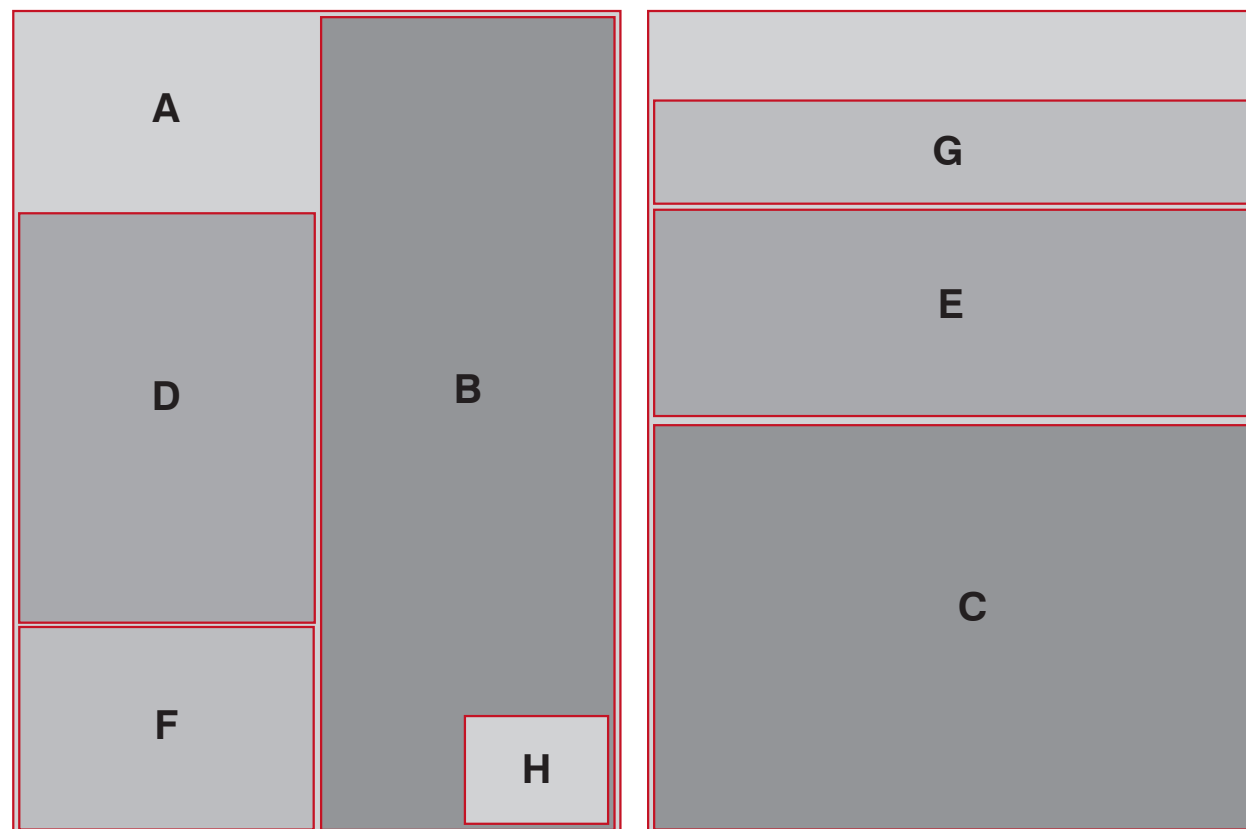


Advert Dimensions



A	Full Page	360 X 265mm
B	Half Page Vertical	360 X 130mm
C	Half Page Horizontal	180 X 265mm
D	Quarter Page Vertical	180 X 130mm
E	Quarter Page Horizontal	90 X 265mm
F	Half of Quarter - Vertical	90 X 130mm
G	Half of Quarter - Horizontal	47 X 265mm
H	Smallest Size	47 X 62.5mm

Contact Us

Please feel free to contact us regarding any queries or to get more details

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Indian WEEKENDER



Indian WEEKENDER



INDIAN WEEKENDER
PULSE OF THE KIWI INDIAN



Indian WEEKENDER

Connect with one of New Zealand's most upwardly mobile ethnic groups – over the weekend

The Auckland region is home to over 110,000 people of ethnic Indian extraction. These include people from the Indian subcontinent (India, Sri Lanka, Nepal, Bangladesh and Pakistan), South East Asia, Fiji, South Africa and Mauritius.

Ethnic Indians are one of New Zealand's most educated and upwardly mobile groups with significant numbers gainfully employed in white-collar professions followed by trade practitioners and of course a variety of businesses (and that's much more than owners of the ubiquitous corner dairy with which Indians have come to be associated!)

Quality content for a discerning readership

The **Indian Weekender** is New Zealand's first ever weekend publication that is targeted directly at this educated, high earning, hardworking segment that likes to stay abreast of news and events that concern them not just in New Zealand but also in the larger Indian ethnic world.

The publication is brought out by a dedicated team comprising professional journalists with experience in both the New Zealand and global media and is backed by the Kiwi Media Group, a media-savvy firm of established Kiwi businesspeople.

With special correspondents in India and Fiji, the **Indian Weekender** brings the latest in news, fresh perspectives through its analytical columns, weekend leisure reading for the entire family, with generous portions of the two topics that bind Indians together no matter where they live – Bollywood and cricket. The **Indian Weekender** hits stands in a dedicated distribution channel in the Greater Auckland by noon on Friday in the publication week – in time to be picked up by weekend shoppers for their weekly family reading.



Taking your message directly to your target audience

Of the 15,000 copies that are printed every issue, 5000 are delivered directly into homes, the rest picked up from strategic locations. An average Indian household size of four or more takes the readership of the **Indian Weekender** to over 60,000 every week.

What better channel than the new, colourful and engaging **Indian Weekender** to reach one of the most well educated and high earning ethnic groups in New Zealand's biggest metropolis?

Do call us and we'll be pleased to work with you on a range of options to promote your products and services in creative ways to get you the best results.

Indian Weekender. Pulse of the Kiwi Indian.

