



Waikato Times

Advertising Solutions



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Waikato Times

Welcome to New Zealand's Best Daily Newspaper

Over 30,000 Circulation — Qantas Media Awards 2009

This brochure is designed to give you an introduction to the Waikato Times and the extensive Fairfax Media advertising solutions available to advertisers within the Waikato region.

Fairfax Media is New Zealand's largest media group. With three national, nine daily and more than 50 community newspapers, 15 magazines, plus market leading websites TradeMe and Stuff, Fairfax Media literally covers the New Zealand and the Waikato region like no other network.

The Waikato Times, a leading metropolitan daily, forms the core brand within the Fairfax Media Waikato Division. With an average issue readership of 109,000*, the Waikato Times has the fourth largest readership of any daily newspaper in New Zealand.

An extensive array of editorial features and niche publications allow you to place your advertising in a quality, thinking environment

that effectively connects with more of your potential customers in New Zealand's fourth largest urban area.

The Waikato Times also enjoys a growing online presence via the award-winning Stuff website at www.waikatotimes.co.nz.

With over 90,000 unique users per month, Waikato Times online delivers a popular and dynamic environment for your next online advertising campaign.

In addition to the Waikato Times, Fairfax Media sports a stable of 11 market-leading Waikato Regional Community Newspapers. These products provide the ability to target your market by location and build on the reach generated from your Waikato Times advertising investment.

During the course of a typical week the Fairfax Media family of newspapers within the Waikato region has an unsurpassed, unduplicated reach of 326,000.*



**Reaching 326,000
Waikato newspaper
readers every week***
(unduplicated)

* Nielsen Media Research National Readership Survey
Jan - Dec 2009 (All people 10+)

Online



Updated throughout the day and night as news unfolds, **www.waikatotimes.co.nz** offers readers and advertisers an engaging and dynamic environment.

High profile advertising opportunities offer broad reach for online campaigns.

Online users are an educated and predominantly an "at work" audience who use the internet as an information, research and purchasing tool.

www.waikatotimes.co.nz

in association with stuff.co.nz



www.waikatotimes.co.nz complements our daily printed product and includes a combination of news, current events and special feature sections.

www.waikatotimes.co.nz has a fast growing and loyal audience. 62% of Waikato Times' online audience are aged between 20-49 years. It attracts over 87,000 domestic unique browsers per month. 58% of readers have a household income of over \$60,000.

Ask your sales representative about our online advertising packages.

TOTAL USERS

118,580

Total unique browsers per month

679,215

Total page impressions per month

DOMESTIC USERS

87,837

Domestic unique browsers per month

557,555

Domestic page impressions per month

2.25

Average visits per month per unique browser

2.39

Average session duration (mins/secs)

Complement your newspaper advertising with www.waikatotimes.co.nz and connect with our growing online audience.



Welcome to the Waikato market

- One of the world's most productive agricultural and pastoral areas
- Generating the fourth largest share of the New Zealand economy
- 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.
- 40% of New Zealand's population (1.5 million) live within 160 kilometres of Hamilton
- 25% of New Zealand's scientific research is conducted in and around Hamilton.
- Hosts a growing list of major international events including Fieldays and the Hamilton 400 V8 Supercar street race

Waikato's preferred daily newspaper

NEW ZEALAND'S
**BEST DAILY
NEWSPAPER**

Over 30,000 Circulation
Qantas Media Awards 2009



The Waikato Times is the most popular and well read newspaper in the Waikato region. For 109,000* Waikato residents the Waikato Times is an essential part of their day delivering timely and important news, information and advertising.

From the front page — with the day's most important local, national and international news — to entertainment classifieds, the Waikato Times provides its readers with an indispensable source of information and entertainment six days a week.

The Waikato Times is the single most effective way to deliver your message to the Waikato market.

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



* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+)



Waikato Times

As Waikato As It Gets

The Waikato Times is recognised as a credible and authoritative source of news and information

Advertising within the Waikato Times 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 effectively target different mindsets and demographics.

Readers aren't reading the newspaper once. They pick it up several times a day, throughout a weekend, sometimes referring back to previous editions.

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

Consumer action as a result of advertising in ...

DAILY NEWSPAPER

69% consider buying something
74% decide where to buy
66% actually buy from

FREE COMMUNITY NEWSPAPER

61% consider buying something
67% decide where to buy
59% actually buy from

TELEVISION

57% consider buying something
57% decide where to buy
51% actually buy from

RADIO

43% consider buying something
47% decide where to buy
39% actually buy from


Daily newspapers drive the best consumer action. **74% of people aged 10+ decide where to buy something from information found in their daily newspaper and 66% actually purchase from their daily newspaper.**



The Waikato Times dominates Hamilton Urban newspaper readership with 41% of all people aged 10+ reading a copy on a typical day.**

* The Newspaper Advertising Bureau
Source for all figures: Nielsen Media Research
National Readership Survey Average Issue
Readership Jan – Dec 2009
(All people 10+). Except: ** (Hamilton 10+)

Circulation

Total audited circulation **41,045***

 Hamilton urban circulation area

 &  Total circulation area

The Waikato Times has an average daily audited circulation of 41,045* newspapers. The circulation area covers over 25,000 square kilometres or one tenth of the total area of New Zealand.

Waikato Times readers are loyal. Home subscriptions account for over 84% of Waikato Times circulation.

On a typical day 84,000 people will read a copy of the Waikato Times and no other daily newspaper.



Readership

Daily readership **109,000**

109,000 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 109,000 typical issue Waikato Times readers are split by gender 50% male – 50% female.

Exclusive **84,000**

On a typical day 84,000 people will read a copy of the Waikato Times and no other daily newspaper.

Weekly **180,000**

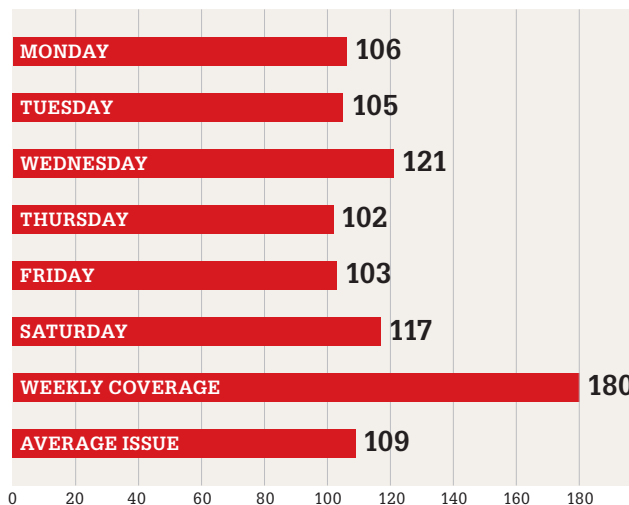
During a typical week 180,000 people will read a copy of the Waikato Times.

* Audit Bureau of Circulations December 2009.

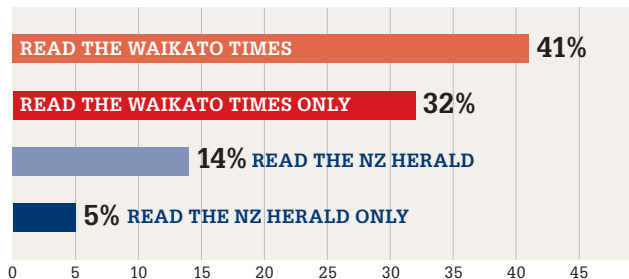
Source for all other figures: Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

Except **(Hamilton 10+).

