

**Create your
competitive advantage in the
thriving Waikato market
with the region's favourite
daily newspaper**



Waikato Times

As Waikato As It Gets





Welcome to the lucrative Waikato market ...



- One of the world's richest agricultural and pastoral areas
- Generating the fourth largest share of the New Zealand economy
- With well over \$4 billion in retail sales a year, the Waikato region holds the fourth largest share of New Zealand's retail sales
- New Zealand's leading export region, accounting for 20% of the country's total exports
- Hamilton is New Zealand's largest inland city and fourth largest urban area.
- More than \$100 million has been spent on retail development over the last two years, combined with major plans to upgrade Hamilton's CBD
- 40% of New Zealand's population (1.5 million) lives within 160 kilometres of Hamilton
- Hamilton is one of the fastest growing cities in New Zealand and approximately half of its residents are under 30 years old
- Host to 25% of New Zealand's scientific research and an ever increasing number of internationally competitive technology firms and major exporters
- Host to major international events including Agricultural Fieldays, World Rally Championships and New Zealand's only V8 Supercar street race

Where the grass is greener





Newspapers are a credible, honest and authoritative source of information

Newspaper advertising is an integral
part of the reading experience

Why newspaper is your best media option

The Strength of Newspapers*

Readers actively use newspaper advertising as a source of information. Advertising, as much as editorial, gives readers a sense of their world. Plus, it keeps them in touch with new brands, services and organisations. For some people daily newspapers are a destination point for advertising—they buy the newspaper for the advertising.

Newspapers are credible, they are seen as honest and authoritative, and the advertising benefits from these values. Readers treat the newspaper as a valued resource; they actively seek ads that are relevant to them. The use of sections, topics and styles of content mean the advertiser can target mindsets. The reader feels in control and there is no sense of manipulation because they can choose not to engage. Readers aren't reading the newspaper once.

They pick it up several times a day, throughout a weekend, sometimes referring back to previous editions. Newspapers are accessible to most advertisers; they have a low cost to entry.

For more information about the value proposition of newspapers, visit the New Zealand Newspaper Advertising Bureau website www.nabs.co.nz

The Waikato Times dominates Hamilton Urban newspaper readership with 44% of all people aged 10+ reading a copy on a typical day.**

Consumer action as a result of advertising in ...

Daily newspaper

Consider buying something	69%
Decide where to buy	74%
Actually buy from	65%

Free community newspaper

Consider buying something	63%
Decide where to buy	70%
Actually buy from	59%

Television

Consider buying something	61%
Decide where to buy	60%
Actually buy from	55%

Radio

Consider buying something	44%
Decide where to buy	48%
Actually buy from	39%

Daily newspapers drive the best consumer action. 74% of people 10+ decide where to buy something from information found in their daily newspaper and 61% actually purchase from their daily newspaper.

* The Newspaper Advertising Bureau, 2006
Source for all figures: Nielsen Media Research National Readership Survey Average Issue Readership Jan-Dec 2006 (All people 10+) Except: ** (Hamilton 10+)





Waikato Times

As Waikato As It Gets

The Waikato's preferred daily newspaper

The Waikato Times is the most popular and well read newspaper in the fast growing Waikato region. A valuable information source, with two editions daily. The Waikato Times is Waikato's best source of local news and events and keeps Waikato people informed on the latest international and national news six days a week.

With an audited circulation of 42,104* the Waikato Times has the fifth largest circulation of any daily newspaper in New Zealand. The Waikato Times provides advertisers with a respected and accepted advertising vehicle.

The Waikato Times is your best way to reach the Waikato market. One advertisement in the Waikato Times will reach more people in the affluent Waikato market than in any other media.

Total audited circulation

42,104*

97,000 readers**

 +  Total circulation area

The Waikato Times has an average daily audited circulation of 42,104* newspapers. Circulation area covers over 25,000 square kilometres or one tenth of the total area of New Zealand.

* Audit Bureau of Circulations September 2006

** Nielsen Media Research National Readership Survey Jan-Dec 2006 (All people 10+)

*** Nielsen Media Research National Readership Survey Jan-Dec 2006 (Hamilton 10+) and Audit Bureau of Circulations September 2006

**** Nielsen Media Research National Readership Survey Jan-Dec 2006 (Hamilton 10+)





**The Waikato Times is your
best way to connect with
the Waikato market**

Readership

Daily 97,000

97,000 people will read a copy of the Waikato Times on a typical day. 58,000 of these live in the Hamilton urban zone.

Male/female 50/50*

The 97,000 typical issue Waikato Times readers are split by gender 50% male – 50% female.

