

REACH NZ's MOST VALUABLE AUDIENCE

Let us help you
build more
customers, sales
and profits



■ **Trusted.**

Wednesday **Sun**
Blenheim Marlborough

Current trading
will bring new
challenges to
business...

With New Zealand's inflation rate currently at 7.2% and forecasts picking it to stay well above the RBNZ preferred range of 1-2%, Kiwis are going to be challenged by an ongoing stubbornly high cost of living through the trading year.

What does this mean for your business?

With less discretionary spending power, due to higher interest rates and the cost of living impacting on the younger 20 to 40 age demographics and Kiwi's confidence eroding in the eternal capital gain on their house value, younger consumer groups are going to become more restricted in their spending, through necessity, to make ends meet.

However as already highlighted, a huge opportunity exists. With a slight change of target market and possibly the platforms you use, your business can continue to advertise and market to consumers who still have high discretionary spending power with time on their hands. Advertising where the money is will continue to grow your customer base, sales and profits.

Let us show you how...



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Our audience provides you a huge opportunity...

In many instances, marketing managers within large corporations are often under the age of 30, and their decisions are significantly influenced by their own media consumption patterns. This influence extends not only to their internal team composition but also to the specific audiences they focus on.

Consequently, the opportunity to engage with the 40+ demographic, which can substantially boost sales and revenue, is sometimes overlooked.

Targeting the 40+ age group through trusted traditional platforms such as newspapers, which enjoy high readership and enhance brand credibility, should unquestionably be integrated into marketing strategies if one aims to tap into this highly profitable market segment.

Moreover, older demographics possess a considerably higher disposable income and spend more generously compared to their younger counterparts. They also have more leisure time at their disposal and face a narrower array of brands vying for their attention.

Surprisingly, many marketers seem to disregard this audience entirely, with fewer than 10% of advertising budgets earmarked for adults aged 40-64, not to mention the over-50s, who often appear virtually invisible in today's advertising landscape.

Never before in New Zealand has the older age group been so valuable to target with your advertising...



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Tap into our audiences where the highest discretionary spending power lays

Age Range	2018 Average Net Worth	2015 Average Net Worth	% Change
15-24	\$7,000	\$10,000	-30%
25-34	\$81,000	\$96,000	-16%
35-44	\$245,000	\$220,000	11%
45-54	\$476,000	\$385,000	24%
55-64	\$668,000	\$555,000	20%
65-74	\$770,000	\$558,000	38%
75+	\$588,000	\$497,000	18%
Average	\$359,000	\$297,000	21%



Source: Stats New Zealand 2018 Survey.

(Note: It is estimated with the recent NZ property boom, % changes will have exponentially increased for the 45+ age groups.)

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Newspapers are the BEST medium to target the lucrative 40-70 audience.

Why advertise with newspapers?

- Our readership skews heavily to 40 to 70 age groups, the all important target where high discretionary spending power still exists.
- Our reach over our titles, with just one ad, is higher than any other media option available.
- We get your advertising into the home, where buying decisions are made.
- Research shows, newspapers are the most trusted source of local news, making us more relevant and this is driving our growing readership trends.
- With less clutter now in the letterbox, our newspaper is getting far better cut through.
- We're family owned right here in the South Island.
- We're local and are advocates for supporting our local businesses and communities.
- Most importantly, we work. Our advertisers are getting fantastic results from our local newspapers.



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Newspaper trust, relevance & engagement has grown

“The news media did a lot of work to explain complex but vital topics in a way that was easy to follow, and they often did it in short time frames and extraordinary conditions.

The pandemic moved extremely quickly, but the news media kept up, with stories that mattered.”

Female | 25-29 | Waikato

“In the age of so much disinformation, I appreciate the integrity and quality of good journalism when I see it.”

Male | 30-34 | Wellington

“I didn’t see newspapers as a source of important information for me personally before the COVID pandemic, but now I rely on them and media a lot more for information regarding the state of the country.”

Female | 18-24 | Otago

“In today’s world of so-called ‘fake news,’ where social media is rife with rumours and falsehoods (QAnon to wit), established media that is well-credentialed is truly invaluable.”

Female | 55-59 | Auckland



72%

say NZ newspapers and news media are highly important to them in the post-COVID world.

67%

believe NZ newspapers and news media are an important element of the social fabric of New Zealand.

63%

of respondents say it is more important than ever that New Zealand has local newspapers and news media.

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Advertise in the Blenheim Sun and reach more of your local customers

The Blenheim Sun is the best read newspaper in the Marlborough district and is delivered into

18,820

homes, farms, rural delivery, lifestyle blocks and businesses every week.

We pride ourselves on connecting our people in Marlborough, with the best local news, views and issues.

We get fantastic feedback from our readers and advertisers from this.

We've got
Marlborough
covered.



 **Trusted.**

Wednesday Sun
Blenheim Marlborough

Our Commitment To You

The Blenheim Sun is a locally owned business that has been trusted in our community for nearly 22 years.

We will work actively in partnership together with your team to provide you the best value, solutions and ideas to help you grow more customers, sales and profits for your stores.



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