



# Partner with us and reach the heartland

WAIKATO REGIONAL  
COMMUNITY NEWSPAPERS



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# Waikato Regional Community Newspapers

## WELCOME

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 the south.

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 305,000\*\***  
**Waikato consumers**  
**every week.**  
(unduplicated)



\* Audit Bureau of Circulations December 2011  
(Combined circulation of all Fairfax Waikato Regional Community Newspaper titles)  
\*\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+).



# Target specific Waikato markets

Waikato Regional Community Newspapers  
collectively reach 305,000 different  
readers every week

<p><b>Hamilton Press</b> Circulation: 57,623* Readership: 76,000** Publication day: Wednesday <a href="http://hamiltonpress.co.nz">hamiltonpress.co.nz</a></p>	<p><b>Piako Post</b> Circulation: 9,253* Readership: 15,000† Publication day: Wednesday <a href="http://piakopost.co.nz">piakopost.co.nz</a></p>	<p><b>South Waikato News</b> Circulation: 10,963* Readership: 19,000† Publication day: Wednesday <a href="http://southwaikatonews.co.nz">southwaikatonews.co.nz</a></p>
<p><b>Franklin County News</b> Circulation: 26,576* Readership: 49,000** Publication days: Tuesday, Thursday <a href="http://franklincountynews.co.nz">franklincountynews.co.nz</a></p>	<p><b>Cambridge Edition</b> Circulation: 11,371* Readership: 13,000† Publication day: Wednesday <a href="http://cambridgeedition.co.nz">cambridgeedition.co.nz</a></p>	<p><b>Taupo Times</b> Circulation: 18,680* Readership: 27,000** Publication days: Tuesday, Friday <a href="http://taupotimes.co.nz">taupotimes.co.nz</a></p>
<p><b>Hauraki Herald</b> Circulation: 23,407* Readership: 36,000** Publication day: Friday <a href="http://haurakiherald.co.nz">haurakiherald.co.nz</a></p>	<p><b>Matamata Chronicle</b> Circulation: 7,375* Readership: 11,000† Publication day: Wednesday <a href="http://matamatachronicle.co.nz">matamatachronicle.co.nz</a></p>	<p><b>Ruapehu Press</b> Circulation: 7,461* Readership: 6,000† Publication day: Wednesday <a href="http://ruapehupress.co.nz">ruapehupress.co.nz</a></p>
<p><b>North Waikato News</b> Circulation: 8,310* Readership: 12,000† Publication day: Wednesday <a href="http://northwaikatonews.co.nz">northwaikatonews.co.nz</a></p>	<p><b>Rotorua Review</b> Circulation: 23,567* Readership: 32,000† Publication day: Wednesday <a href="http://rotoruaireview.co.nz">rotoruaireview.co.nz</a></p>	

\* Audit Bureau of Circulation December 2011 \*\*Nielsen Media Research, CMI Report, Q4.2010–Q4.2011 (All People 10+).

† Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2009 – Dec 2011 (All people 15+)



# 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.

## Online audience

WRCN newspapers enjoy a growing audience via online newspaper editions. Advertisers can now link published adverts to their website, facebook page or email address. **For more information on online advertising opportunities please ask your sales representative.**

## 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.

## Strong classified section

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

## 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.

## 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

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.



Waikato Regional Community Newspapers' enjoy an intense **local connection**





Waikato Regional Community newspapers deliver quality advertising environments with **massive reach**

# Selecting your advertising 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

- 48.7% seriously consider buying something
- 51.2% decide where to buy
- 45.6% actually buy from

### RADIO

- 32.4% seriously consider buying something
- 32.4% decide where to buy
- 28.5% actually buy from

**Our newspapers offer you not only massive reach within your local market, but a quality environment that ensures the reading of your message.**









# North Waikato News

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:**

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

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

**CIRCULATION**

**8,310\*\***

North Waikato News has an audited circulation of 8,310 newspapers. It is delivered free to homes and businesses throughout the North Waikato district.

**VIEW THE LATEST EDITION OF THE NORTH WAIKATO NEWS ONLINE AT**

[northwaikatonews.co.nz](http://northwaikatonews.co.nz)



**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.



**71.9%** of all North Waikato residents will read a typical issue of the North Waikato News



\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.