WAIKATO TIMES DAY BY DAY READERSHIP 10+ (000's)



WAIKATO TIMES READERSHIP COMPARED TO THE NZ HERALD**



Targeting

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

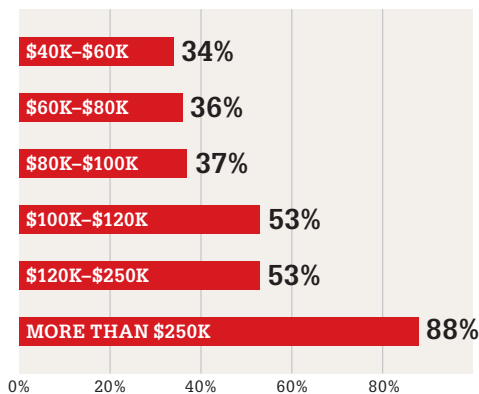
TARGET HAMILTON

Vibrant, diverse and thriving, Hamilton combines all the vigour and energy of a bustling city with a relaxed, easy lifestyle. From the majestic Waikato River to the spectacular Hamilton Gardens, lakes, walkways and golf courses, Hamilton provides the perfect environment for work and leisure.

Hamilton is one of New Zealand's fastest growing cities with a population of 137,000. The city's cosmopolitan flavour is accentuated by its diverse mix of cafes, pubs and restaurants that contribute to an exciting night life.

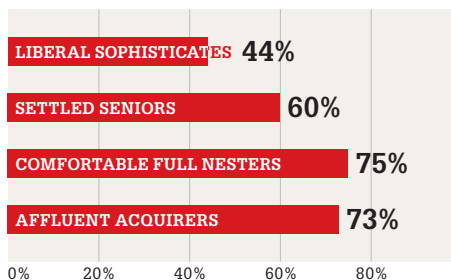
The Waikato Times effectively connects with more of your customers with spending power

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 (Target Audience Grouping System) groups.

Every issue of the Waikato Times will reach 74,000 household shoppers*

Decision makers

56% of business managers or executives, 50% of self-employed, 38% of teachers, nurses and other trained workers, 57% of farm managers and 59% of retired people will read a typical issue of the Waikato Times.

Home owners

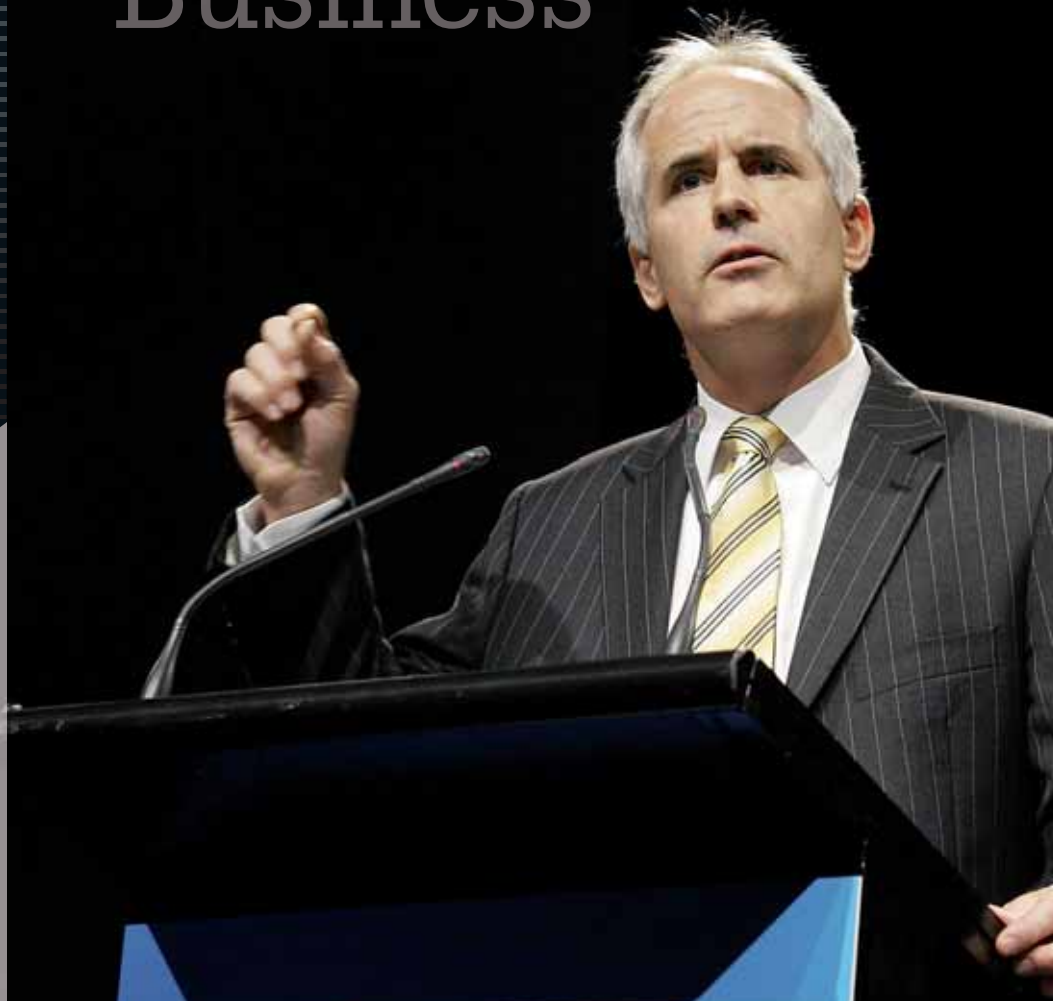
42% of mortgagees and 52% of freeholders within our circulation area read a typical issue of the Waikato Times.

Main household shoppers

45% of main household shoppers within our circulation area read a typical issue of the Waikato Times.

Source for all figures: Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (Waikato Times circulation area 10+)
Except *(All people 10+).

Business



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

BUSINESS HIGHLIGHTS

The Waikato is an excellent place to do business. There are approximately 32,000 businesses with interests in the region. Here are a just a few reasons why:

- Steadily, consistent growth
- Close proximity to markets — 40% of NZ's population (1.5 million) resides within 160 kilometres of Hamilton
- Proximity to two major ports in Auckland and Tauranga
- Excellent infrastructure, including the largest railway junction in New Zealand
- Lower business set-up and operation costs than New Zealand's three larger metropolitan areas
- Excellent standard of living
- Lower housing costs than New Zealand's three larger metropolitan areas
- Very little traffic congestion
- Stable workforce

BUSINESS DAY

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.

A typical issue of the Waikato Times will reach 51% of business managers/ executives, business proprietors or self employed people within Hamilton city.*

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

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+).

Farming



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

Agricultural production — specifically dairy farming — is the driving force of the Waikato economy. The Waikato's favourable climate, soil and contour make the region one of the most well suited areas for dairy farming in the world. Over the last decade there has been steady growth in dairy cow numbers in the region with the region now having 37 per cent (2 million) of New Zealand's dairy herd.

FARMER

MONTHLY TABLOID



59% of farm owners/managers in the Waikato Times circulation area will read Waikato Times Farmer.**

* Audit Bureau of Circulations December 2009.

**Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+).

Your best solution for connecting with your rural Waikato market

<< Waikato Times Farmer provides readers a comprehensive monthly roundup of local and national farming news with a particular emphasis on stories relevant to the Waikato farmer.

