



Appointment of new General Manager, Hawke's Bay Today

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APN NZ Publishing today announced the appointment of a new general manager of its Hastings-based daily newspaper, Hawke's Bay Today.

Taking up the role will be former APN NZ executive Russell Broughton who is currently managing three of APN Australian Publishing's newspapers in Queensland.

Russell is General Manager of the daily Fraser Coast Chronicle and its community stablemates The Maryborough Herald and Hervey Bay Observer. He is a former General Manager and Advertising Manager of APN's Wairarapa Times-Age and a former Sales Manager of the Manawatu Standard.

Announcing the appointment, Regionals Chief Operating Officer Rick Neville said Russell Broughton would bring extensive experience of regional newspaper management and advertising sales in New Zealand and Australia. The titles he currently manages in Queensland were one of APN's most successful publishing businesses last year.

He will take over from Matthew Sherry who is moving to Auckland in mid-March as APN Regionals' General Manager, Display Advertising.

"Russell has a track record of success in different markets on both sides of the Tasman, and he will bring this extensive experience and proven skillset to one of our most important regional markets. I've no doubt he will build on the great work done by Matthew and his team."

Russell's responsibilities will include the daily Hawke's Bay Today as well as four community titles, Hastings Leader, Napier Courier, Dannevirke News and Central Hawke's Bay Mail. He will take up his new role in May.

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