



The New Zealand Herald

CB12305

\*Source: Nielsen Consumer & Media Insights, Q3 2010 - Q3 2011. Based on all people 15+



# FASHION IN THE BIG LITTLE CITY

**Heart of the City and The New Zealand Herald will publish another exciting BIG little City supplement on Thursday 23rd February 2012. This lift out guide will showcase the best of Auckland's fashion, shopping, dining and nightlife.**



#### WHY YOU SHOULD ADVERTISE IN AUCKLAND'S BIG LITTLE CITY SUPPLEMENT

- Unrivalled Readership**  
 The New Zealand Herald is New Zealand's best read daily newspaper with 563,000 readers turning to the Herald every Thursday.
- Compact Size**  
 Its smaller tabloid size makes it easy for people to take out, keep and refer to while they are out and about.
- A Dedicated Environment**  
 A specialised feature where you can showcase your services to a captive audience who are looking for restaurants, bars, entertainment or shopping in Auckland during the year.

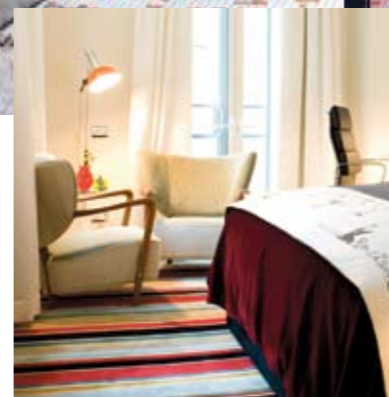
#### DETAILS

- Publication Date:** Thursday, February 23
- Booking Deadline:** Tuesday, January 31
- Material Deadline:** Tuesday, February 7
- Camera Ready Deadline:** Noon, Friday, February 17

#### QUICK REFERENCE

- What:** BIG little City supplement
- Distribution:** Full run of The New Zealand Herald.  
 PLUS an extra 3,000 copies distributed throughout cafés in central Auckland
- Page size:** 37x7 stitched and trimmed tabloid

The New Zealand Herald offers a **FREE** design and production facility to all advertisers.



#### SIZE AND PRICE GUIDE

	SIZE	PRICE
<b>Full page</b>	370mm high x 264mm wide	\$4500
<b>Half page</b>	160mm high x 264mm wide	\$2600
<b>Third page</b>	120mm high x 264mm wide	\$1850
<b>Dining Guide</b>	Pic plus 130 words	\$550

#### PREMIUM POSITIONS

<b>Page 2, 3 and outside back cover</b>	+20%
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All rates are exclusive of GST and are non-commission bearing



#### TO ADVERTISE

Please contact **The New Zealand Herald:** Jim Alexander 09 373 6098, jim.alexander@apn.co.nz or Renee Dintheer 09 373 6400, renee.dintheer@apn.co.nz  
**Heart of the City:** Kate Cleaver 09 308 1556, kate@hotcity.co.nz