

REGIONAL MAX CHANGES FOR 2008

Half of New Zealand's population live outside the four main metropolitan centres – in regional New Zealand. Regional daily newspapers are an integral part of life for many of these New Zealanders.

The NAB's Regional MAX packages help you reach the other half of the population while stretching your campaign budget further. With only 3 Regional Dailies in your campaign you can start saving with Regional MAX package rates.

Regional MAX newspapers deliver 637,000 people on any given day*.

Rate Change - 1 January 2008

The last Regional MAX rate change was in January 2006. Rates have been held over for 2 years, however as of January 1, 2008 the Regional MAX rates will increase by 4%.

There is also a new rate for the Northern Advocate Saturday edition bookings reflecting their larger market circulation on Saturdays.

Please note all bookings in the system prior to January 1st will be honoured at the current rates.

New rates are included on the following page.

The NAB Media Guide updates covering the above and other changes will be available online at www.nabs.co.nz in the New Year.

The team at the NAB wish you all a very Merry Christmas and a prosperous New Year.

*Source: NMR Readership Survey July 2006 -Jun 2007



Regional MAX Rates as at January 1 2008

NEWSPAPER	Circulation	Base Rate as at 1 Jan 2008	Contract Rate
Waikato Times M-F	41,430	\$11.16	\$10.04
Waikato Times Sat		\$11.71	\$10.54
Hawkes Bay Today	26,946	\$10.33	\$9.30
Southland Times M-F	29,059	\$7.99	\$7.19
Southland Times Sat		\$8.61	\$7.75
Taranaki Daily News	26,522	\$7.88	\$7.09
Bay of Plenty Times	23,179	\$7.73	\$6.96
Manawatu Standard	20,165	\$6.75	\$6.08
Nelson Mail	17,497	\$5.95	\$5.36
Northern Advocate M-F	15,012	\$5.55	\$5.00
Northern Advocate Sat		\$5.97	\$5.38
Daily Post	11,796	\$4.97	\$4.47
Timaru Herald	14,120	\$4.87	\$4.38
Wanganui Chronicle	12,532	\$4.65	\$4.19
Marlborough Express	10,381	\$3.87	\$3.48
Gisborne Herald	8,667	\$3.78	\$3.40
Wairarapa Times-Age	7,276	\$3.57	\$3.21
Ashburton Guardian	5,670	\$3.01	\$2.71
Greymouth Star	4,383	\$2.89	\$2.60
Daily Chronicle	2,661	\$2.77	\$2.49
The Oamaru Mail	3,446	\$2.79	\$2.51