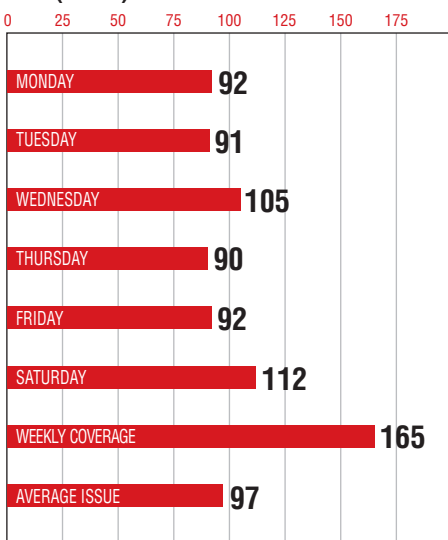
Exclusive 73,000

On a typical day 73,000 people will read a copy of the Waikato Times and no other daily newspaper.

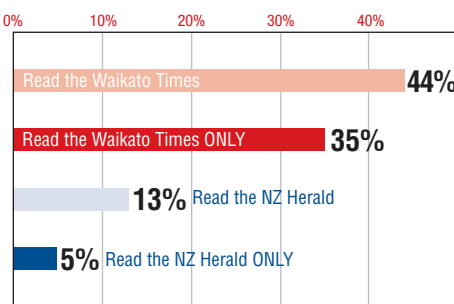
Weekly 165,000

During a typical week 165,000 people will read a copy of the Waikato Times.

Waikato Times day by day readership 10+ (000's)



Waikato Times readership compared to the New Zealand Herald Hamilton Urban Zone



Every day 97,000 loyal readers turn to the Waikato Times for comprehensive coverage of the day's most important national and world news.

During the course of a typical week advertising in the main news section (Section A) could reach up to 147,000 readers.*

Source for all figures: Nielsen Media Research National Readership Survey Average Issue Readership Jan-Dec 2006 (All people 10+). Except: *(Hamilton 10+)



Connect with spending power

The Waikato Times is your best option for generating a consumer response to your advertising in the Waikato

The Waikato Times effectively connects with more of your customers with spending power

Decision makers

64% of business managers or executives, 60% of self employed, 46% of teachers, nurses and other trained workers, 59% of farm managers and 53% of retired people will read a typical issue of the Waikato Times.

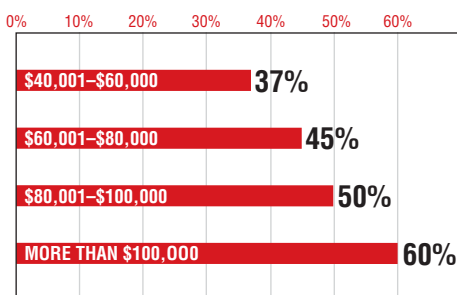
Home owners

38% of mortgagees and 54% of freeholders within our circulation area read a typical issue of the Waikato Times.

Main household shoppers

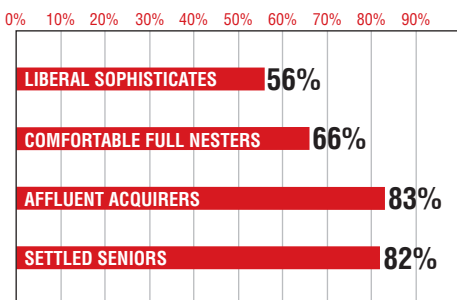
44% of main household shoppers within our circulation area read a typical issue of the Waikato Times.

Household income



The Waikato Times is especially well read in households with a higher disposable income.

Top Tags groups



The Waikato Times is widely read across these groups giving the advertiser the ability to effectively target these most desirable Tags groups.

Newspaper is the only media environment where people routinely and actively seek advertising.

Every issue of the Waikato Times will reach 71,000 household shoppers.*

Source for all figures: Nielsen Media Research National Readership Survey Average Issue Readership Jan-Dec:06 (Waikato Times Circulation Area 10+). Except: *(All people 10+)



Waikato Times keeps business
decision makers informed
and up-to-date



Waikato Business Highlights

ECONOMY

- There are approximately 30,000 companies in the Waikato Region.
- Hamilton has become far more than an agricultural service centre. The city's strong agricultural connections have resulted in the significant growth of internationally competitive agritech and biotech industries.
- Hamilton City Council has allocated \$20 million for redeveloping the CBD over the next 10 years.

EMPLOYMENT

- Waikato's unemployment rate has dropped to 3.5 per cent (Sept 2006) — the lowest in more than 20 years.
- The Waikato region has recorded a 7 per cent rise in latest annual job growth figures, ahead of the national average of 1 per cent (Main Report Sept 2006).

MAJOR DEVELOPMENTS

- Plans have recently been unveiled for a \$65 million commercial development on Hamilton's southern boundary.
- \$51 million is being spent on upgrading Hamilton International Airport
- \$20 million plan to boost Hamilton Innovation Park's research and development for the local economy.
- 5000-seat indoor stadium is planned as part of a \$40 million redevelopment of Hamilton's Claudelands Events Centre.
- \$22 million upgrade planned for Lake Karapiro's rowing facilities.
- The government plans to invest \$380 million in the region's transport infrastructure over the next 10 years.

RETAIL TRADE

- At \$1.35b, Waikato had New Zealand's fourth highest volume of retail sales for the quarter ending September 2006.