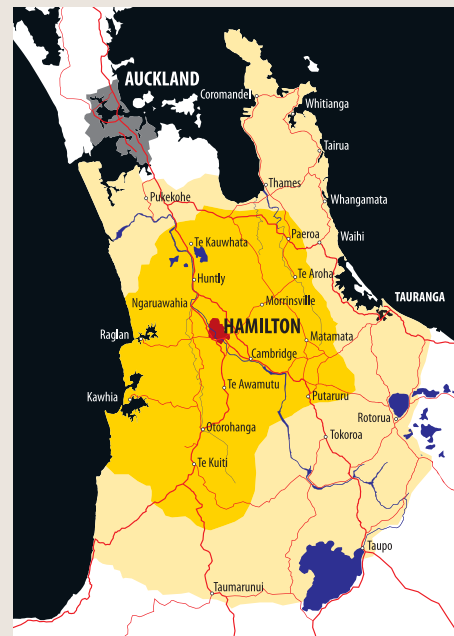
Farmer's unbiased editorial ensures that your advertising message is placed within a quality environment that is well received by your potential customers.

Specialist sections include:

- Rural Contractors
- Farm Machinery
- Real Estate
- Rural Lifestyle

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 52,545. Don't miss this opportunity to capture your share of this thriving market with 100% rural Waikato penetration.

FARMER CIRCULATION



- & Delivered with 41,045* circulated copies of the Waikato Times (includes urban areas)
- Delivered to an additional 11,500 rural delivery letterboxes (non-Waikato Times subscribers)

TOTAL CIRCULATION 52,545



FIELDAYS

If it has anything to do with agriculture, you'll probably find it at The New Zealand National Agricultural Fieldays — the largest event of its kind in the Southern Hemisphere.

Held annually at Mystery Creek Events Centre, 10 kilometres from Hamilton City, Fieldays attracts visitors and high value buyers from around the world.

Fieldays statistics:

- 98 acres of exhibition and demonstration space
- 170 acres of car parking
- 117,000 people over four days
- Over 1000 exhibitors on 1500 sites

In 2008 exhibitors generated \$285 million in sales. Fieldays had a national economic impact of \$865 million.

BUSINESS DAY FARMING

TUESDAY FEATURE



<< 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. 58% of farm owners/managers within the Waikato Times' circulation area will read Tuesday's Waikato Times.*

>> Waikato farmers turn to Farm Machinery, within Saturday's Classified section, for the best new and used farm machinery deals.

61% of rural Waikato will read the Waikato Times in a typical week**

FARM MACHINERY

SATURDAY CLASSIFIEDS



* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009
(Waikato Times circulation area 10+) Except ** (All people 10+).

Home & Living

Use our features and niche publications to connect with your Waikato home and living markets

HOME IMPROVEMENTS

101,000 Waikato people have carried out some type of home improvement in the last year. An impressive 181,000 local people have visited a national hardware store in the last month. In a typical week the Waikato Times reaches 66% of Waikato home improvers.

FURNITURE/HOME DECORATING RETAIL

87,000 Waikato people have visited a home decorating or furniture store in the last month. Every day the Waikato Times reaches 45% of this group.



HOUSE 'n' LIFESTYLE

MONTHLY MAGAZINE



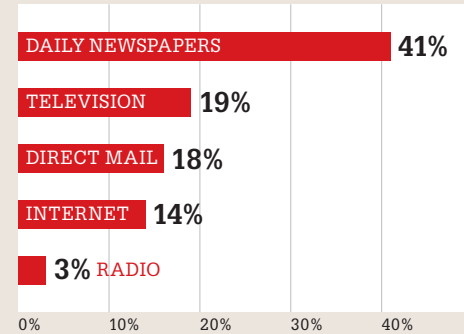
<< House 'n' Lifestyle is a monthly magazine targeted at home owners, new home buyers, renovators, decorators, and people interested in the latest trends for their home. We visit unique homes, uncover spectacular gardens, create mouth-watering cuisine, investigate the latest trends for your home, travel the world and much more.

What better way to capture the Waikato market than in the magazine Waikato home owners turn to for inspiration!

Published by the Waikato Times, printed on lightweight gloss paper, trimmed and stapled, House 'n' Lifestyle captures a potential audience of 109,000* readers with a distribution of 41,045** copies into the Waikato market.

MAIN MEDIA FOR GARDEN AND HOME IMPROVEMENT INFORMATION*

Excludes not specified



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

Source for all figures: Nielsen Media Research National Readership Survey
 Average Issue Readership Jan – Dec 2009 (Waikato Times circulation area).
 Except: *(All people 10+). ** Audit Bureau of Circulations December 2009.

FOOD

WEDNESDAY & SATURDAY

Tempo 12 | WEDNESDAY, JANUARY 27, 2010

Flat out on flounder

daily

Flourishing whole fish is a cinch to prepare, but the presentation and a carefully chosen accompaniment can make a difference. A simple, elegant preparation is to broil the fish, then serve it with a sauce made from the pan drippings. The fish is broiled in the oven, then the pan drippings are reduced on the stove. The sauce is then poured over the fish. The fish is then garnished with fresh herbs and vegetables.

Tip before cooking:

- To make sure you get the most out of your fish, choose a fresh fish that is still in the scales. This is a sign that the fish is fresh.
- To make sure you get the most out of your fish, choose a fresh fish that is still in the scales. This is a sign that the fish is fresh.

WHOLE PAN-COOKED FLUNDER WITH SAUCE, GARLIC OLIVE OIL, AND BUTTER

Ingredients:

- 1 whole flounder, about 2 lbs
- 2 tablespoons olive oil
- 2 tablespoons butter
- 1/2 cup white wine
- 1/2 cup chicken stock
- 1/2 cup heavy cream
- 1/2 cup fresh herbs (parsley, dill, chives)
- 1/2 cup fresh vegetables (carrots, zucchini, mushrooms)

Directions:

1. Preheat the oven to 400°F.
2. Rub the fish with olive oil and season with salt and pepper.
3. Broil the fish for 10-12 minutes on each side.
4. In a saucepan, reduce the pan drippings with wine and stock.
5. Add butter and cream, and simmer for 5 minutes.
6. Garnish with fresh herbs and vegetables.

Photo: JESSICA JOHNSON

Waikato foodies turn to the Waikato Times every Wednesday (within Tempo) and Saturday for enticing recipes and wine reviews. Regular food columnists include Rowan Bishop, Angelique van Camp, Annette Taylor and Alison and Simon Holst.

APPLIANCE STORES

142,000 people have visited a named appliance store in the last month. Over a week the Waikato Times reaches 60% of these people.

HOME OWNERS

There are 111,000 home owners in the Waikato Times circulation area. 177,000 local residents have moved at least once in the last 10 years. Over a week the Waikato Times reaches 69% of Waikato home owners.*

GROCERY SPEND

64,000 Waikato people are from a household with a weekly grocery spend of \$150+. The Waikato Times reaches 49% of this group.*

HOUSEHOLD SHOPPER

Over the course of a typical week the Waikato Times reaches 67% of main household shoppers.*

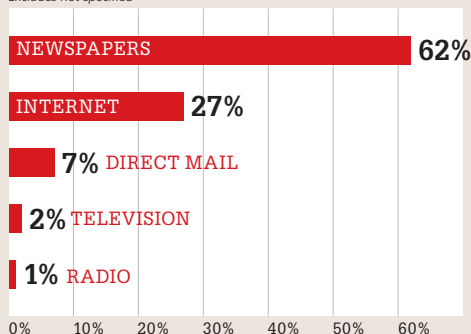
PROPERTY

SATURDAY



MAIN MEDIA FOR REAL ESTATE INFORMATION

Excludes not specified



<< Every Saturday 53,000 potential home buyers turn to the Property section of the Waikato Times for the region's most comprehensive and up-to-date real estate listings.

