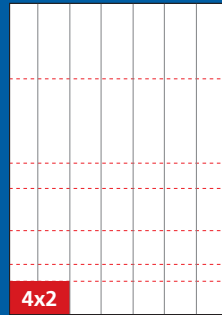
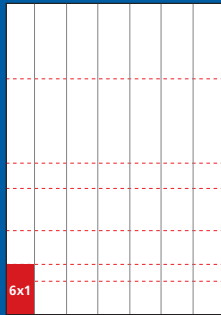
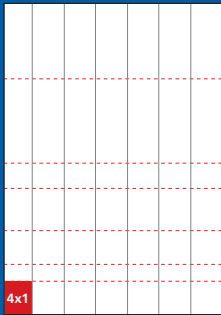
News Page Column Widths (mm)

ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	CENTRESPREAD
34	72	109	147	184	222	262	545

Classified Column Widths (mm)

ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT
32	66	100	134	168	202	236	270





Technical information

Please ensure these guidelines are followed. For further information phone **(07) 849 9653**

To retain our credibility as a publisher and to assist you in achieving the best results from your advertising, we require a high standard of advertising material.

Postscript compatible (acceptable software)

- Adobe Indesign
- Adobe Illustrator
- Adobe Pagemaker
- Freehand
- MultiAd Creator
- QuarkXPress

Files should be created using these applications and saved & supplied as PDFs. Appropriate Distiller job options are available on request.

Not Postscript compatible (unacceptable software)

- Microsoft Publisher
- Microsoft Excel
- Microsoft Word
- Adobe Photoshop

Note: Adobe Photoshop should be used for image manipulation only

General

- PDF Version **1.3+**
- Postscript Level **2+**
- ICC Compliant **No**
- Colour Model **CMYK only**

Fonts & Type

- Font embedding required **Yes**
- Font subsetting allowed **Yes**
- Minimum pt. size for colour type **12pt**
- Minimum weight for colour type **Bold**
- Maximum plates allowed for colour type **3**
- Minimum point size for reversed colour type **12pt**
- Minimum weight for reversed colour type **Bold**
- Maximum plates allowed for reversed colour type **3**
- Minimum point size for single colour type (100% C, M, Y or K) **6pt**

Images

- Format **EPS, TIFF or JPEG**
- Minimum resolution for colour images **150dpi**
- Minimum resolution for greyscale images **150dpi**
- Minimum resolution for black & white (single bit) images **600dpi**
- Maximum ink weight **240%**

Where to send your advertisement

Please ensure your advertisement is booked with your consultant prior to sending material.

Digital Delivery (preferred)

Fairfax Media will accept advertising material via the following delivery methods only:

- **Adstream Limited**
Tech Support 09 913 1479
www.quickcut.co.nz
- **Fairfax Adtracker Online**
Please contact your Sales Representative or the Production Centres listed below for more information.

Specifications Enquiries Advertising Production Support

- **Auckland**
09 580 1728
- **Hamilton**
07 849 9653
- **Wellington**
04 474 0468
- **Christchurch**
03 943 2453

Alternative Delivery Methods

Waikato Times/WRCN Production

Postal Address:

Private Bag 3086
Waikato Mail Centre
Hamilton 3240

Waikato Times/WRCN Production

Courier Address:

70 Foreman Road, Te Rapa, Hamilton

If sending your advertising material via post or courier please include the following:

- The name of the person you booked your ad with
- Dates the advertisement is running
- Client name or ad name
- Advertisement size
- Colour of your advertisement (process, spot or black and white)

Accepted Media Types:

- CD-ROM Diskettes
- Flashmedia PC
- USB Drives PC ONLY

Disclaimer

If supplied material does not conform to the correct specifications we will endeavour to advise you of any potential problems that may occur when printing. However, time constraints may mean we are unable to do this. The Waikato Times cannot accept responsibility for problems resulting from supplied material being outside specifications.

