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# NZME PRINT DELIVERS



**ENGAGEMENT**



**SCALE**



**OUTCOMES**



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# NZME PRINT ENGAGES



## TRUSTED MEDIA\*\*

More trusted than free to air TV for 'providing information.'  
Nearly 4 x more trusted than Social Media.  
Leading. Not misleading.



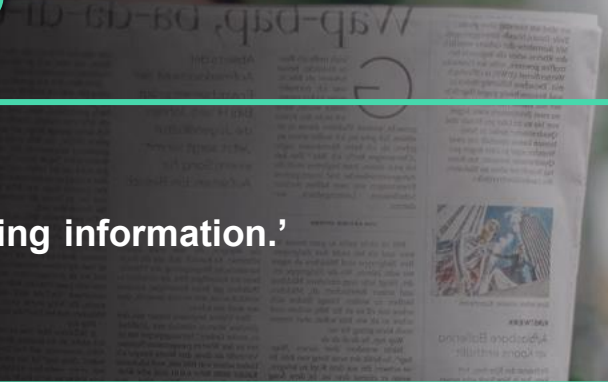
## GROWING AUDIENCE

The NZ Herald engages 293,000 more readers than it did in 2014 – and now reaches as many Kiwis as OneNews at 6pm  
NZME's print brands reach more than 1 in 4 18-29's. Join the club.



## FOCUSED ENGAGEMENT

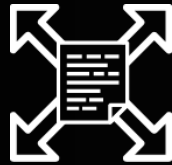
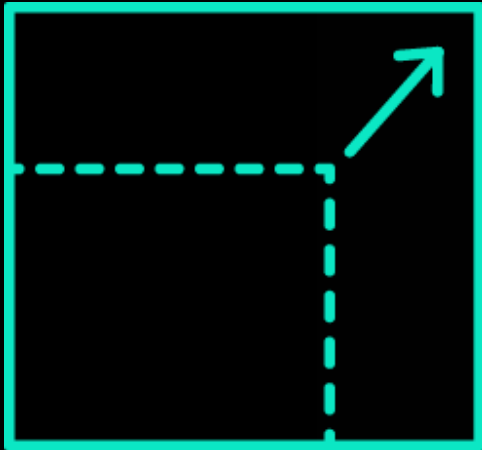
Readers stay with us more than an hour a day on average.  
47% use no other media while they're reading the paper\*\*\* ... And ads get even more active attention than content^. All eyes on you.



SOURCE: Nielsen CMI Q3 21 – Q2 22 July Fused AP15+. ~Weekly Coverage compared to Q1-Q4 2014 \*\*NZME TellMe Media Engagement Survey 2021. \*\*\*NZME TellIME Lifestyle Survey 2021. ^ Neuro-Insight x NPA, 2021 "The active attention that Newspapers command makes advertising more memorable and stickier."

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# NZME PRINT DRIVES SCALE



## BIGGER IS BETTER\*

Readers spend 50% longer on full page ads than half pages - more space for key messages and product catalogues. More space to make an impact. **Bigger ad. Bigger impression.**



## FREQUENCY GETS RESULTS

Placing a second ad gains +23% un-duplicated reach. Place three ads in The NZ Herald Mon-Fri\*\* to reach 810,000 readers, 2.2 times each. **Low fatigue. High persistence.**



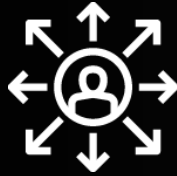
## INTENDING TO SPEND

NZME's print audiences are more likely than other media audiences^ - including TV viewers^^ - to be spending in the next 12 months. From property to holidays, cars to cellphones, no matter the inflation rate, they're not about to tighten their belts. **Confident consumers.**



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# NZME PRINT DRIVES OUTCOMES



## PRINT DELIVERS INCREMENTAL REACH

Add 836,000 (46%) to your '6pm News' TV audience. Or 1.536M to your Instagram buy. Already on radio? Reach an additional 343,000 with NZME's newspaper brands. **Incremental reach. Incremental customers.**



## PRINT BOOSTS EFFECTIVENESS

Newspapers supercharge campaigns, boosting ROI 3x on average. Print newsbrands make TV twice as effective, and online display four times as effective.\* **Advertise in print. See the effect.**



## PRINT DRIVES ACTION

In the last month, 78% of NZME's newspaper readers have acted as the result of reading a newspaper – made a purchase, visited a website, shared with others, attended an event. **Give readers something to act on.**



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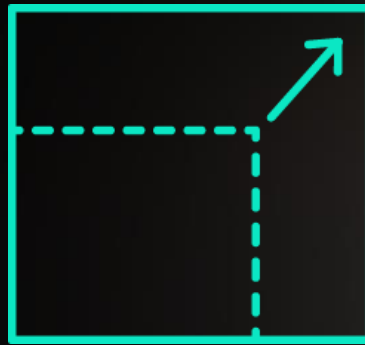
# THE POWER OF NZME PRINT



## LEADING ENGAGEMENT



## DELIVERING SCALE



## DRIVING OUTCOMES



# JOIN THE BIG VOICES IN THE ROOM



newstalk.co.nz Friday, August 12, 2022

**'Rampant' bullying**  
MP takes aim at Parliament officials, party whips  
NEWS

The New Zealand Herald

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# SMALL-FORMAT ADS? BIG IMPACT.