**79.8%** of all Hauraki residents will read an issue of the Hauraki Herald in a typical week

# HAURAKI HERALD

COVERING THAMES, PAEROA, COROMANDEL PENINSULA, HAURAKI PLAINS, WAIHI AND SEABIRD COAST

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

**READERSHIP**  
**36,000\***

36,000 people will read a typical issue of the Hauraki Herald.

**This includes:**

- 26,000 main income earners
- 20,000 main household shoppers
- 15,000 men 20+
- 21,000 women 20+

The Hauraki Herald is the perfect tool for connecting with your Hauraki, and Coromandel markets.

**CIRCULATION**  
**23,407\*\***

The Hauraki Herald has an audited circulation of 23,407 newspapers. It is delivered free to homes and businesses throughout the Hauraki and Thames Coromandel region.

**VIEW THE LATEST EDITION OF THE HAURAKI HERALD ONLINE AT**

[haurakiherald.co.nz](http://haurakiherald.co.nz)



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

## HAURAKI HERALD

COVERING THAMES, PAEROA, COROMANDEL PENINSULA, HAURAKI PLAINS, WAIHI AND SEABIRD COAST



### Apathy kills association

**By DORREY FRISCH**  
The Whangamata Association for the Preservation of Classic Cars is a group that has been working hard to preserve the classic cars of the region. It's always been hard to keep the classic cars of the region alive, but the group has been working hard to do so. It's a group that has been working hard to preserve the classic cars of the region. It's always been hard to keep the classic cars of the region alive, but the group has been working hard to do so.

\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.





# Piako Post

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

**AVERAGE ISSUE READERSHIP**

**15,000\***

15,000 people will read a typical issue of the Piako Post.

**This includes:**

- 10,000 main income earners
- 5,000 main household shoppers
- 7,000 men 20+
- 5,000 women 20+

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

**CIRCULATION**

**9,253\*\***

The Piako Post has an audited circulation of 9,253 newspapers. It is delivered free to homes and businesses throughout the Piako district.

**VIEW THE LATEST EDITION OF THE  
PIAKO POST ONLINE AT**

[piakopost.co.nz](http://piakopost.co.nz)



PIAKO POST CIRCULATION AREA

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



**Plunket Party in the Park**



**Advisory role not enough for Maori committee**

**By STEVE BRIDGES**  
A Maori advisory committee has urged the council to take a more active role in addressing the needs of the district's Maori community. The committee, which has been set up to advise the council on Maori issues, has expressed concern that the council's current approach is not sufficient to meet the needs of the district's Maori population. The committee has recommended that the council should take a more proactive role in addressing the needs of the district's Maori community, including providing more support for Maori businesses and services, and increasing the representation of Maori on the council.



**81.3%** of all Piako residents will read a typical issue of the Piako Post

\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.



# CAMBRIDGE EDITION

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

**AVERAGE ISSUE READERSHIP**

**13,000\***

13,000 people will read a typical issue of the Cambridge Edition

**This includes:**

- 8,000 main income earners
- 7,000 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.

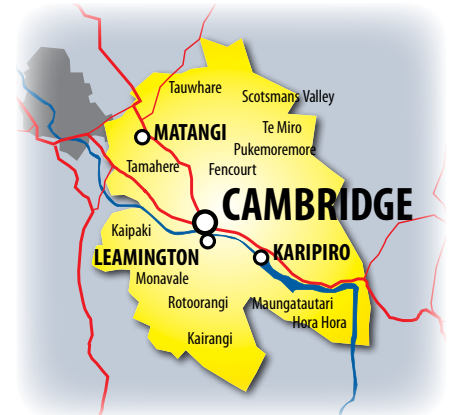
**CIRCULATION**

**11,371\*\***

The Cambridge Edition has an audited circulation of 11,371 newspapers. It is delivered free to homes and businesses throughout the Cambridge district.

**VIEW THE LATEST EDITION OF THE CAMBRIDGE EDITION ONLINE AT**

[cambridgedition.co.nz](http://cambridgedition.co.nz)



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.



