

# NEWSPAPERS BRINGING KIWIS TOGETHER.

We're sending New Zealand newspapers over to London, to show just how much newspapers can connect with Kiwis.

We'll be running a Kiwi front page in the London Metro, and will have a billboard in Hammersmith showing the latest headlines from New Zealand newspapers around the country. Kiwis can take a photo of themselves with the billboard or the front page, and they'll go in the draw to win a return trip back home.

**AND YOU CAN WIN A TRIP OVER THERE, JUST BY GETTING A FRIEND TO ENTER.**

Just get in touch with a Kiwi expat mate in London, and get them to enter the competition at [kiwitogether.com](http://kiwitogether.com) Email their name to [kirsty@nabs.co.nz](mailto:kirsty@nabs.co.nz) and you'll be in the draw to win a return trip to London to see them.

Yep, they do all the hard work; you do nothing.

See website for Terms and Conditions.

## WHAT'S THE NEWS ON NEWSPAPERS?

- 1.6 million New Zealanders read a newspaper every day, on average. And 88.4% read one every week.
  - Why? Because it helps them stay connected. Whether it's good news or bad, local or national, newspapers let us share the stories that are uniquely our own.
  - 86% of New Zealanders who read daily newspapers say it helps them stay in touch with the community.
  - 91% reckon daily newspapers keep them informed about local issues and events.
  - 70% say the daily newspaper is relevant to them and their town.
- Just goes to show that nothing brings Kiwis together like newspapers.\*

\*All stats from Nielsen CMI all people 15 plus.



**Newspapers  
work.**

Representing New Zealand's  
newspapers and their websites.