

## HOLIDAY READING

We are officially just weeks from summer being with us. With the warm season comes Christmas, school holidays and (hopefully) lots of time spent at the beach.

So how does this transient time affect media consumption? What happens with sales over the Christmas/New Year period? With the flood of people leaving the cities for the beaches and the peace/tranquillity of our regional countryside – do they forsake their daily newspaper?

Television ratings have traditionally suffered during the summer time as a result of people spending less time inside watching television, combined with everyone's favourite shows on hiatus – anyone for the 500<sup>th</sup> repeat of *Friends*, Series 1?

Newspapers in comparison fare much better. They have set up systems to ensure that subscribers get their daily fix by delivering the paper to their holiday destination. Equally some newspapers have reported that visitors buying the paper as their daily read negates any fall off with subscribers going away.

In the hottest location spots around New Zealand newspaper casual sales skyrocket. In some cases there can be increases of more than 400%. These additional sales come from motels, supermarkets, camping grounds and local dairies.

So why do people read their daily newspaper when they are on holiday? Newspapers keep readers connected with their community. We still want the news regardless of where we are, especially when there are major events to catch up on eg the tragic Asian Tsunami. If they can't obtain their usual daily newspaper, they will get their news from the local paper.

How do they use their newspaper during this time? Not only is the newspaper an information source for news, but also as a form of entertainment. In their relaxed holiday mode they have more time at their disposal. This means they are more likely to read the entire newspaper (front to back), sipping a cup of coffee in the sunshine as opposed to taking what they need during the working week.

On a typical Monday to Friday readers spend up to 40 mins with their newspaper and almost an hour with their weekend edition. Imagine how much longer they would spend reading their newspaper from a more relaxed state-of-mind induced by warm sunshine and the sound of waves softly rolling onto the sand.

Time spent reading and a desire to stay connected presents a great opportunity for advertising, in particular branding and long copy ads. More time to read means potentially more time spent with your brand. Why not write a story about your brand and engage your customers?

And let's not forget that being a keepable commodity...if the jet ski is calling, they can always come back and read it later.

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