Effectively reach Waikato's business decision makers

The Waikato Times provides Waikato's business community with expert business commentary and dialogue six days a week.

A typical issue of the Waikato Times will reach **73% of business managers or executives and 75% of business proprietors or self employed people within Hamilton city***

3 out of 4 business decision makers agree that daily newspapers play a vital role in keeping them informed on issues and events.*



Use our features and niche publications to connect with the Waikato business market

FEATURES

BusinessDay
Enterprise
Farming
Your Money
Profile

NICHE PUBLICATIONS

Waikato Business Insight



BUSINESSDAY

DAILY FEATURE

Published in association with the Dominion Post and The Press, BusinessDay aims to be the highest quality business news provider in the country by being first, fast, accurate and analytical. BusinessDay asks the hard questions, digs deeper, and identifies trends, always with the reader in mind.

BusinessDay is a successful business information brand popular with decision makers. Specialist BusinessDay focus pages across the week include:

- **ENTERPRISE MONDAY**
Covering a wide range of small business issues, this specialist page highlights lessons learnt by business people profiled, provides business tips from a range of independent professional advisors and a Q&A forum for SMEs.
- **FARMING TUESDAY**
Refer to page 15
- **YOUR MONEY THURSDAY**
Focussed more on education and information than news, this page looks at issues facing investors and consumers, supplemented by a personal investment column. It provides everything a reader needs to know about finance and investment.
- **PROFILE WEDNESDAY**
Detailed weekly profile on prominent business people in the news. Gives readers insight into what drives them.



BUSINESS INSIGHT

QUARTERLY MAGAZINE

Waikato Business Insight is a specialist publication featuring in-depth analysis and insight into the Waikato economy.

The editorial focus of this full-colour, tabloid liftout includes:

- Expert business commentary on the region. What it does well. What needs to be done to advance and grow. Where the Waikato economy rates in relation to the rest of the country.
- A who's who of the Waikato business community. Waikato business people and what drives them.
- The unusual, the small, the large, the innovative, the great ideas coming out of the region.
- How far Waikato businesses reach internationally.

Waikato Business Insight is also delivered to all Business PO Boxes within Hamilton City, offering advertisers unparalleled reach within the business community of the Waikato.



Waikato Times delivers
comprehensive local
farming news



Effectively reach Waikato farmers

Rural Waikato residents are more than twice as likely than other New Zealanders to always read farming or rural news in their daily paper*. The Waikato Times reaches this market with quality local editorial.

Waikato Farming Highlights

RURAL ECONOMY

- The Waikato is New Zealand's highest export region, accounting for around 19% of the country's total exports.
- The Waikato Region boasts the 4th largest share of New Zealand's economy behind Auckland, Wellington and Canterbury (The Main Report September 2006).
- A surge in international milk powder prices has pushed Fonterra's estimated payout to dairy farmers from \$4.05 to \$4.15 this season, pumping an extra \$120 million into the rural economy. With a 27 per cent jump in the price of milk solids forecast for next season, Dairy farmers are set to get a bumper payout that could boost their incomes by a further \$140,000.
- Waikato Farm owners and managers are more than four times as likely than other New Zealanders to have a personal income in excess of \$80,000*.

FIELDAYS

- Fieldays attracts 1000 exhibitors and over 116,000 visitors through its gates every year. It is the largest agricultural event in the southern hemisphere.
- Total sales made as a result of Fieldays 2006 topped \$302 million.

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan-Dec 2006
(Waikato Times Circulation Area 10+)



Use our features and niche publications to connect with the Waikato farming market

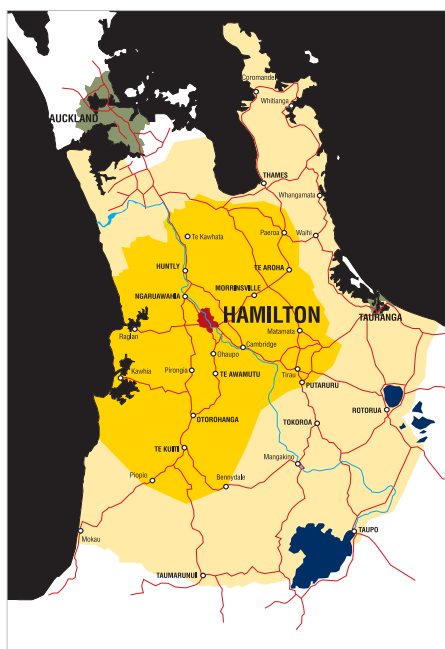
FEATURES

BusinessDay Farming

NICHE PUBLICATIONS

Farmer

Your best way to reach the entire rural Waikato market



FARMER

MONTHLY TABLOID

Farmer provides Waikato rural readers with a comprehensive monthly roundup of the local farming industry. Its unbiased editorial features current issues, up-to-date market information, human interest stories and innovation and development.

As well as being inserted into the Waikato Times, Farmer is delivered to an additional 11,500 Waikato farmers giving you a total circulation of 53,604. Don't miss this opportunity to fence off your Waikato market with 100% penetration in this vibrant rural market.