Reach more Waikato home buyers with the Waikato Times

Additional home and garden seasonal features include:

OPEN SHOWHOMES BIMONTHLY

Publishing on a Friday, Open Showhomes is an excellent tool for reaching hot prospects who plan to visit showhomes over the weekend.

HOME HEATING SOLUTIONS MAY, JUNE, JULY KEEPING COOL FOR SUMMER

NOVEMBER, DECEMBER, FEBRUARY

From heating, insulation and heat pumps to dehumidifiers and air conditioning, Home Heating Solutions and Keeping Cool For Summer features are the perfect environment for connecting with the Waikato home owners prior to winter and summer.

Source for all figures: Nielsen Media Research
National Readership Survey, Average Issue Readership
Jan – Dec 2009 (All people 10+).
Except: *(Waikato Times Circulation Area 10+)

Entertainment



Use our features and niche publications to connect with your art and entertainment market

In recent years Hamilton has emerged as one of New Zealand's premier events centres. A rich calendar packed full of local, national and international events delivers plenty of variety and entertainment.

HIGHLIGHTS INCLUDE

- Waikato Times Hamilton Gardens Arts Festival
- Waikato Times Food, Wine and Jazz Festival
- Balloons Over Waikato
- ITM400 V8 Supercar Streetwork
- Fuel Festival of New Zealand Theatre
- Gallagher Great Race
- International Cricket, Rugby and Netball
- Fieldays
- Small Block Expo
- Motorhome & Caravan Expo
- Boating, Fishing & Outdoor Expo
- Waikato Home Show
- Waikato Winter Show
- Parachute Music Festival

TV WEEK

TUESDAY TABLOID



TV Week tabloid lift-out has 16 pages of programme listings and Hollywood gossip. Read by 51,000* people every week.

ARTS

THURSDAY FEATURE



Profiles on the big arts shows and the movers in the arts community. Read by 36,000* people every Thursday.

ENTERTAINMENT

DAILY (CLASSIFIED)

Where our readers look for the latest Waikato entertainment information.

TELEVISION

DAILY

The convenient place to find out what's on the box every day.

SCHMUSE

MONDAY

Our pictorial About Town page. Find out if you've been spotted schmusing here! You can also check to see if you've been schmused by visiting www.schmuse.co.nz

ENT

THURSDAY

What's hot in music CDs, movies, website reviews and 'What's On' in town. Read by 52,000* people every Thursday.

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+).

Fashion



**Use our features
and niche publications
to connect with
your Waikato
fashion market**

FASHION RETAIL

115,000 people have visited a national women's chain store in the last month in the Waikato Times circulation area and 91,000 enjoy shopping for clothes. Every day the Waikato Times reaches 42% of women's fashion store visitors in the Waikato.*

TEMPO

WEDNESDAY TABLOID



**Tempo — Waikato's weekly fashion food and lifestyle fix.
Read by 59,000* interested readers every Wednesday.**

<< If your advertising message needs to reach women, then you need our weekly women's lifestyle section, Tempo.

Publishing with the Waikato Times every Wednesday, Tempo showcases the best local fashion, food and wine, the latest health and beauty products plus much more.

Tempo is especially popular with females 25–49. Read by 59,000* interested readers every Wednesday.

Waikato Times readers are consumers looking to buy! 74% of Waikato Times readers will decide where to buy based on advertising they have seen in their daily newspaper.*

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+).



SHOPPING

Those in need of serious retail therapy are in good hands with a world of choice in Hamilton from boutiques and high-end fashion stores to large shopping malls. In particular the European inspired Casabella Lane, running between Barton and Anglesea streets, is a hidden shoppers' gem with diverse boutiques and cafes.

Hamilton's major shopping centres include:

- Downtown Plaza
- Centre Place
- The Base
- Westfield Chartwell

FASHION

BI-ANNUAL MAGAZINE



<< Fashion Directions is a well established and respected magazine, tailored for your local Waikato fashion market.

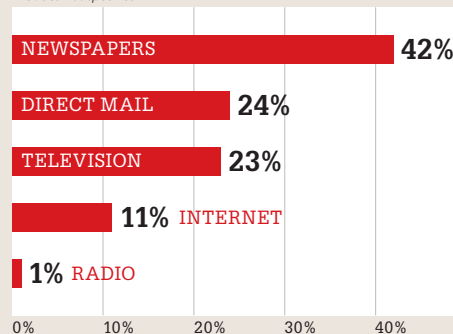
Published and inserted into the Waikato Times every April and October, Fashion Directions is the perfect place to inspire 109,000* potential customers with your new season stock. Plus, every page of Fashion Directions is printed on glossy paper for higher definition and richer colours.

Don't miss this opportunity to invest in a successful retail season for your business.

Showcase your seasonal fashion lines to 109,000 potential customers.*

MAIN MEDIA FOR FASHION RETAIL INFORMATION**

Excludes not specified



115,000 people have visited a national women's chain store in the last month in the Waikato Times circulation area and 91,000 enjoy shopping for clothes. Every day the Waikato Times reaches 42% of this women's fashion store visitors in the Waikato.*

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+).
Except ** (Waikato Times circulation area).

Health and Wellbeing



Connect with your Waikato health and wellbeing market

HEALTH RETAIL

173,000 Waikato people have visited a pharmacy/chemist/health store in the last month. The Waikato Times reaches 40% of this group.*

HEALTH & FITNESS

132,000 Waikato people say that exercise is an important part of their regular routine. The Waikato Times reaches 43% of this group.*

Education and Employment

Use our features and niche publications to connect with your Waikato education and employment markets

EDUCATION

- More than 40,000 tertiary students at University of Waikato, Waikato Institute of Technology (Wintec) and Te Wananga o Aotearoa.
- 25% of New Zealand's scientific research is conducted in and around Hamilton.

EMPLOYMENT

- The labour force participation rate in Waikato stood at 69.0% during 2009, down from 69.8% the year before. The national average was 68.3%.
- The unemployment rate in Waikato increased to 6.2% (from 4.2%) for the year to December 2009. The national average is 6.1%.

MY CAREER

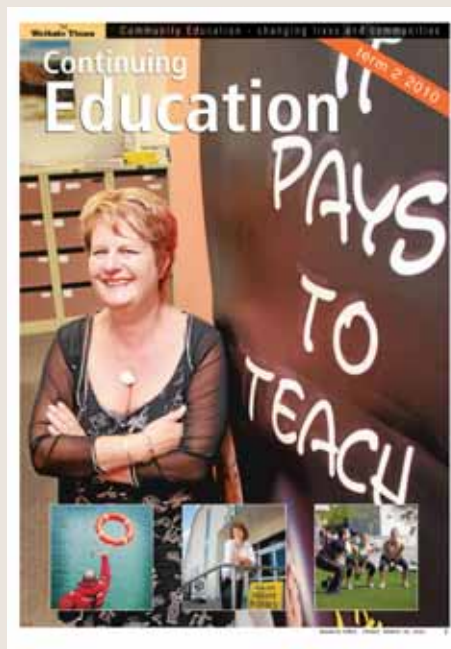
WEDNESDAY & SATURDAY



Advertise where prospective Waikato employees start their job search every Wednesday and Saturday. Partnered with Trade Me Jobs (www.trademe.co.nz). Print, online and combo packages available. Fairfax Media offers your best solution for finding recruits in the Waikato.

CONTINUING EDUCATION

QUARTERLY TABLOID



<< Continuing Education is your best solution for connecting with potential students in the Waikato.