## CAMBRIDGE EDITION

WEDNESDAY, MARCH 16, 2011

### St Peter's rowers rock



St Peter's rowers celebrating their victory at the annual 2011 St Peter's Rowing Regatta. The team, coached by Mr. [Name], won the boys' team event. Photo: [Name]

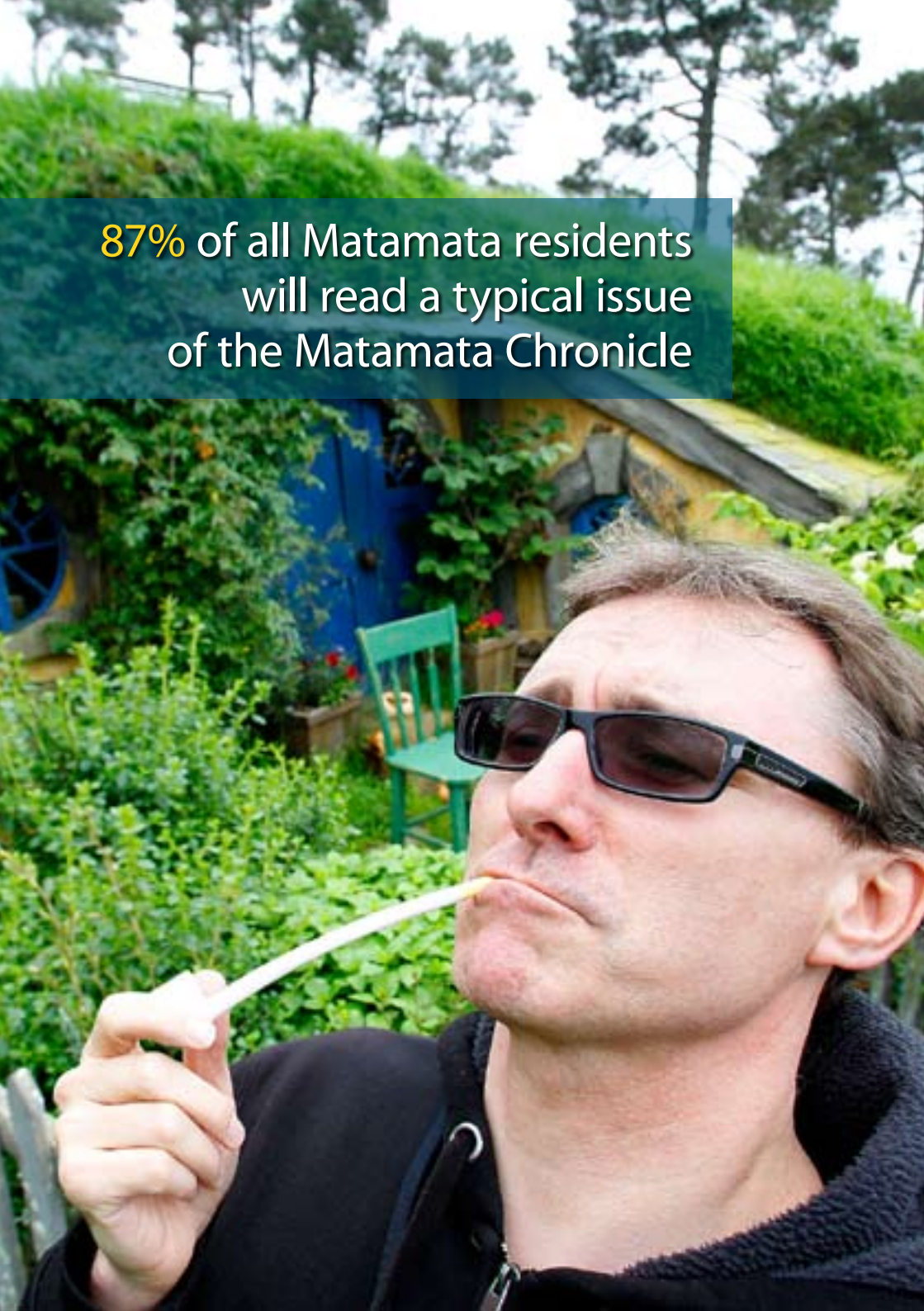
Cambridge man's tale a winner in Tinseltown



**83.2%** of all Cambridge residents will read a typical issue of the Cambridge Edition

\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.