BUSINESSDAY FARMING

TUESDAY FEATURE

Every Tuesday BusinessDay and Farming merge to form the core of the Tuesday paper. If it's rural and it's happening in the Waikato, it's here. 63% of farm owners/managers in our circulation area will read Tuesday's Waikato Times.*

FARM MACHINERY

SATURDAY CLASSIFIEDS

Farmers turn to this section every Saturday for Waikato's best farm machinery deals.

FARMER CIRCULATION KEY:

- + Delivered with 42,104 circulated copies of the Waikato Times (includes urban areas)*
- Delivered to **ALL** 22,640 rural delivery letterboxes

Total extended Farmer circulation 53,604

Don't miss this opportunity to fence off your rural Waikato market with 100% penetration

* Audit Bureau of Circulations September 2006.



The Waikato region is booming and
the Waikato Times is your best way
to connect with this market

Waikato Growth Highlights

POPULATION

- Hamilton is New Zealand's fourth largest urban area. Its population has risen to 133,700 in latest census figures, an estimated increase of 16 per cent from 2001.
- Hamilton's growth rate is equal to Wellington's, sharing fourth fastest urban growth rate.
- Statistics New Zealand project Hamilton city's population will grow by 34 per cent (2001–2026).

PROPERTY/REAL ESTATE

- Property values within Hamilton grew 12.2 per cent in the year to March 2007. This compares with a national rise of 9.8 per cent for the same period. Hamilton's average house sale price has grown to just over \$338,000.
- During the year ended September 2006, a total of 974 new dwelling units worth \$184.8 million were authorised for construction within Hamilton City.
- 49,000 potential home buyers will read Saturday's Real Estate section of the Waikato Times.* Every day the Waikato Times reaches 48% of people in our circulation area that have visited a Real Estate Agent in the last month.**

WAIKATO GARDENERS

- 105,000 local people have participated in gardening in the last three months and 42,000 have visited a garden centre. Every day the Waikato Times reaches 50% of these active gardeners.**

WAIKATO TRAVELLERS

- 60,000 Waikato people travelled overseas in the last 12 months and 49,000 travelled domestically (by air) last year. Every day the Waikato Times reaches 43% of those overseas travellers.*

HOME IMPROVEMENTS

- 88,000 Waikato people have carried out some type of home improvement in the last year. An impressive 142,000 local people have visited a national hardware store in the last month. On an average day the Waikato Times reaches 46% of home improvers.*

FURNITURE/HOME DECORATING RETAIL

- 93,000 people have visited a home decorating or furniture store in the Waikato area in the last month. Every day the Waikato Times reaches 44% of this group.*

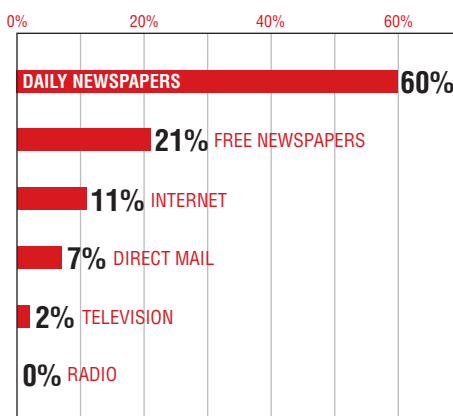
APPLIANCE STORES

- 111,000 people bought appliances last year in the Waikato area. 118,000 people have visited a named appliance store in the last month. On an average day the Waikato Times reaches 44% of people who have bought an appliance in the last 12 months.*

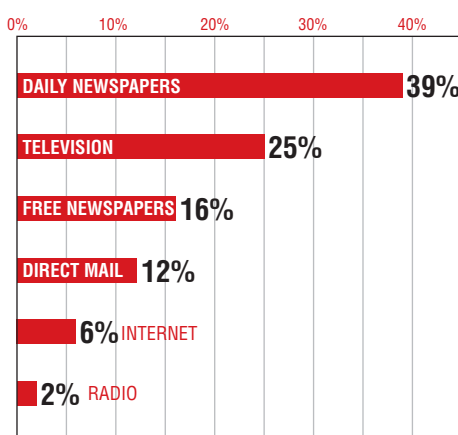
Reach more Waikato home buyers

49,000 potential home buyers will read Saturday's Real Estate section of the Waikato Times.*

Main media for real estate information**



Main media for garden and home improvement items**



* Nielsen Media Research National Readership Survey Average Issue Readership Jan–Dec 2006 (Waikato Times Circulation Area 10+). Excludes not specified



