



Gisborne



Did you know?

Gisborne is **the first city to see the sun each new day** over summer

The Gisborne District has New Zealand's **highest proportion of Maori - 48.9%** - Census 2013

88% of Gisborne Herald readers will **seriously consider buying something** they have seen advertised in the paper

Gisborne has **five of New Zealand's 22 surf breaks** of national significance

84% of Gisborne Herald readers say **their paper is a stimulating read**



What's on?

11-12 Apr

Gisborne Herald Careers Expo - Showgrounds Park & Event Centre

25-26 Jun

Gisborne Herald Home and Lifestyle Expo - Showgrounds Park & Event Centre

12-13 Oct

Poverty Bay A&P Show - Showgrounds Park & Event Centre

22-23 Oct

Gisborne Weekend of Wine and Food

29-31 Dec

Rhythm and Vines 2015



The Gisborne Herald

Published: Afternoon Monday-Saturday

Page Size: Compact 40x8 col cm

Readership: 16,000

Weekly Coverage: 26,000



The Gisborne Herald readers

56%

are aged between 30 and 59

25 mins

or more is spent reading the Gisborne Herald each day

26,000

will have read at least one copy over the course of the week



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