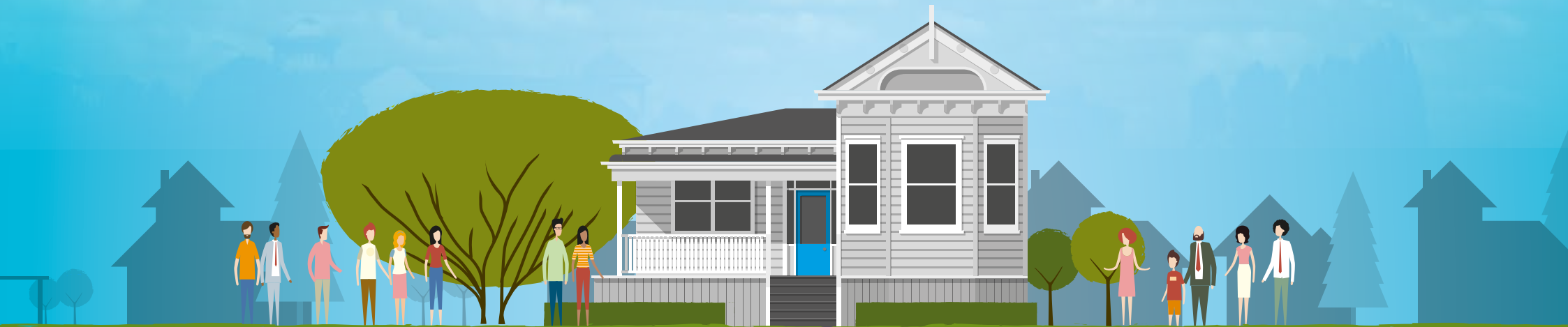




NEVER SETTLE  
FOR LESS



When selling your biggest investment, it's crucial to showcase your home to the broadest possible audience. Especially since a quarter of potential homebuyers aren't actively looking for their next property.

HeraldHomes provides coverage of the entire market, allowing you to advertise your biggest asset to buyers outside of your local neighbourhood. It puts your property in front of those actively looking, but also the all-important passive homebuyer.

**HeraldHomes – the best investment for your biggest investment.**

# OUR READERS

**728,000**

The potential total weekly audience

64% of these are Aucklanders



57% more likely to have a household income of \$100k or higher, compared to the average Kiwi



**\$160K+**

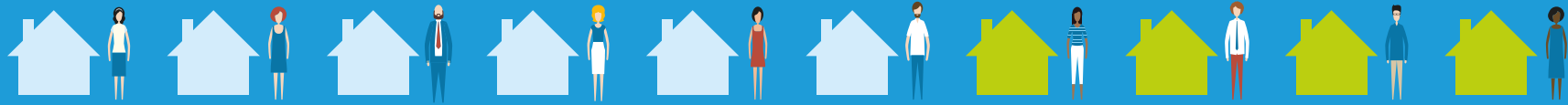
88% more likely to have a household income of \$160k or higher, compared to the average Kiwi



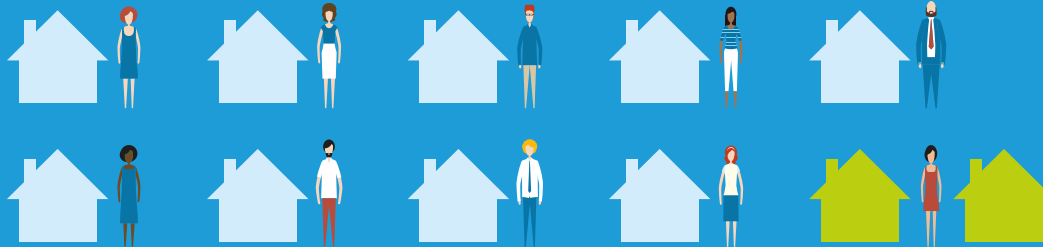
**117,548**

Our readers have an average household income **35%** higher than the national average

# OUR READERS

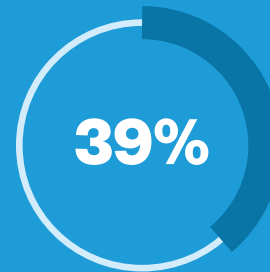


**527,000** are home owners } **214,000** of those are mortgage free



} **1/10**  
have a property investment  
other than the home  
they live in

**1/4** Kiwis are categorised as passive and say they  
“*keep an eye on the real estate market*”\*



Compared to the average Kiwi, our readers  
are **39%** more likely to be intending to  
buy/sell property in the next 12 months

# OUR PRODUCTS

**Saturday HeraldHomes:** the Herald's flagship real estate publication, is an integral part of the Weekend Herald experience; with special gloss copies appearing in Central Auckland and the North Shore.

**Readership: 164,000**



**Midweek HeraldHomes:** the home of greater Auckland's many property types. Bundled with the Wednesday NZ Herald, it profiles properties before the weekend.

**Readership: 139,000**



**Herald on Sunday Homes:** provides the place for your property to reach the wider weekend audience. Bundled with the Herald on Sunday it reaches readers when they are at their leisure.

**Readership: 126,000**



**NZ Herald Digital:** located on the award winning NZ Herald Online, offering comprehensive residential and commercial display advertising packages.

**Daily Audience: 526,000**



# CONTACT US

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For more information contact your **Account Manager**

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