

REACHING THE OTHER HALF

Half of New Zealand's population live outside the four main metropolitan areas, in regional New Zealand.* These regions are experiencing strong economic growth, booming real estate prices, and people are enjoying good investments. So what is the most effective way to reach these consumers?

Is it through radio? With anything from 13 to 30+ stations in each region the radio market is very fragmented. This offers wonderful choice for listeners but for advertisers it means a multiple frequency, multi-station buy to ensure maximum target audience reach.

What about television? Fragmentation and technological advances in this medium are making it even more difficult to effectively reach the target market. With a vast selection of channels available and now the power to control viewing times with devices such as MySky, the control is back with the audience – including editing out the advertising in the breaks.

So then, how do newspapers compare? A daily newspaper offers a single point of connection within each major market in New Zealand. Each newspaper has its own unique footprint where it is viewed as 'the paper'. And up to 65%** of the population in each region are reading their local daily paper on an average day!

Every newspaper reader around the country could tell you what it is that makes their newspaper great. Their daily newspaper offers in-depth analysis of the headline news they heard on the radio or television – both local and national news; variety offered in each edition – lifestyle, fashion, entertainment, sport, business, farming, puzzles, horoscopes, bereavements; employment opportunities and houses for sale or rent. It's where they go to find out what is happening in their community – it makes them feel connected.

And advertising is especially welcomed and used by readers. Daily newspapers' ability to drive consumer action is well proven. In fact, 75% of regular daily newspaper readers decide where to purchase goods and services using their daily newspaper. And they refer back to it again and again.

And with 18 daily regional newspapers, reaching these regional consumers is easy. The NAB's Regional MAX package allows you to touch the other half of the country and start saving. For a little over \$15K you could get one 14 x 10 full colour ad in a Wednesday edition of all 18 regional newspapers and an opportunity to be seen by over 665,000 Kiwis across the country. That's good news. And it only takes three regional daily newspapers to be eligible for Regional MAX – a cost effective way of reaching regional consumers. To see how you can get Regional MAX on your schedule, contact your NAB Account Manager today.

Julie Rutledge is Regional Manager of the Newspaper Advertising Bureau.

* Statistics NZ

** Nielsen Media Readership Survey April 2006–March 2007 – All 15+ Average Issue Readership