87% of all Matamata residents will read a typical issue of the Matamata Chronicle

# 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:

- 7,000 main income earners
- 6,000 main household shoppers
- 5,000 men 20+
- 5,000 women 20+

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

### CIRCULATION

# 7,375\*\*

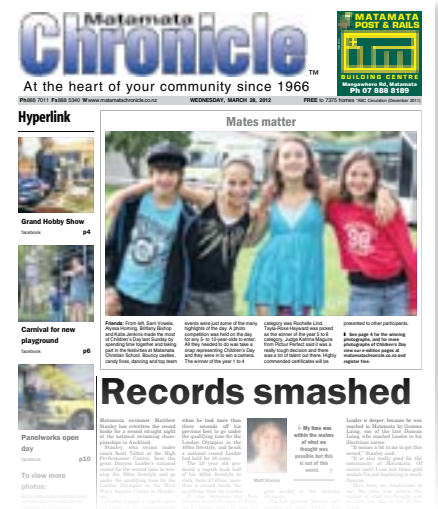
The Matamata Chronicle has an audited circulation of 7,375 newspapers. It is delivered free to homes and businesses throughout Matamata and Waharoa.

### VIEW THE LATEST EDITION OF THE MATAMATA CHRONICLE ONLINE AT

[matamatachronicle.co.nz](http://matamatachronicle.co.nz)



MATAMATA CHRONICLE CIRCULATION AREA



\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.







# TAUPO TIMES

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

**WEEKLY READERSHIP**  
**27,000\***

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

**This includes:**

- 21,000 main income earners
- 15,000 main household shoppers
- 14,000 men 20+
- 13,000 women 20+

During the course of a typical week both the Tuesday and Friday Editions of Taupo Times will reach 29,000\* people (unduplicated). It's the perfect tool for connecting with your Taupo market.

**CIRCULATION**

**18,680\*\***

The Taupo Times has an audited circulation of 18,680 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 for visitors to the region.

**VIEW THE LATEST EDITION OF THE TAUPO TIMES ONLINE AT**

[taupotimes.co.nz](http://taupotimes.co.nz)



TAUPO TIMES CIRCULATION AREA



**80.8%** of all Taupo residents will read a typical issue of the Taupo Times

\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.



# ROTORUA REVIEW

NGA HUINGA KORERO O ROTORUA

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

**AVERAGE ISSUE READERSHIP**  
**32,000\***

32,000 people will read a typical issue of the Rotorua Review.

**This includes:**

- 22,000 main income earners
- 18,000 main household shoppers
- 13,000 men 20+
- 16,000 women 20+

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

**CIRCULATION**

**23,567\*\***

The Rotorua Review has an audited circulation of 23,567 newspapers. It is delivered free to urban and rural homes throughout Rotorua.

**VIEW THE LATEST EDITION OF THE ROTORUA REVIEW ONLINE AT**

[rotoruareview.co.nz](http://rotoruareview.co.nz)



TAUPO TIMES CIRCULATION AREA

## ROTORUA REVIEW

NGA HUINGA KORERO O ROTORUA

**LOOKING FOR USE?**  
Ground Floor  
Zona Building  
1150 Arapua St  
Phone 840-1870

**ALAN EDWARDS**  
Selling!  
TO THE TOP

**ANNE FRANK**  
Selling!  
TO ROTORUA

Wednesday, April 4, 2012 [www.rotoruareview.co.nz](http://www.rotoruareview.co.nz) Phone 07 349 1570