Publishing four times during the year, Waikato Times Continuing Education tabloid and Hamilton Press Continuing Education features provide readers with a comprehensive overview of educational opportunities within the Waikato region.

Continuing Education has broad appeal to potential students of all ages. The publication promotes a full range of learning opportunities including community education, short courses and tertiary qualifications.

Continuing Education tabloid is delivered free to 76,419* letterboxes in Hamilton City and the greater Waikato.

* PMP, Letterbox Channel: Hamilton, Cambridge, Morrinsville, Raglan, Te Awamutu, Ohaupo, Pirongia and Hamilton RD1 – RD10.

Leisure



WAIKATO TRAVELLERS

63,000 Waikato people travelled overseas in the last 12 months and 61,000 travelled domestically (by air) last year. Every week the Waikato Times reaches 66% of those overseas travellers. *

WAIKATO GARDENERS

116,000 local people have participated in gardening in the last three months and 62,000 have visited a garden centre in the last month. Every week the Waikato Times reaches 67% of these active gardeners. *

FISHING

90,000 Waikato people have an interest in fishing. The Waikato Times reaches 64% in a typical week. *

BOOKS

143,000 Waikato people have an interest in reading/writing books. The Waikato Times reaches 64% of these in a typical week. *

* Nielsen Media Research
National Readership Survey
Average Issue Readership Jan – Dec 2009
(Waikato Times circulation area 10+).

LEISURE

FRIDAY FEATURE



Connect with your Waikato travel, outdoors and gardening markets



Waikato's weekly guide to recreation and relaxation features an abundance of snippet-style articles and useful information for readers planning their weekend activities or next overseas adventure.

Leisure's ever changing editorial mix includes:

LEISURE GARDENING

The place to look for local gardening inspiration and seasonal advice. Plus find out what gardening jobs need to be done at the weekend.

LEISURE TRAVEL

Get some inspiration for your next big trip as we visit some of the world's hottest spots.

LEISURE FISHING

The perfect place to start planning your weekend fishing trip. Find out where the fish are biting, tide guides and useful hints from the beloved Salty.

LEISURE OUTDOORS

Explore the Waikato's great outdoors and beyond. Discover great ideas for day trips and weekend adventures, and get sage advice from outdoor expert Kingsley Field.

LEISURE BOOKS

Reviews of the latest books and top writers.

Sport



SPORTING HIGHLIGHTS

- Hamilton continues to host the ITM400 — New Zealand's only V8 Supercar street race.
- Waikato will host the World Rowing Championships on Lake Karapiro (31 October – 7 November 2010).
- Every year Hamilton hosts The Gallagher Great Race— New Zealand's most talked about rowing event.
- Bridge to Bridge Water Ski Classic.
- Waikato Stadium will host three Rugby World Cup games in 2011.
- Seddon Park is recognised as a first class international cricket venue.
- Hampton Downs Motorsport Park now open.

SPORT

DAILY FEATURE



<< If you live in the Waikato and you're into sport, you turn to the Waikato Times for the most up-to-date local and national sports news.

Expert commentary and extensive pre and post match analysis from our leading team of journalists ensures that Waikato Times Sport delivers a quality advertising environment for connecting with Waikato sports fans.

Sport has a broad audience, and is especially popular with males 25–34.

70% of our readers will read the Sports section of the Waikato Times.

Special features include:

- **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**
APRIL TO JULY

A comprehensive guide to the weekend's club rugby action. Includes player profiles, complete team lists, standings and draws.

- **HAMILTON 400**
MAGAZINE
APRIL

Inserted into the Waikato Times on race week, this souvenir magazine showcases New Zealand's sole round of the V8 Supercar championship—the Hamilton 400.

- **MELBOURNE CUP**
NOVEMBER

- **WAIKATO TIMES**
GOLD CUP
DECEMBER

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2009 (All people 10+) Excludes not specified.

Motoring



Connect with your Waikato motoring market

MOTORSPORT HEAVEN

The Waikato region has firmly established itself as a premier motorsport destination. World class events include:

- **ITM400**

The Hamilton 400 is a major highlight to the Motorsport calendar. The three day event in April attracts more than 175,000 on-site spectators. In 2008 the event pumped an estimated \$28.3 million into the local economy. Hamilton will host New Zealand's only V8 Supercar street race until at least 2015.

- **World Superbikes**

North Waikato's Hampton Downs Motorsport Park has won the rights to host a round of the Superbike World Championship for three years from 2010.

MOTORTIMES

THURSDAY TABLOID



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

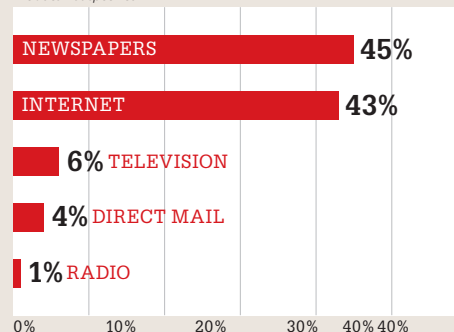
Motortimes is inserted into and delivered with the full 41,045* circulation delivery of the Waikato Times. A further 29,000 copies are delivered to non-Waikato Times Hamilton city subscribers the next day providing total market coverage in the Hamilton urban area.

With a total weekly circulation of 70,045, Motortimes is the Waikato's biggest circulating special interest motoring publication.

Motortimes is delivered weekly to 70,045 Waikato homes.

MAIN MEDIA FOR CARS**

Excludes not specified



Newspaper advertising is the preferred information source for car buyers and is used to make smart buying decisions.

There are 179,000 car owners in our circulation area. 37,000 bought a car last year and 48,000 are likely to buy a car next year.**

* Audit Bureau of Circulations December 2009

** Nielsen Media Research National Readership Survey Jan – Dec 2008 (All people 15+).

Weekend

After extensive research we have developed a Saturday morning read especially tailored to satisfy the Waikato market, while offering you exceptional advertising opportunities.

Waikato Times Weekend is read by 117,000 readers every week*



WAIKATO TIMES WEEKEND

SATURDAY



Delivered bright and early on Saturday morning, Waikato Times Weekend edition is packed full of news, sport, business, entertainment and jobs. Features include:

NEWS

The opening section of the Waikato Times Weekend features the best local and national news. We have a look at what other papers are saying, review the week and see what's coming up.

WAIKATO FOCUS

Waikato Focus is our showcase for local stories and issues that affect you. You'll get two feature-length reads, plus our great columnists — Denise Irvine, Joe Bennett and Steve Bruanias. The section ends with the most comprehensive Waikato weather report of the week.

WORLD EXTRA

The expanded World Extra section of Waikato Times Weekend delivers the most extensive international news coverage of the week. In this section you'll also find family notices, puzzles, star signs, entertainment classifieds and your weekend TV listings.

BUSINESS & SPORT

Our acclaimed BusinessDay delivers in-depth business news, advice and opinion. In this section you will also find at least six pages of sport, offering the most in-depth Waikato sports coverage, plus top sports stories from around the world.

MY CAREER

This section is all about good hard work — from our popular who-does-what series, to the hundreds of situations vacant listings from the greater Waikato and beyond.

PROPERTY

The regions most comprehensive and up-to-date real estate listings. See page 21.

YOUR WEEKEND

Our exciting weekend magazine. See page 39.

* Nielsen Media Research National Readership Survey
Jan – Dec 2009 (All people 10+).



Reach 673,000* readers nationally, or choose local distribution only and reach 117,000* Waikato readers, with our weekend magazine.

