



Hawke's Bay



Did you know?

Hawke's Bay is known for its sunshine and beautiful landscapes **from Cape Kidnappers to Te Mata Peak**

Napier is the **Art Deco Capital of New Zealand**

97% of **Hawke's Bay Today** readers are loyal ... that's 35,000 readers who read no other daily paper

Hastings is known as **the fruit bowl of New Zealand** because it has a large number of orchards and vineyards

The Apple industry is booming lifting the economy of the Hawke's Bay region

85% of Hawke's Bay Today readers say the paper is **relevant to me, my city and my town**



What's on?

2-10 Apr

Hawke's Bay Festival of Hockey

June

FAWC - Hawke's Bay Food and Wine Classic

8 Jul

North Island Squash Championships, Havelock North Squash Club

3 Dec

Ben Harper & The Innocent Criminals - Mission Estate Winery, Napier



Hawke's Bay Today

Published: Morning Monday-Saturday

Page Size: Compact 8x8 modules Mon-Fri, Broadsheet 12x12 modules Sat

Readership: 45,000

Weekly Coverage: 77,000



Hawke's Bay Today readers

50%

are aged between 30 and 59

80%

know their paper will effectively cover anything important

77,000

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



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