A young woman with long dark hair and glasses is sitting on a couch, reading a book. She is wearing a blue and white striped shirt. The background is a warm, dimly lit room with a brick wall and a bookshelf.

CREDIBLE  
MEDIA.

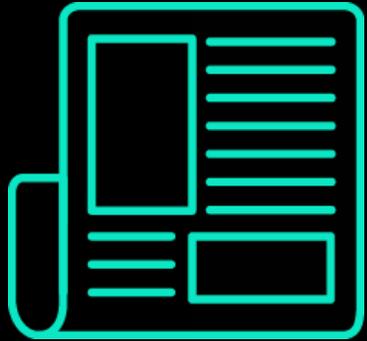
INCREDIBLE  
RESULTS.



**NZ  
ME.**  
NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

**BE SEEN. BE HEARD. EVERYONE'S HERE.**

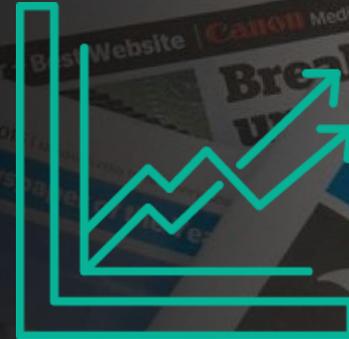
# NZME PRINT DELIVERS



**ENGAGEMENT**



**SCALE**

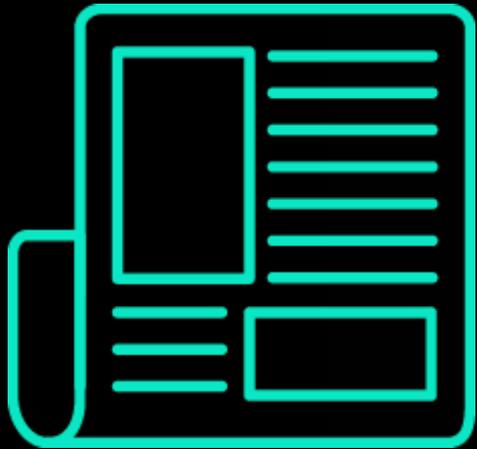


**OUTCOMES**



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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

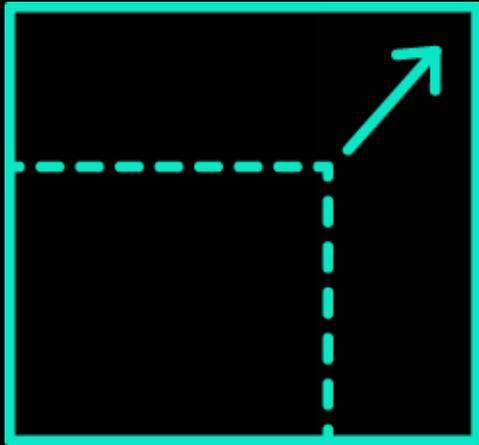
Readers stay with us more than an hour a day on average.  
47% use no other media while they’re reading the paper\*\*\* ... And ads  
get even more active attention than content ^ . [All eyes on you.](#)



**BE SEEN. BE HEARD. EVERYONE’S HERE.**

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

# 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.**

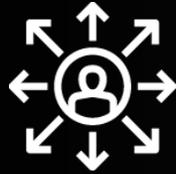


## INTENDING TO SPEND

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.**



# 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

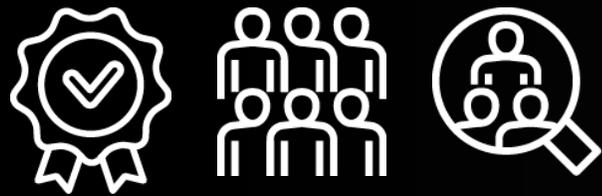
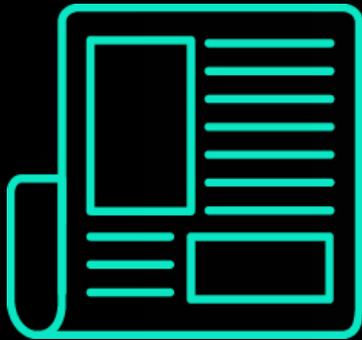
In the last month, 78% of NZME's newspaper readers have acted as the result of reading a newspaper – made a purchase, visited a website, shared with others, attended an event. **Give readers something to act on.**



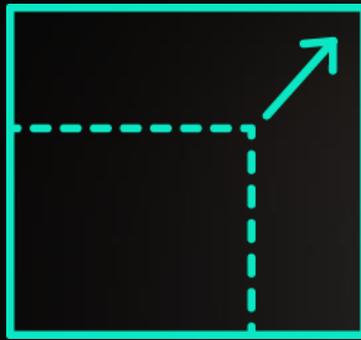
# THE POWER OF NZME PRINT



## LEADING ENGAGEMENT



## DELIVERING SCALE



## DRIVING OUTCOMES



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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

Craig Eganham

Remuera eye surgeon Philip Pringle has said he was shocked after the man charged yesterday with murdering his wife after the Easter Monday death last year of his wife, Patsy Hana.