Your Weekend magazine is all about our readers' lives and their interests and passions. It is about great weekend reading that stimulates, informs and entertains.

YOUR WEEKEND

SATURDAY MAGAZINE



Your Weekend is Fairfax Media's exciting weekly magazine that appears in the Waikato Times, as well as The Press in Christchurch and The Dominion Post in Wellington.

Every Saturday Your Weekend is packed with great reading from Fairfax Media's most talented writers, contributors and columnists. The 32+ page publication includes in-depth local features, revealing profiles, local bar, restaurant, beer and film reviews, a guide to what you should be doing with your Waikato weekend and the best work from our award-winning photography team.

Your Weekend also includes the very best people stories from around the country, and great fashion, beauty, home and gardening advice.

Your Weekend magazine appeals to a broad readership, but is particularly well read by 35-55's thanks to its smart mix of features and lifestyle content.

NEW ZEALAND'S

BEST NEWSPAPER MAGAZINE

Qantas Media Awards 2009

On a typical Saturday Your Weekend magazine will reach 673,000 people aged 10+ who will read a copy of the Waikato Times, The Dominion Post or The Press.*

Packages for Your Weekend magazine are available for either the full print run of the Waikato Times, The Dominion Post and The Press, or for individual titles. For example, Waikato Times circulation area only.

* Nielsen Media Research
National Readership Survey
Jan - Dec 2009
(All people 10+).

 **Waikato Times**

THE DOMINION POST

THE  PRESS

Features guide

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
World Extra	Eco Issues	World	World	World	Waikato Focus
Schmuse	World	Weather	Arts	Weather	Opinion
Profile	Weather	Television	Ent	Television	Weather
Weather	Television	SECTION B	Health/Wellbeing	SECTION B	SECTION C
Television	SECTION B	BusinessDay	Science/Tech	BusinessDay	BusinessDay
SECTION B	BusinessDay	Classifieds	Weather	Leisure	Technology
BusinessDay	Farming	My Career	Television	Classifieds	Racing
Classifieds	Classifieds	Entertainment	SECTION B	Racing Times	Sport
Racing	Entertainment	Sport	BusinessDay	Entertainment	SECTION D
Entertainment	Sport	TABLOID	Classifieds	Club Rugby*	World Extra
Sport	TABLOID	Tempo	Entertainment	Sport	Puzzles
	TV Week		Sport	<small>*DURING RUGBY SEASON</small>	Entertainment
			TABLOID		Television
			Motortimes		SECTION E
					Property
					Classifieds
					My Career
					MAGAZINE
					Your Weekend

WEEKLY	MONTHLY	QUARTERLY	TWICE YEARLY
TABLOID	TABLOID	TABLOID	MAGAZINE
TV Week	Farmer	Continuing	Fashion
Motortimes	The Biz	Education	Directions
Tempo	MAGAZINE		
MAGAZINE	Life_etc		
Your Weekend	House and Lifestyle		

Place your advertising in a quality, thinking environment and target more potential customers

Non-commission-bearing advertising rates

Annual Revenue Discount

Monday, Tuesday, Thursday & Friday		
ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED
Casual	\$10.87	\$12.51
\$3,000	\$10.33	\$11.65
\$5,000	\$9.78	\$10.94
\$7,500	\$9.57	\$10.52
\$10,000	\$8.91	\$10.10
\$12,500	\$8.70	\$9.96
\$15,000	\$8.48	\$9.82
\$20,000	\$8.26	\$9.60
\$30,000	\$8.05	\$9.49
\$50,000	\$7.83	\$9.39
\$75,000	\$7.61	\$9.18
\$100,000	\$7.40	\$8.89
\$200,000 +	\$7.18	\$8.68

Classified Options

Monday, Tuesday, Thursday & Friday	
No Border	\$10.76 per col/cm
Bordered	\$12.51 per col/cm
Situations Vacant	
No Border	\$11.15 per col/cm
Bordered	\$13.32 per col/cm
Public Notices	
No Border	\$11.71 per col/cm
Bordered	\$14.00 per col/cm
Liner	
Plain text advert	\$3.77 per line
Public Notices & Garage Sales	\$4.19 per line
Situations Vacant	\$3.99 per line
Family Notices	\$3.36 per line

Wednesday & Saturday		
ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED
Casual	\$11.70	\$12.61
\$3,000	\$11.11	\$11.70
\$5,000	\$10.53	\$10.99
\$7,500	\$10.29	\$10.57
\$10,000	\$9.59	\$10.15
\$12,500	\$9.36	\$10.00
\$15,000	\$9.12	\$9.87
\$20,000	\$8.89	\$9.64
\$30,000	\$8.65	\$9.53
\$50,000	\$8.42	\$9.43
\$75,000	\$8.19	\$9.23
\$100,000	\$7.96	\$8.94
\$200,000 +	\$7.72	\$8.73

Wednesday & Saturday	
No Border	\$11.03 per col/cm
Bordered	\$12.61 per col/cm
Situations Vacant	
No Border	\$11.43 per col/cm
Bordered	\$13.66 per col/cm
Public Notices	
No Border	\$12.01 per col/cm
Bordered	\$14.35 per col/cm
Liner	
Plain text advert	\$3.77 per line
Public Notices & Garage Sales	\$4.19 per line
Situations Vacant	\$3.99 per line
Family Notices	\$3.36 per line

All rates effective 1 July 2010
and do not include GST

Colour

- **Full Colour** 40% loading
(minimum charge \$180.00)

Loading

(Guaranteed placement)
Positions subject to availability.
Casual or volume discount rate:

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

Front Page Solus

(6cm x 10col)

- **Monday, Tuesday, Thursday & Friday**
– B&W \$1518.98
– Process colour \$2350.28
- **Wednesday & Saturday**
– B&W \$1579.97
– Process colour \$2708.99

Advert Pricing Formula

advert height (cm)

x advert width (columns)

x rate

+ loading (if applicable)

+ colour (if applicable)

= \$ PRICE + GST

Booking & copy deadlines

To ensure publication of your advertisement the booking and print ready files must be received by the following times:

News Pages

Day	Booking	Print Ready Files
Monday	4pm Wednesday	12 noon Friday
Tuesday	4pm Thursday	12 noon Monday
Wednesday	4pm Friday	12 noon Tuesday
Thursday	4pm Monday	12 noon Wednesday
Friday	4pm Tuesday	12 noon Thursday
Saturday	12 noon Wednesday	Noon Friday
	<i>prior to publication</i>	<i>prior to publication</i>

Classified

Day	Classification*	Booking & Print Ready Files
Monday	All classifications	10am Friday
Tuesday	All classifications	12 noon Monday
Wednesday	All classifications	12 noon Tuesday
Thursday	All classifications	12 noon Wednesday
Friday	All classifications	12 noon Thursday
Saturday	General	10am Friday
	Situations Vacant	12 noon Thursday
		<i>prior to publication</i>

Weekly Features

Feature	Booking	Print Ready Files	Publishing
TV Week	4pm Thursday	Noon Monday	Tuesday
Tempo	4pm Friday	Noon Monday	Wednesday
Motortimes	12 noon Wednesday	Noon Thursday	Thursday
Magazine	12 noon Wednesday	Noon Thursday	Saturday

Special features and magazines

Please ask your sales representative for the relevant booking and copy deadlines.

Late cancellation fee

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

* Extended deadline applies for Births & Deaths classification only.

Monday–Thursday 9am day of publication, Friday 8am day of publication and Saturday 5pm Friday.