### Long-awaited raceway now open

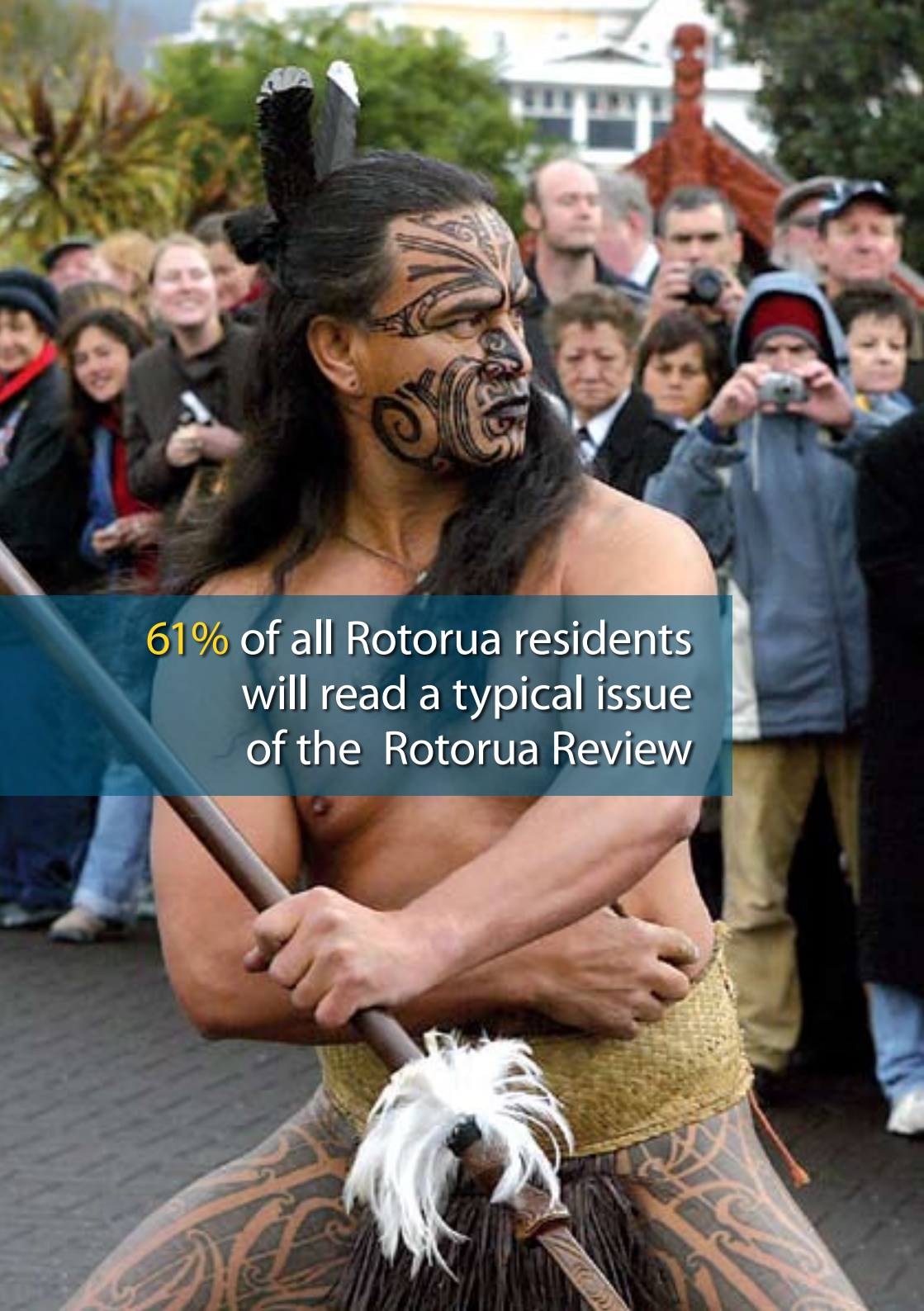
**By JOHN BARKER**  
New Zealand's first international standard 1 kilometre raceway opened in Rotorua on the 1st of April. The new track, known as the Rotorua International Raceway, is a 1.0 kilometre long oval track with a 100 metre wide runoff area. The track is owned and operated by the Rotorua International Raceway Trust. The track is expected to attract international racing and has been built to meet the requirements of the International Commission on Endurance Racing (ICER).

**International racers arriving**  
The track is expected to attract international racing and has been built to meet the requirements of the International Commission on Endurance Racing (ICER).

### Callouts cause disquiet

**By PAUL CAMPBELL**  
A number of callouts have been made in the Rotorua area, causing disquiet among residents. The callouts are for various reasons, including noise and safety concerns. The Rotorua Council has received several complaints about the callouts and is looking into the matter.