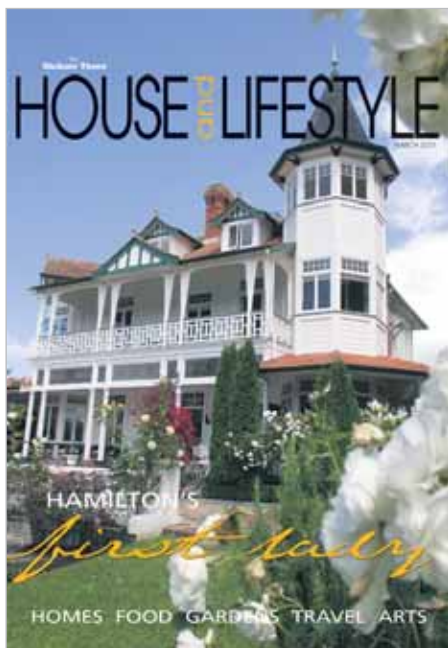
Use our features and niche publications to connect with Waikato home, lifestyle and travel markets

FEATURES

Travel
Garden
Real Estate

NICHE PUBLICATIONS

House and Lifestyle
Life_etc



HOUSE AND LIFESTYLE MONTHLY MAGAZINE

House and Lifestyle magazine delivers inspirational reading for Waikato homeowners.

In every issue of House and Lifestyle magazine we visit unique Waikato homes, uncover spectacular gardens, reveal exquisite antiques, create fantastic cuisine, travel the world and more!

House and Lifestyle delivers:

- 97,000 loyal Waikato Times readers
- Targeted environment for connecting with homeowners
- 32 pages stitched and trimmed, printed full colour on imported white Express paper

TRAVEL MONDAY

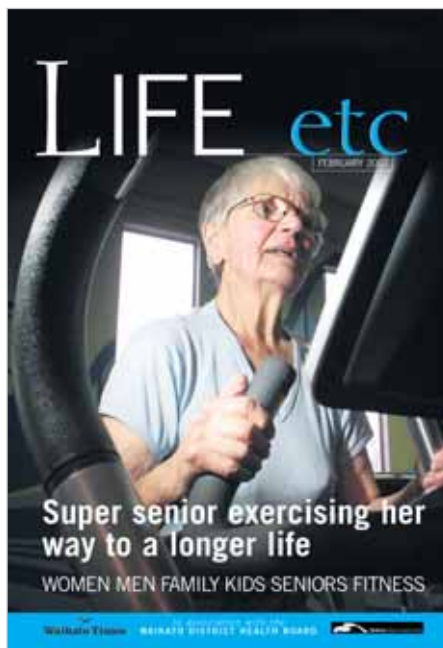
Every week our travel correspondents visit some of the world's hottest spots. Advertisers will effectively target intending local, national and international travellers with our comprehensive travel features.

GARDEN FRIDAY

Perfectly placed for the weekend gardening, Garden features local gardens, seasonal tips for the home gardener and commercial horticulture.

FOOD WEDNESDAY & SATURDAY

Waikato foodies turn to the Waikato Times every Wednesday and Saturday for enticing recipes and wine reviews. Regular food columnists include Rowan Bishop, Angelique van Camp and Fiona Sneyd.



LIFE_ETC BI-MONTHLY MAGAZINE

Life_etc magazine is your best solution when it comes to reaching more health and lifestyle-conscious Waikato consumers.

Now published six times during the year by the Waikato Times, Life_etc provides readers with a comprehensive overview of local health issues, advice and comment from leading health professionals.

Life_etc magazine's association with the Waikato District Health Board ensures its editorial content is credible, up-to-date and relevant to the Waikato market. Life_etc has broad appeal to men, women, and families of all ages.

Newspaper is the only
media environment
where people routinely
and actively seek
advertising.



When it comes to planning
entertainment Waikato people
turn to the Waikato Times



Waikato Entertainment Highlights

Hamilton continues to successfully host a growing list of significant cultural events including:

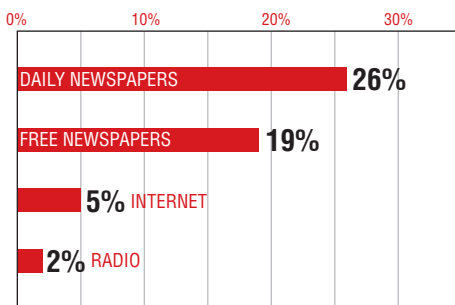
- Parachute Music Festival (January)
- Hamilton Gardens Summer Arts Festival (February)
- Balloons Over Waikato (April)
- Fuel Festival of NZ Theatre (June)
- Gallagher Great Race Ball (September)
- Waikato Home and Garden Show
- The Waikato Boat, Fishing and Leisure Show
- Rally New Zealand
- Fieldays
- International Rugby
- Bridge to Bridge Water Ski Classic
- The New Zealand National Golf Expo

Hamilton City Council list over 1300 events a year planned for the Waikato

Reach more of your potential customers

The Waikato Times dominates the Waikato region with 97,000 of all people aged 10+ reading a copy on a typical day.*

Main media for fashion retail info**



94,000 people have visited a national women's chain store in the last month in the Waikato area and 94,000 enjoy shopping for clothes. Every day the Waikato Times reaches 38% of this group.*

* Nielsen Media Research National Readership Survey Average Issue Readership Jan-Dec'06 (All people 10+).

** Nielsen Media Research National Readership Survey Average Issue Readership Jan-Dec'06 (Waikato Times Circulation Area 10+). Excludes not specified.