Technical information

Please ensure these guidelines are followed. For further information phone **(07) 849 9653**

Broadsheet Page Sizes

The Waikato Times prints on broadsheet sized pages. The image area of a broadsheet page measures 540mm tall by 372mm wide. It is divided into 10 columns for News Pages and 11 columns for Classified.

News Page Column Widths (mm)

ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	CENTRESPREAD
34	72	109	147	184	222	262	296	334	372	772.5

Classified Column Widths (mm)

ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	ELEVEN
32	66	100	134	168	202	236	270	304	338	372

Tabloid Page Sizes

Tabloid sized publications include Tempo, Farmer, Motortimes, TV Week, Continuing Education and all WRCN mastheads. The image area of a tabloid page measures 370mm tall by 262mm wide. It is divided into 7 columns for News Pages and 8 columns for Classified.

News Page Column Widths (mm)

ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	CENTRESPREAD
34	72	109	147	184	222	262	545

Classified Column Widths (mm)

ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT
32	66	100	134	168	202	236	270

Magazine Ad Sizes

Includes House and Lifestyle, Fashion Directions, Life_etc.

ADVERT SIZE	DIMENSIONS
	Height x Width
Directory module	83 x 56mm
1/6 page	116 x 117mm
1/4 page	177 x 117mm
Strip advert	100 x 240mm
1/2 page horizontal	177 x 240mm
1/2 page vertical	360 x 117mm
Full page	360 x 240mm

Image area = 360mm x 240mm. Trim size = 380mm x 260mm.
Full Page bleed advertisements = 390mm x 270mm (includes 5mm bleed on all sides). Please note: Advert sizes used in our special features and magazines are custom sizes that vary from time to time. Your sales representative should advise you at the time of booking if this is the case.

Your Weekend Magazine Ad Sizes

ADVERT SIZE	IMAGE AREA	TRIM SIZE
	Height x Width	Height x Width
1/4 page	160 x 127mm	170 x 137mm
1/2 page horizontal	160 x 255mm	170 x 275mm
1/2 page vertical	320 x 127mm	340 x 137mm
Full page	320 x 255mm	340 x 275mm

Image area = 320mm x 255mm. Trim size = 340mm x 275mm.
*All type and important features must be within the image area, ensure the gutter is free from type. If type is fine or small, allow 5mm each side of the gutter (total 10mm). For bleed advertisements, provide 5mm bleed on all sides.

Technical information *(continued)*

Please ensure these guidelines are followed. For further information phone **(07) 849 9653**

To retain our credibility as a publisher and to assist you in achieving the best results from your advertising, we require a high standard of advertising material.

Postscript compatible (acceptable software)

- Adobe Indesign
- Adobe Illustrator
- Adobe Pagemaker
- Freehand
- MultiAd Creator
- QuarkXPress

Files should be created using these applications and saved & supplied as PDFs. Appropriate Distiller job options are available on request.

Not Postscript compatible (unacceptable software)

- Microsoft Publisher
- Microsoft Word
- Microsoft Excel
- Adobe Photoshop

Note: Adobe Photoshop should be used for image manipulation only

General

- PDF Version **1.3+**
- Postscript Level **2+**
- ICC Compliant **No**
- Colour Model **CMYK only**

Fonts & Type

- Font embedding required **Yes**
- Font subsetting allowed **Yes**
- Minimum pt. size for colour type **12pt**
- Minimum weight for colour type **Bold**
- Maximum plates allowed for colour type **3**
- Minimum point size for reversed colour type **12pt**
- Minimum weight for reversed colour type **Bold**
- Maximum plates allowed for reversed colour type **3**
- Minimum point size for single colour type (100% C, M, Y or K) **6pt**

Images

- Format **EPS, TIFF or JPEG**
- Minimum resolution for colour images **150dpi**
- Minimum resolution for greyscale images **150dpi**
- Minimum resolution for black & white (single bit) images **600dpi**
- Maximum ink weight **240%**

Where to send your advertisement

Please ensure the your advertisement is booked with your consultant prior to sending material.

Digital Delivery (preferred)

Fairfax Media will accept advertising material via the following delivery methods only:

- **Adstream Limited**
Tech Support 09 913 1479
www.quickcut.co.nz
- **Fairfax Adtracker Online**
Please contact your Sales Representative or the Production Centres listed below for more information.

Specifications Enquiries Advertising Production Support

- **Auckland**
09 580 1728
- **Hamilton**
07 849 9653
- **Wellington**
04 474 0468
- **Christchurch**
03 943 2453

Alternative Delivery Methods

Waikato Times/WRCN Production

Postal Address:

Private Bag 3086
Waikato Mail Centre
Hamilton 3240

Waikato Times/WRCN Production

Courier Address:

70 Foreman Road, Te Rapa, Hamilton

If sending your advertising material via post or courier please include the following:

- The name of the person you booked your ad with
- Dates the advertisement is running
- Client name or ad name
- Advertisement size
- Colour of your advertisement (process, spot or black and white)

Accepted Media Types:

- CD-ROM Diskettes
- Flashmedia PC
- USB Drives PC ONLY

Disclaimer

If supplied material does not conform to the correct specifications we will endeavour to advise you of any potential problems that may occur when printing. However, time constraints may mean we are unable to do this. The Waikato Times cannot accept responsibility for problems resulting from supplied material being outside specifications.

If we are receiving print ready material electronically from you for the first time, we recommend that a trial is carried out prior to publishing. This should occur at least five days prior to publication and can be arranged by contacting your advertising consultant or emailing production@wrcn.co.nz


