



# AUCKLAND INTERNATIONAL BOAT SHOW

March 11-14, 2010

Will you be exhibiting at The Auckland International Boat Show?  
Then the Weekend Herald Marine environment has an exclusive offer for you.



## ADVERTISE WITH THE BEST:

Maximise your awareness from the Auckland International Boat Show with the Weekend Herald's Marine environment. Advertise over five weeks before, during and after the show with the Weekend Herald's exhibitor special. It's the perfect way to let visitors know that you are going to be there, and what's more, remind them that you were there.

Whether you're selling a boat, marine engine or safety equipment, the Weekend Herald's Marine environment is a great way to reach marine enthusiasts.

- The Weekend Herald's Marine environment is a focused and dedicated environment offering you the opportunity to reach 618,000 Weekend Herald readers.
- Over 98,000 Weekend Herald readers have an interest in yachting.

### Save up to 30% with our special offer available for exhibitors only

- Book 2 insertions and receive a 10% discount
- Book 3 insertions and receive a 20% discount
- Book 4 insertions and receive a 30% discount

\* Offer is only valid for advertisements booked in Weekend Herald Marine on February 13, 20, 27 and March 13, 20, 2010.

**SOURCE:** Nielsen Media Research, National Readership Survey, Oct 08 – Sept 09. AP 15+

**TERMS AND CONDITIONS:** Cannot be used in conjunction with any other APN advertising offer. All advertising is subject to availability. Standard APN terms and conditions of advertising apply, for full details see [soldonapn.co.nz](http://soldonapn.co.nz)

## SIZE GUIDE:

- Full page 54 x 10 (540mm x 379mm)
- Half page 28 x 10 (280mm x 379mm)
- Quarter page 28 x 5 (280mm x 188mm)
- 10 x 10 (100mm x 379mm)
- 12 x 4 (120mm x 150mm)
- 12 x 3 (120mm x 112mm)
- 12 x 2 (120mm x 74mm)

## DATES TO PLAN FOR:

<b>Booking deadline:</b>	12pm, 3 days' prior to publication date
<b>Material setting deadline:</b>	12pm, 3 days' prior to publication date
<b>Camera-ready deadline:</b>	12pm, 12 noon, day prior to publication

If you are an exhibitor at the Auckland International Boat Show and would like to advertise contact your **New Zealand Herald Account Manager or phone Farrukh Mirza on (09) 373 6014 / 021 489 819 or email [farrukh.mirza@apn.co.nz](mailto:farrukh.mirza@apn.co.nz)**