A10 **Entertainment**

## Surgeon's plea: I didn't murder wife

Remuera eye specialist expresses shock at charge, doesn't seek name suppression

**R**emuera eye surgeon Philip Polkinghorne can now be identified as the man charged yesterday with murdering his wife after the Easter Monday death last year of his wife, Patsy Hanna.

Having aged and a black leather jacket, Polkinghorne, 69, pleaded not guilty through lawyer Deborah Boyd, QC, as he appeared before Judge Justice Mansel at the Auckland District Court.

Judge Mansel allowed him to be released on bail while awaiting trial. He did not seek name suppression. Police spent 11 days searching the couple's 14 million United Kingdom property after her death on April 3, 2023, but for the first time described the 63-year-old's death as a homicide.

In a statement through his lawyer after the hearing, Polkinghorne said he was "shocked" to be charged "I have no recollection of any act of violence or any act of any kind that would lead to the death of my wife. The justice process must take its course and I trust the truth will be done".

The New Zealand Herald, Wednesday, August 13, 2025



## Mallard: Please drop the story

**M**allard's political ally Barry Soper put his close friendship with Trevor Mallard on the chopping block by interviewing a parliamentary staffer against whom the Speaker made a false rape claim in 2019.

The revelation, what at the end of this year is stepping away from the role he had for over a decade, says Soper maintains that while the story was damaging to Mallard and put their relationship at risk, it was "a worthwhile story covering".

"It was the hardest story that I had to cover because Trevor Mallard was a good friend of mine - I spoke at his wedding," he said.

The story was covered as a paid release interview with re-covering a Media Company New Zealand article produced for NZF featuring Mallard's close relationship with the former MP.

Mallard, who has returned to the role of a politician, said he was "shocked" to be charged "I have no recollection of any act of violence or any act of any kind that would lead to the death of my wife. The justice process must take its course and I trust the truth will be done".

The New Zealand Herald, Friday, August 15, 2025

## Comment

### Nominal owners of water assets would have little say over how they are used

**T**he control of assets is just as important as ownership, and control and ownership don't always amount to the same thing. Most Kiwis understand this. Strongly enough, though, Prime Minister Jacinda Ardern set down with TVNZ, just a few days ago, and gave just the opposite.

The subject was the Government's intention to transfer ownership of water assets to regional water services. The act specifies that "control of the assets" will be transferred to the regional water services, but ownership will remain with the Crown. The act also specifies that "control of the assets" will be transferred to the regional water services, but ownership will remain with the Crown.

Shareholding of the new entities will remain with councils, though individual councils will no longer control the assets in their regions because their interest will be changed from direct ownership to shares in an incorporated entity.

But that's not the only way in which local control of water assets will be changed. One of the representatives in a group that will advise the board of directors to govern their new water entity.

The other half of the representative will be chosen by the local water users. This is a significant change from the current system where councils own the assets and are responsible for their use.

World A1-1 | World A12-13 | Opinion A14-16 | Classified A42-44 | Sport A45-52 | Entertainment A37-42



## Three Waters removes local council control

**I**f the Prime Minister thinks control is immaterial, she should try giving it up.

**Rita MacNamee** **comment**

Right of possession, control, detention, benefits, and disposition that are the defining attributes of ownership. "The lawyer's opinion states."

Auditor General John Ryan's submission on the legislation is a library of insights that centre on the "benefit of ownership".

He concluded that the Water Services Entities Bill provides benefits to the public to determine where control of the new water entities will be.

But ordinary people trying to get through the port of ownership and control of assets have another gap, applied by the New Zealand government.

"There's a lot of 'public' in public, but not a lot of 'people' in people," he says. "The Department of Internal Affairs has called the matter of who gets to appoint

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The New Zealand Herald, Monday, August 18, 2025

## Revealed: the damage to historic St James Theatre

**Revealed** **Comment**

The extent of the damage done to St James Theatre during a recent fire has been revealed in a video released by Auckland Council MP Chris Swireck. The video shows the interior of the historic building, which was built in 1907, in a state of significant disrepair. The fire, which occurred on July 14, 2024, caused extensive damage to the building's interior, including the ornate ceiling and the stage area.

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## Case numbers drop below 3000

**Baker: Covid isn't predictable or endemic yet**

**Barclay** **Member**

It's nearly exactly a year on from the Delta collapse, Otago University epidemiologist Professor Michael Baker said that although we might be seeing the end of this wave, it does not mean we are seeing the end of Covid in New Zealand just yet.

But Baker's optimism is tempered with a caveat: it will likely stay for a period, but we can expect this disease to eventually disappear.

Baker said he hopes that one day the disease would become endemic, but that milestone may still be some time away. Baker said he hopes that one day the disease would become endemic, but that milestone may still be some time away.

## INDULGE

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