WRCN

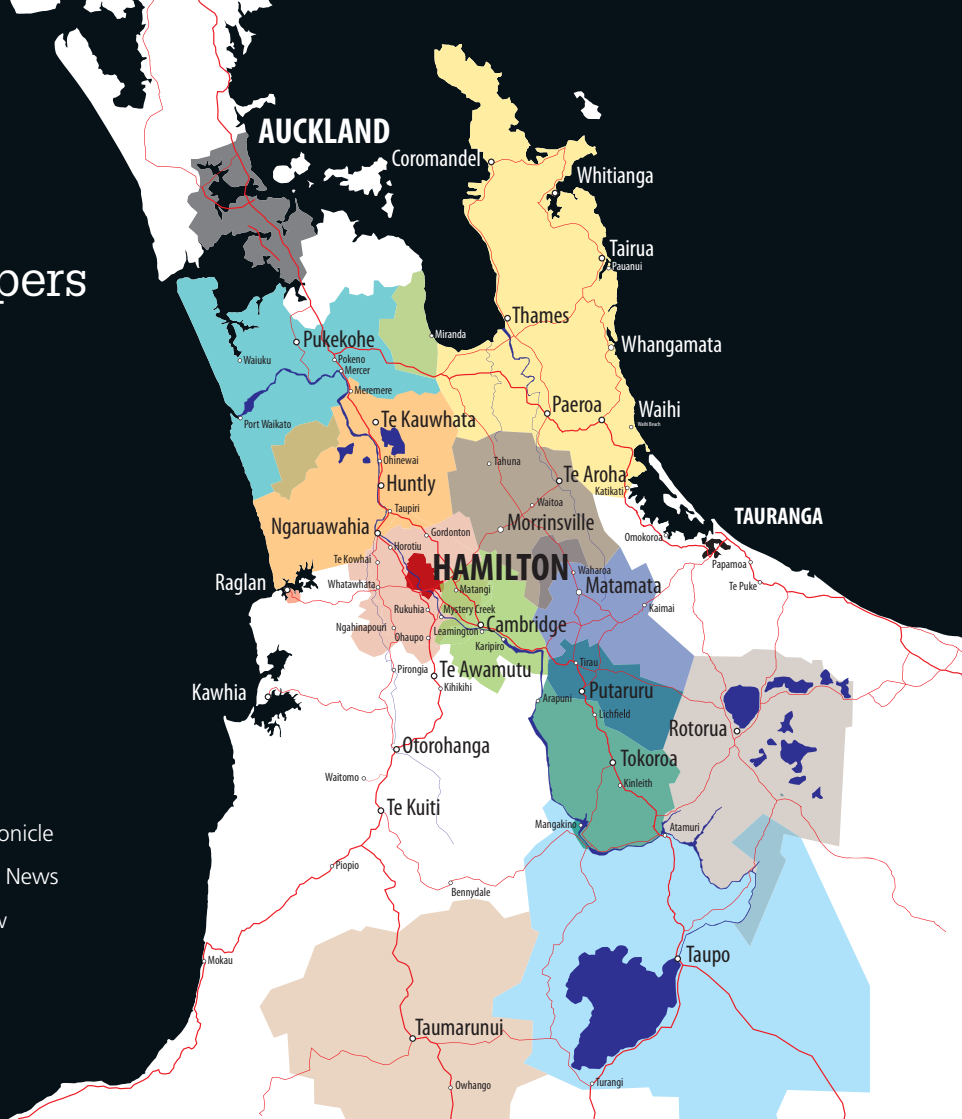
Waikato Regional Community Newspapers

Fairfax Media's stable of eleven market leading Waikato Regional Community Newspapers provide the ability to target your market by location and build on the reach generated from your Waikato Times advertising investment.

Waikato Regional Community Newspapers collectively reach 326,000 different readers every week**

KEY

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



Reach the heart of the Waikato

HAMILTON PRESS

Circulation: 57,445*
Readership: 87,000**
Publication Day: Wednesday

FRANKLIN COUNTY NEWS

Circulation: 25,437*
Readership: 53,000**
Publication Days: Tuesday, Thursday

HAURAKI HERALD

Circulation 26,436*
Readership: 34,000**
Publication Days: Tuesday, Friday

NORTH WAIKATO NEWS

Circulation: 8,184*
Readership: 12,000†
Publication Day: Wednesday

PIAKO POST

Circulation: 9,204*
Readership 14,000†
Publication Day: Wednesday

CAMBRIDGE EDITION

Circulation: 10,856*
Readership: 14,000†
Publication Days: Wednesday

MATAMATA CHRONICLE

Circulation: 6,613*
Readership: 11,000†
Publication Day: Wednesday

ROTORUA REVIEW

Circulation: 23,710*
Readership: 44,000**
Publication Day: Tuesday

SOUTH WAIKATO NEWS

Circulation: 10,861*
Readership: 16,000†
Publication Day: Wednesday

TAUPO TIMES

Circulation: 17,047*
Readership: 27,000**
Publication Days: Tuesday, Friday

RUAPEHU PRESS

Circulation: 7,167*
Readership: 5,000†
Publication Day:
Wednesday

For further information about Waikato
Regional Community Newspapers contact:

Karina Williams

Waikato Regional Display Advertising Manager

Telephone: 07 849 9525
Facsimile: 07 849 9540
Email: karina.williams@waikatotimes.co.nz

- * Audit Bureau of Circulation December 2009
- ** Nielsen Media Research National Readership Survey, Jan – Dec 2009 (All people 10+)
- † Nielsen Media Research Waikato Regional Community Newspapers Report Jan 2007 – Dec 2009 (All people 15+)





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

HAMILTON PRESS

WEDNESDAY COMMUNITY NEWSPAPER >> HAMILTON CITY



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

Circulation 57,445*
Readership 87,000**

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 43,000 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 57,445* copies a week; reaching 10,042 more homes than Hamilton News—every week.

HAMILTON PRESS vs. HAMILTON NEWS**

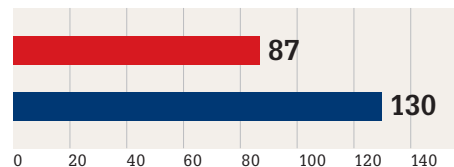
READERS 000's



With an average issue readership of 87,000**, the Hamilton Press reaches 17,000 more readers—giving you a 24% greater return on your investment.

Just one ad in both the Hamilton Press and Waikato Times will reach 130,000 readers 10+ (unduplicated).**

READERS 000's



- Hamilton Press average issue readership
- Hamilton Press and Waikato Times average issue readership — unduplicated reach

* Audit Bureau of Circulations December 2009.

** Nielsen Media Research National Readership Survey Average Issue Readership Jan – Dec 2009 (All people 10+).

Bookings

For your local advertising
schedule:



TELEPHONE:

- Advertising 07 849 9530
or 0800 806 180

EMAIL:

- Information and bookings
bookings@waikatotimes.co.nz

FACSIMILE:

- Advertising 07 849 9540
- Classified 07 849 9533

For your national advertising
schedule:



AUCKLAND:

Telephone: 09 970 4000
Email: info@fairfaxnz.co.nz
Fax: 09 970 4045

WELLINGTON:

Telephone: 04 474 0487
Fax: 04 474 0257

www.fairfaxnz.co.nz

Advertising Terms and Conditions

1. In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:
 - (a) That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986 that is defamatory or indecent or which otherwise offends against generally accepted community standards that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights that breaches any provision of any statute, regulation, by-law or other rule or law; and
 - (b) That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standard relating to advertising in New Zealand; and
 - (c) Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us.
2. The advertiser agrees to indemnify us against all losses or costs arising directly or indirectly from any breach of those warranties by the advertiser and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
3. By supplying or placing an advertisement for publication the advertiser grants us a perpetual, royalty free license to reproduce the advertisement in any print or electronic advertising media we offer advertisers now or in the future.
4. Where the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the advertiser acknowledges that we own the copyright in such work and that such work is not work for which a commissioning payment has been made or agreed.
5. We may refuse to publish, or withdraw an advertisement from publication without having to give a reason.
6. We may publish the advertisement on the next available day if there is an error or delay in publication of the advertising as booked.
7. We may correct or amend advertising to conform to style or for other genuine reasons as long as we do so using reasonable care.
8. We may take orders for advertising in specific spaces (space orders). The space may be used only by the advertiser for advertising of the advertiser's usual business and may not be transferred by the advertiser to another person.
9. The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the advertiser acquires, or holds himself out as acquiring, goods or services from us for the purpose of a business.
10. The advertiser must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any direct liability for any circumstance that liability is limited to the cost of the space of the advertisement.
11. To cancel an advertisement a cancellation number must be obtained from us.
12. The charge for an advertisement will be in accordance with the published rate card applying at the time for the publication, unless we agree otherwise in writing. Rate card adjustments will apply to space orders with effect from advertising appearing 28 days after the rate adjustment is published on our rate card. Rates for contracts apply for the whole contract and are not reduced if the whole contract is not used.
13. Advertising placed by advertisers who are not New Zealand residents will be zero-rated for GST purposes. GST will be applied at the standard rate to advertising placed by non-resident agents acting for New Zealand resident principals.
14. If payment for advertising is not made by due date (which is the 20th of the month following invoice, unless we specify otherwise) the advertiser will be liable for interest at market rates and all costs of recovery, commissions and collection fees.



Waikato Times

Advertising Solutions

Prepared by the Waikato Times Marketing Department
Private Bag 3086, Waikato Mail Centre, Hamilton 3240, New Zealand

www.waikatotimes.co.nz



The Waikato Times is a member of Fairfax Media and
a division of Fairfax New Zealand Limited