If we are receiving print ready material electronically from you for the first time, we recommend that a trial is carried out prior to publishing. This should occur at least five days prior to publication and can be arranged by contacting your advertising consultant or emailing production@wrcn.co.nz



Welcome to the Waikato market

- One of the world's most productive agricultural and pastoral areas.
- Generating the fourth largest share of the New Zealand economy.
- New Zealand's leading export region, accounting for 20% of the country's total exports.
- Hamilton is New Zealand's largest inland city and fourth largest urban area.
- 40% of New Zealand's population (1.5 million) live within 160 kilometres of Hamilton.
- Hamilton is one of the fastest growing cities in New Zealand.
- Approximately half of Hamilton residents are under 30 years old.
- 25% of New Zealand's scientific research is conducted in and around Hamilton.
- Hosts a growing list of major international events including Fieldays and the ITM400 V8 Supercar street race.

Complete your marketing mix with the Waikato Times



**New Zealand's Best
Daily Newspaper**

Qantas Media Awards 2009
(Circulation over 30,000)

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+)

The Waikato Times is the most popular and well read newspaper in the fast growing Waikato region. For 109,000* 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 affluent
Waikato market than
in any other media.**








Waikato Times

As Waikato As It Gets

Circulation

Total audited
circulation **41,045***

 Hamilton urban circulation area

 &  Total circulation area

The Waikato Times has an average daily audited circulation of 41,045* newspapers. The circulation area covers over 25,000 square kilometres or one tenth of the total area of New Zealand.

**Waikato Times readers are loyal.
Home subscriptions account for over
83% of Waikato Times circulation.**

**On a typical day 84,000 people will
read a copy of the Waikato Times
and no other daily newspaper.**



Readership

Daily readership **109,000**

109,000 people will read a copy of the Waikato Times on a typical day. 58,000 of these live in the Hamilton urban zone.

Male/female **50/50**

The 109,000 typical issue Waikato Times readers are split by gender 50% male – 50% female.

Exclusive **84,000**

On a typical day 84,000 people will read a copy of the Waikato Times and no other daily newspaper.

Weekly **180,000**

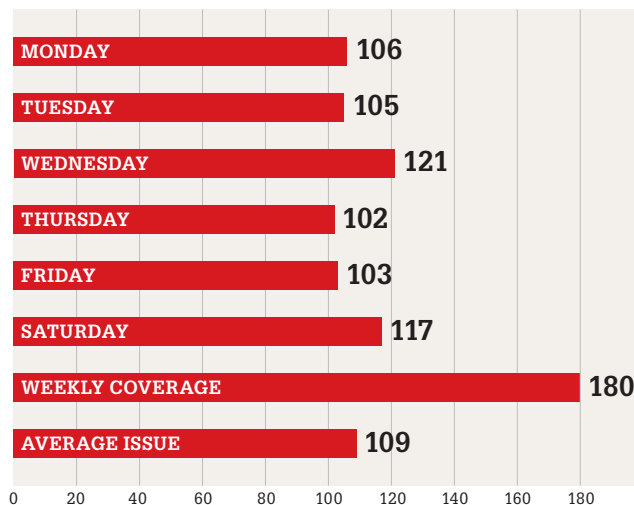
During a typical week 180,000 people will read a copy of the Waikato Times.

* Audit Bureau of Circulations December 2009.

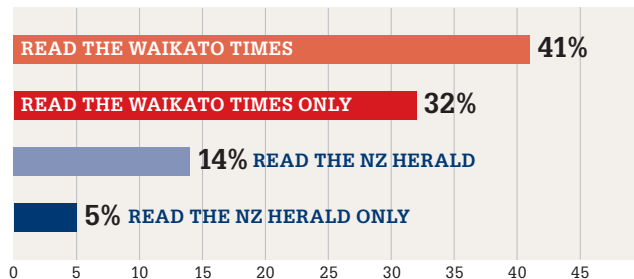
Source for all other figures: Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

Except **(Hamilton 10+).

WAIKATO TIMES DAY BY DAY READERSHIP 10+ (000's)



WAIKATO TIMES READERSHIP COMPARED TO THE NZ HERALD**



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Fairfax Waikato Regional Community Newspapers

Your competitive advantage
in the Waikato market

Prepared by the Waikato Times Marketing Department
Private Bag 3086, Waikato Mail Centre, Hamilton 3240, New Zealand

The logo for Fairfax Media, featuring the words "Fairfax Media" in white text. "Fairfax" is positioned to the left of "Media", and both are partially enclosed by a blue circular shape that overlaps the text from the left and bottom.

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