Pringle, 60, pleaded not guilty through lawyer Richard Lloyd QC, as he appeared before Judge Justice Mearns in the Auckland District Court.

Judge Mearns allowed him to be released on bail while awaiting trial. He did not seek name suppression. Police said it is days awaiting the couple's 14 million. Pringle had property after her death on April 11, 2021, but for the next 10 months described the 63-year-old's death as his "murder". That ended yesterday.

Pringle's lawyer, Judge Mearns said he was "shocked" if he charged "I have considered that I am not guilty of the death of Patsy Hana. I am not permitted to comment further. The Justice Department will raise its case and I trust the truth will be done".



## Mallard: Please drop the story

Matt Bennett

Newstalk 70 political editor Barry Super put his nose through the Barry Super interview with National and ACT Prime Minister Jacinda Ardern to interview a parliamentary staffer against what the Speaker made a false rape claim in 2019.

The video report, what at the end of the year of stepping away from the role he had for several months, Super maintains that while the story was damaging to Mallard and put their relationship at risk, it was "a worthwhile story covered".

"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.

Super said when he referred to good, he hoped he was remembered as "being a decent person and being able to tell the story without making it a scandal".

Mallard decided to comment when approached by the Herald. He said he felt a confidentiality clause was in place.

Super said when he referred to good, he hoped he was remembered as "being a decent person and being able to tell the story without making it a scandal".

Mallard decided to comment when approached by the Herald. He said he felt a confidentiality clause was in place.

Listen to our podcast at nz.co.nz/podcasts/movingtheconversation

The New Zealand Herald - Friday, August 18, 2023

## Comment

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

The transfer of assets is just as important as ownership, and control and ownership don't necessarily go hand in hand. Most Kiwis understand this. Strategically enough, though, Prime Minister Jacinda Ardern said down with TVNZ's Jaci Tam on Thursday and gave just the opposite.

The subject was the Government's intention to transfer the ownership of water assets to local councils. The subject was the Government's intention to transfer the ownership of water assets to local councils. The subject was the Government's intention to transfer the ownership of water assets to local councils.



## Three Waters removes local council control

Bob Macnamara

If the Prime Minister thinks control is immaterial, she should try giving it up.

Water Services Entities Bill now before Parliament, which concluded that neither's intention that under its provisions councils will continue to own water assets to be kept. The bill and legally guaranteed ownership that is provided for in the bill, it suggests, would be unacceptable to ordinary New Zealanders.

water assets, and because he has been at the helm of the government. It is not clear to me that the government's intention to transfer the ownership of water assets to local councils is a good idea. It is not clear to me that the government's intention to transfer the ownership of water assets to local councils is a good idea.

After all, the Overseas Investment Act is intended not just as a shield of protection, but as a tool of control. The act is intended not just as a shield of protection, but as a tool of control. The act is intended not just as a shield of protection, but as a tool of control.

The New Zealand Herald - Monday, August 18, 2023

## News A1-16



## Revealed: the damage to historic St James Theatre

Bernard O'Connell

The extent of the damage done to St James Theatre during a recent break-in has been revealed in a video released by Auckland Council MP Chloe Swarbrick. The video shows vandals spray graffiti on the lower walls and stone steps. The video shows vandals spray graffiti on the lower walls and stone steps.



## MP Chloe Swarbrick moves St James Theatre to the video

Alison Gorman

A \$400 million apartment tower beside the St James Theatre. A \$400 million apartment tower beside the St James Theatre. A \$400 million apartment tower beside the St James Theatre.

## Can you make ONE donation?

Right now, we need donors to help meet increasing demand for much needed blood and plasma.

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**nzblood.co.nz**

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## Case numbers drop below 3000

Baker, Covid isn't predictable or endemic yet

Baker, Covid isn't predictable or endemic yet

Baker, Covid isn't predictable or endemic yet

## INDULGE

FOOD WINE & DESIGN FESTIVAL

2 - 5 March 2023

Wynyard Point & Jellicoe Harbour, Auckland Viaduct

Become an Exhibitor

Indulgefestival.co.nz

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MEDIA.

INCREDIBLE

PRIZES.

COMING SOON.



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