*** Source: Nielsen Media Research National Readership Survey Jan-Dec 2006 (all people 10+)



Use our features and niche publications to connect with Waikato fashion, art and entertainment markets

FEATURES

Tempo
Ent
Arts
Show
Television

NICHE PUBLICATIONS

Fashion Directions
TV Week



TEMPO

WEDNESDAY FEATURE

Tempo is our weekly fashion, food and fitness feature. This broadsheet pullout is especially popular with females 30–50. Read by 46,000* interested readers every Wednesday.

ARTS

THURSDAY

Profiles on the big arts shows and the movers in the arts community. Read by 26,000* people every Thursday.

ENT

THURSDAY

What's hot in music CDs, movies, website reviews and 'What's On' in town. Read by 40,000* people every Thursday.

TELEVISION & WEATHER

DAILY

64,000* readers will turn to this page for the latest television and weather information.

TV WEEK

TUESDAY (TABLOID)

Bigger than ever, here are 16 pages of listings and Hollywood gossip. Read by 45,000* people every week.



FASHION DIRECTIONS

BI-ANNUAL MAGAZINE

A twice-yearly magazine with up-to-the-minute fashion and beauty editorial, a fully designed and creatively presented product, featuring saddle stitching and printed on superior grade paper. Fashion Directions is keenly anticipated and promoted.

SHOW

SATURDAY

Our weekend Show section is packed full of music, movies, television, restaurants, exhibitions, events and more. Waikato's guide to what to do and where to go. Read and enjoyed by 60,000* every Saturday.

ENTERTAINMENT

DAILY (CLASSIFIED)

Six days a week 49,000* people turn to the Waikato Times for the latest entertainment information.



Waikato sports fans demand up-to-date sporting news, and they look to the Waikato Times to deliver the most in-depth reporting on the teams they support.

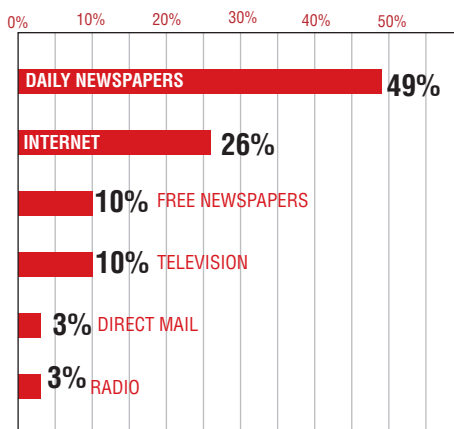


Waikato Sporting Highlights

- Waikato will once again host the New Zealand leg of the World Rally Championship.
- Hamilton will host New Zealand's only V8 Supercar street race from April 2008 for seven years. It is estimated the three day event will attract more than 200,000 on-site spectators and a television audience of 600 million. Forecasts project the event will pump \$175 million into the city's economy over seven years.
- Waikato will host the World Rowing Championships on Lake Karapiro in 2010.
- Every year Hamilton hosts The Gallagher Great Race—New Zealand's most talked about rowing event.
- Waikato Stadium will host Rugby World Cup games in 2011.
- Seddon Park is once again recognised as a first class international cricket venue.

Waikato Times sport readers are 45% more likely to have a household income in excess of \$120,000. Waikato Times sport is read by a broad audience, and is especially popular with males 25-34.*

Main media for cars**



There are 164,000 car owners in our circulation area. 47,000 bought a car last year and 57,000 are likely to buy a car next year.**

* Nielsen Media Research National Readership Survey Average Issue Readership Jan-Dec 2006 (All people 10+)

** Nielsen Media Research National Readership Survey Average Issue Readership Jan-Dec 2006 (Waikato Times Circulation Area 10+). Excludes not specified.



Use our features and niche publications to connect with Waikato sport and motoring markets

FEATURES

Sport
Weekend Sport
Club Rugby
Racing Times

NICHE PUBLICATIONS

Motortimes



SPORT

DAILY FEATURE

Waikato sports fans demand up-to-date sporting news, and they look to the Waikato Times to deliver the most in-depth reporting on the sports they love.

RACING TIMES

FRIDAY

Four-page special section on the weekend's coming horse racing features including the latest industry news, results and picks.

CLUB RUGBY

FRIDAY

A comprehensive Club Rugby publication printed April–July. Previews the weekend action in the club rugby scene including player profiles, complete team lists, standings and draws.



MOTORTIMES

THURSDAY (TABLOID INSERT)

Published every Thursday, this popular tabloid is the Waikato's motoring bible.

Motortimes is inserted into and delivered with the Waikato Times. A further 33,000 copies are delivered to non-Waikato Times subscribers in urban areas. This provides total market coverage in the Hamilton urban area, and advertisers a potential readership of 168,000 people aged 10+.*

Motortimes is now delivered weekly to 75,000 Waikato homes.

Newspaper advertising is positively valued by our readers and used to make smart buying decisions.

