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News Release

NEW LOOK, MORE CONTENT FOR WEEKEND HERALD

A raft of attractive, new-look changes, including an additional magazine insert, will greet readers of the Weekend Herald from this Saturday (14 August).

The newspaper has been re-designed following extensive reader research and with the help of specialist international newspaper designers.

Changes to the Weekend Herald include a newly re-crafted masthead, a fresh, bright and modern design, the return of a separate World section with more international content, and an improved layout and structure making it easier to access the great Weekend Herald content.

As part of the new-look Weekend Herald a new newspaper-inserted magazine, *Weekend*, is also being launched. *Weekend* will meet reader demand for a light, bright section to complement *Canvas* and the rest of the paper.

Research results from Gravitas consumer testing are extremely promising. David Glover, from Gravitas says: "These are the strongest results we've seen when testing print prototypes."

New lift-out magazine

Weekend magazine's feature stories will be wide ranging, covering all kinds of activities that Aucklanders like to indulge in at the weekend – it will be a handbook of ideas of things to do and places to go. This new content will provide targeted opportunities for advertisers alongside content not previously present in the paper, such as gardening and fitness.

Estelle Sarney, Editor of *Weekend*, is enjoying the challenge of editing this new publication.



"I love gathering content that connects strongly with our readers, and acts as inspiration for making the most of the weekend," she says. "*Weekend* will be a celebration of our readers' two days off, and a guide to making them even more fun."

Listening to our readers

Chris Jagusch, General Manager of The New Zealand Herald and Herald on Sunday said that the re-design has been carried out in response to reader feedback.

"Readers have told us that the Weekend Herald symbolises the start of 'their weekend' and 'their time'. The newspaper has been completely redesigned specifically to meet the needs and mindset of the weekend reader and we expect a highly positive reader reaction." he says.

A high impact launch campaign across television, radio, press and online will build awareness and drive trial of the new *Weekend* magazine.

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