

DAILY NEWSPAPERS & TELEVISION

REPORT 2008

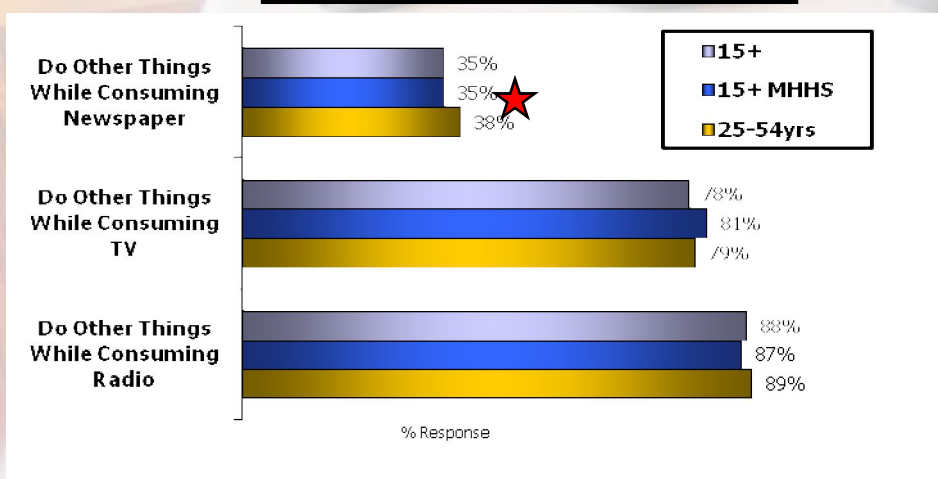
There are as many heavy TV viewers as there are light viewers and each is an important consumer segment. The challenge to advertisers is making sure the whole consumer spectrum is being reached at a time when developments in content delivery are changing **how, when, and where** we consume television.



Daily Newspapers & Television – Complementary Coverage!

NEWSPAPER STRENGTH	EFFECT
Low TV Viewers	Reaches consumers who are traditionally low television viewers
Campaign Ignition	Great media to start a campaign with instant broad reach
Driving Viewers	Action point to direct consumers to watch television
Following Up	Remind consumers of the previous night's television advertising
Brand Message	Extends brand campaign and allows for extra information
Decision-Making	Trusted information source for new products & services
Consumer Action	Generates consumer purchases and encourages action

Media Attentiveness



Source: NMR National Readership Survey Q2 2007 – Q1 2008

49%

..of light television consumers (0-15hrs a week) will read a copy of a daily newspaper on any given day.

74%

..of light television consumers (0-14 hrs a week) read at least one copy of a daily newspaper in any given week.

74%

..of main household shoppers who are regular readers find advertising in newspapers less intrusive

**For more information contact your NAB account manager today!
Auckland (09) 361-2710 or Wellington (04) 472-8365**