* Nielsen Media Research National Readership Survey Average Issue Readership Jan–Dec 2006 (All people 10+)

Place your advertising in a quality, thinking environment that effectively targets more of your potential customers.

WAIKATO TIMES WEEK

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SECTION A	SECTION A	SECTION A	SECTION A	SECTION A	SECTION A
News	News	News	News	News	News
Opinion	Opinion	Opinion	Opinion	Opinion	SECTION B
Technology	World	World	World	World	World
World	TV/Weather	TV/Weather	Ent/Arts	Gardening	Opinion
Your Faith	SECTION B	SECTION B	TV/Weather	TV/Weather	Weather
TV/Weather	BusinessDay	BusinessDay	SECTION B	SECTION B	SECTION C
SECTION B	Farming	Profile	BusinessDay	BusinessDay	Business Day
BusinessDay	Classified	Classified	Your Money	Classified	Technology
Enterprise	Entertainment	JobMarket	Classified	Racing	Racing
Travel	Sport	Entertainment	Entertainment	Entertainment	Sports
Classified	TABLOID INSERT	Sport	Sport	Club Rugby*	SECTION D
Racing	TV Week	SECTION C	TABLOID INSERT	Sport	Show
Entertainment		Tempo	Motortimes	* DURING RUGBY SEASON	Entertainment
Sport					Television

NICHE PUBLICATIONS

WEEKLY	MONTHLY	QUARTERLY	BIANNUAL
TABLOID	TABLOID	MAGAZINE	TABLOID
TV Week	Farmer	Business Insight	Continuing Education
Motortimes	MAGAZINE	Life_etc	
BROADSHEET	House and Lifestyle		MAGAZINE
Tempo			Fashion Directions

Waikato Times offers unparalleled reach everyday within a credible news based environment.

Non-commission-bearing Rates

All rates effective 1 July 2007 and do not include GST

DISPLAY (Bordered) ADVERTISING RATES

MONDAY, TUESDAY, THURSDAY & FRIDAY

ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED
CASUAL	\$10.15	\$ 11.80
\$3,000	\$9.64	\$ 10.98
\$5,000	\$9.13	\$ 10.31
\$7,500	\$8.94	\$ 9.91
\$10,000	\$8.32	\$ 9.52
\$12,500	\$8.11	\$ 9.39
\$15,000	\$7.93	\$ 9.25
\$20,000	\$7.71	\$ 9.05
\$30,000	\$7.51	\$ 8.94
\$50,000	\$7.30	\$ 8.85
\$75,000	\$7.10	\$ 8.65
\$100,000	\$6.91	\$ 8.38
\$200,000+	\$6.70	\$ 8.18

WEDNESDAY & SATURDAY

ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED
CASUAL	\$10.40	\$11.88
\$3,000	\$9.88	\$11.03
\$5,000	\$9.36	\$10.36
\$7,500	\$9.16	\$9.96
\$10,000	\$8.53	\$9.56
\$12,500	\$8.32	\$9.43
\$15,000	\$8.12	\$9.30
\$20,000	\$7.91	\$9.09
\$30,000	\$7.70	\$8.98
\$50,000	\$7.49	\$8.89
\$75,000	\$7.28	\$8.70
\$100,000	\$7.08	\$8.43
\$200,000+	\$6.86	\$8.23

COLOUR

Casual or volume discount rate

- **Spot Colour**
Rate + \$420.00
- **Full Colour**
Rate + \$785.00

FRONT PAGE SOLUS

6cm x 10col

- **Monday, Tuesday, Thursday & Friday**
\$1446.00
- **Wednesday & Saturday**
\$1474.80

LOADING

(Guaranteed Placement)

Positions subject to availability. Casual or volume discount rate

- **Section A or Front of Section** + 60%
- **All other Sections** + 40%

ADVERTISING RATES CLASSIFIED SECTION

MONDAY, TUESDAY, THURSDAY & FRIDAY

No Border..... per col/cm \$10.15
Border..... per col/cm \$11.80

Situations Vacant & Public Notices

No Border..... per col/cm \$10.83
Border..... per col/cm \$12.93

Run Ons

(Plain text advert)..... per line \$3.55
Garage Sales per line \$3.87
Situations Vacant per line \$3.87
Public Notices..... per line \$3.87
Family Notices..... per line \$3.11

WEDNESDAY & SATURDAY

No Border..... per col/cm \$10.40
Border..... per col/cm \$11.88

Situations Vacant & Public Notices

No Border..... per col/cm \$11.10
Border..... per col/cm \$13.26

Run Ons

(Plain text advert)..... per line \$3.55
Garage Sales per line \$3.87
Situations Vacant per line \$3.87
Public Notices..... per line \$3.87
Family Notices..... per line \$3.11

DEADLINES

MONDAY to FRIDAY

NEWS PAGES

- **Booking:**
3:00pm three working days prior to publication
- **Advertising Material:**
3:00pm three working days prior to publication

CLASSIFIED

- **Booking & Advertising Material:**
12noon day prior to publication
- **Births & Deaths:**
9:00am day of publication (Mon–Thurs)
8:00am day of publication (Friday)

SATURDAY

NEWS PAGES

- **Booking & Advertising Material:**
12:00noon Wednesday prior to publication
- **Camera Ready:**
10:00am Friday prior to publication

CLASSIFIEDS

- **Bordered Sits Vacant Ads**
Booking & Copy: 12noon Thursday
- **Other Classifications (Bordered)**
Booking & Copy: 10:00am Friday
- **Run Ons & Non-Bordered Ads**
Booking & Copy: 1:00pm Friday
- **Births & Deaths Booking & Copy:**
5:00pm Friday

LATE CANCELLATION FEE

Advertisements cancelled later than 9am the day before publication incur a 25% penalty.