**Challenge comes**  
The Rotorua Council has received several complaints about the callouts and is looking into the matter.



**61%** of all Rotorua residents will read a typical issue of the Rotorua Review

\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.



**69.9%** of all Ruapehu residents will read a typical issue of the Ruapehu Press



# Ruapehu Press

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

**AVERAGE ISSUE READERSHIP**

**6,000\***

6,000 people will read a typical issue of the Ruapehu Press.

**This includes:**

- 4,000 main income earners
- 4,000 main household shoppers
- 3,000 men 20+
- 3,000 women 20+

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

**CIRCULATION**

**7,461\*\***

The Ruapehu Press has an audited circulation of 7,461 newspapers. It is delivered free to homes and businesses throughout the Ruapehu district.

**VIEW THE LATEST EDITION OF THE RUAPEHU PRESS ONLINE AT**

[ruapehupress.co.nz](http://ruapehupress.co.nz)



**RUAPEHU PRESS CIRCULATION AREA**



**IN BRIEF**  
 Grey Power meets...  
 Holiday programme...  
 Karaoke fundraiser...  
 Grandparents...

**Risk sees race called off**

**THE** Ohakune 1000 cycle...  
**WESTAC CHOPPER**...  
**High** and the...  
**Don**...  
**Grandparents**...

\*Nielsen Media Research, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.



# WRCN REAL ESTATE

## Targeted real estate environments



**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 a preferred source of information for people considering purchasing a new home.



### 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**  
**55,000\***

**CIRCULATION**  
**38,962\*\***

These quality WRCN newspapers connect Location with a potential readership of 55,000 and a combined circulation of 38,962.

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



### Franklin News Property

Publishing every Thursday, Franklin Property Guide is Franklin's Real Estate 'bible'.

**CIRCULATION**  
**26,567\*\***

This 40+ page supplement has the potential to connect with 49,000\* 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 Property

Hauraki Herald runs a centre liftout real estate section in its Friday paper.

**CIRCULATION**  
**23,407\*\***

This is circulated to 23,407 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, CMI Report, Q4.2010-Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.







# URBAN & COUNTRY

## Connect with your local home and lifestyle markets

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 27,999.

These quality community newspapers in the heart of rural Waikato connect Urban & Country with 36,000 potential readers.



URBAN & COUNTRY CIRCULATION AREA

**POTENTIAL READERSHIP**  
**36,000\***

**CIRCULATION**  
**27,999\*\***

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

**NEED TO REACH FURTHER AFIELD?**  
Explore other key lifestyle markets with our sister Waikato Times publications — Tempo Fashion and Tempo House 'n' Lifestyle. Ask your advertising consultant for further information.



\*Nielsen Media Research, CMI Report, Q4.2010–Q4.2011 (All People 10+). \*\*Audit Bureau of Circulations, December 2011.

**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.



# CLASSIFIEDS

## 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 204,577\* 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.

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



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.

\* Audit Bureau of Circulations December 2011  
(Combined circulation of all Fairfax Waikato Regional Community Newspaper titles)



# DEADLINES

## Booking and copy

**To ensure publication of your advertisement, the 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 Thurs	4pm Fri	12 noon Mon
Franklin County News	Tuesday	3pm Wed	3pm Wed	4pm Fri
	Thursday	3pm Mon	3pm Mon	4pm Tues
North Waikato News	Wednesday	4pm Thurs	4pm Fri	5pm Mon
Hauraki Herald	Friday	9am Tues	9am Tues	10am Wed
Piako Post	Wednesday	4pm Thurs	4pm Fri	5pm Mon
Matamata Chronicle	Wednesday	3pm Thurs	5pm Thurs	4pm Mon
Cambridge Edition	Wednesday	4pm Thurs	4pm Fri	4pm Mon
South Waikato News	Wednesday	4pm Thurs	4pm Fri	10am Tues
Rotorua Review	Wednesday	5pm Thurs	5pm Thurs	4.30pm Mon
Taupo Times	Tuesday	12noon Thurs	12noon Thurs	4pm Fri
	Friday	12noon Tues	12noon Tues	1pm Wed
Ruapehu Press	Wednesday	3pm Fri	3pm Fri	10am Mon

### 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.**

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



# TECHNICAL

## Modular advert 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

## Artwork

Please ensure these guidelines are followed. For further information phone (07) 849 9538

**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 Acrobat Distiller job options are available on request.

### Not postscript compatible (unacceptable software)

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

Note: Adobe Photoshop should be used for image manipulation only

### General PDF settings

- 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%**

### Need help with your advert creative or your advert designed?

The Waikato Times offers a comprehensive in-house design service if required. Please ask your advertising representative for options available and our affordable rates.

# TECHNICAL

## Where to send your advertisement

Please ensure the 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:

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

### Specifications enquiries

Advertising production support

- **Auckland**  
09 580 1728
- **Hamilton**  
07 849 9538
- **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 [advertising@waikatotimes.co.nz](mailto:advertising@waikatotimes.co.nz)



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

# Complete your marketing mix with the Waikato Times

Waikato's preferred morning daily newspaper



The Waikato Times is the most popular and well read newspaper in the Waikato region. For 110,000\* 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.**

**FOR MORE INFORMATION ON THE WAIKATO TIMES PLEASE ASK YOUR SALES REPRESENTATIVE**

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



# KEY CONTACTS

## • AGENCY CONTACT

### **Karina Williams**

REGIONAL DISPLAY ADVERTISING MANAGER

**P** 07 849 9525

**M** 027 248 6383

**E** karina.williams@waikatotimes.co.nz

## • MOTORING

### **Dellyn Mortleman**

REGIONAL MOTORING MANAGER

**P** 07 849 9712

**M** 027 270 8301

**E** dellyn.mortleman@waikatotimes.co.nz

## • REAL ESTATE

### **Andrea Moran**

REGIONAL REAL ESTATE MANAGER

**P** 07 849 9553

**M** 027 489 4345

**E** andrea.moran@waikatotimes.co.nz

## • CLASSIFIEDS & EMPLOYMENT

### **Debbie Quay**

REGIONAL CLASSIFIED & EMPLOYMENT MANAGER

**P** 07 849 6180 extn 7757

**E** debbie.quay@waikatotimes.co.nz

## • FRANKLIN COUNTY NEWS & NORTH WAIKATO NEWS

### **Claire Monaghan**

MANAGER

**P** 09 237 0411

**E** claire.monaghan@wrcn.co.nz

## • HAURAKI HERALD

### **Stu Baguley**

MANAGER

**P** 07 868 8850

**E** stu.baguley@wrcn.co.nz

## • HAMILTON PRESS

### **Gaylene Jacobs**

ADVERTISING MANAGER

**P** 07 849 9558 extn 7558

**M** 027 204 2921

**E** gaylene.jacobs@wrcn.co.nz

## • PIAKO POST

### **Sarah Ross**

MANAGER

**P** 07 889 7099

**E** sarah.ross@wrcn.co.nz

## • CAMBRIDGE EDITION

### **Pamela Ryan**

MANAGER

**P** 07 827 3840

**M** 027 294 1405

**E** pamela.ryan@wrcn.co.nz

## • MATAMATA CHRONICLE

### **Pamela Ryan**

MANAGER

**P** 07 888 7011

**E** pamela.ryan@wrcn.co.nz

## • SOUTH WAIKATO NEWS

### **Milly Keys**

MANAGER

**P** 07 886 9159

**E** milly.keys@wrcn.co.nz

## • TAUPO TIMES, RUAPEHU PRESS & ROTORUA REVIEW

### **Shaun Englebretsen**

MANAGER, CENTRAL NORTH ISLAND

**P** 07 378 9060

**E** shaune@wrcn.co.nz

# ADVERTISING TERMS & CONDITIONS

- 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:
  - 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
  - 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
  - Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us.
- 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.
- 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.
- 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.
- We may refuse to publish, or withdraw an advertisement from publication without having to give a reason.
- We may publish the advertisement on the next available day if there is an error or delay in publication of the advertising as booked.
- We may correct or amend advertising to conform to style or for other genuine reasons as long as we do so using reasonable care.
- 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.
- 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.
- 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.
- To cancel an advertisement a cancellation number must be obtained from us.
- 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.
- 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.
- 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.