Are you using the best tool for the job?

Build your sales in the lucrative Waikato market with the right tool — the Waikato Times.

Our extensive advertising toolkit will take your brand and message to 73,000** consumers who will see no other daily newspaper. During the course of a typical week the Waikato Times will take your message to 165,000** different consumers.

Add the Waikato Times to your next advertising schedule and get the results your clients expect in New Zealand's 4th largest urban area. It's simply and unarguably the best tool to use to reach the affluent Waikato market.


Waikato Times
As Waikato As It Gets

Complete your marketing mix with the Hamilton Press and achieve total market coverage within the Hamilton urban area.



Published every Wednesday, the Hamilton Press is the most popular and well read community newspaper in Hamilton City.

Circulation 57,295*
Readership 81,000**

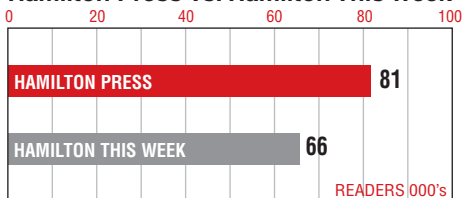
By repeating your advertisement from the Waikato Times into the Hamilton Press your advertisement will be delivered to every home within the Hamilton urban area (in addition to the Waikato Times circulation). This increases your unduplicated reach by 42,000 potential customers.

Ask your sales representative about our special lift rates from the Waikato Times.

Why should you choose the Hamilton Press?

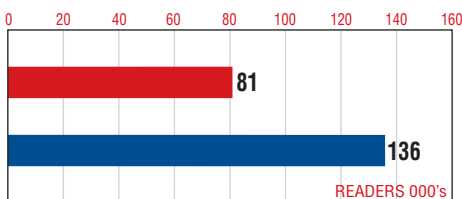
The Hamilton Press has an audited circulation of 57,295* copies a week; reaching 6939 more homes than Hamilton This Week every week.

Hamilton Press vs. Hamilton This Week



With an average issue readership of 81,000**, the Hamilton Press reaches 15,000 more readers—giving you a 23% greater return on your investment.

Just one ad in both the Hamilton Press and Waikato Times will reach 136,000 readers 10+ (unduplicated).**



- Hamilton Press average issue readership
- Unduplicated reach of the Waikato Times average issue readership and Hamilton Press

Fairfax Waikato Regional Community Newspapers

In addition to the Hamilton Press, you may also like to consider our sought-after Waikato Regional Community Newspapers (WRCN) and target other key areas within the Waikato.

- Newspapers include:
- Franklin County News
 - North Waikato News
 - Hauraki Herald
 - Piako Post
 - Matamata Chronicle
 - Cambridge Edition
 - South Waikato News
 - Rotorua Review
 - Taupo Times
 - Ruapehu Press

For further information about Waikato Regional Community Newspapers contact:

Robyn West
Telephone: 07 868 8850
Mobile: 027 471 4854

* Audit Bureau of Circulations March 2007
** Neilsen Media Research National Readership Survey Jan-Dec 2006 (All people 10+)

FOR YOUR LOCAL ADVERTISING SCHEDULE



Waikato Times

As Waikato As It Gets

PHYSICAL ADDRESS:

70 Foreman Road, Te Rapa, Hamilton

POSTAL ADDRESS:

Private Bag 3086, Waikato Mail Centre,
Hamilton 3240

TELEPHONE:

- Advertising 07 849 9530
- Advertising manager
(Delwyn Knight) 07 849 9531
- General enquiries 07 849 6180

FAX:

- Advertising 07 849 9540
- Classified 07 849 9533
- Management 07 849 9554

EMAIL:

- Information and bookings
bookings@waikatotimes.co.nz
- Advertisements on news pages
advertising@waikatotimes.co.nz
- Classified advertisements
classified@waikatotimes.co.nz
- Photos/logos/artwork
production@waikatotimes.co.nz

FOR YOUR NATIONAL ADVERTISING SCHEDULE



AUCKLAND

Telephone: 09 970 4000

Fax: 09 970 4045

WELLINGTON

Telephone: 04 474 0487

Fax: 04 474 0257

www.fairfaxnetwork.co.nz





Waikato Times

As Waikato As It Gets

Prepared by the Waikato Times
Marketing Department
Private Bag 3086, Hamilton, New Zealand.



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