

NEW ZEALAND

RUGBY NEWS



About

Rugby News is an iconic brand that has stood the test of time and continues to grow.

We are the pulse of the nation's favourite game, and have been for over 50 years.

We call on a stable of the country's best rugby scribes, to bring readers all the insight and analysis they need to accompany their rugby watching. Readers remain loyal and engaged as our experts offer knowledgeable regular columns from their vast experience at international level.

Our focus on grassroots rugby from club to school to provincial, not to mention women's and sevens, gives us a vital point of difference and antidote to the saturation coverage of the top end of the game.

We do not neglect the game's history and there is plenty for rugby nostalgics to sink their teeth into.

For high-quality design, journalism and value for money, look no further than *Rugby News* magazine.

NZ's most frequent rugby read - out 10 times a year!

Advertising benefits

- Be seen by 130,000 readers (CMI Q3 20 - Q2 21)
- Engage with over 38,000 genuine Facebook followers: @RugbyNewsNZ
- Feature on our growing Instagram page @RugbyNewsMagazine
- Reach an unbeatable EDM audience of over 12,000
- Target our loyal subscriber base located across the length of the country and abroad
- Find us in Air New Zealand Koru Lounges
- We sell on average 30% more copies than our competitor in selected supermarkets

Our readers*

- Predominantly male, with an average age of 40 years.
- 43,000 are planning to buy a car in the next 12 months
- Average household income is \$93k
- On average at least four people read a single copy**
- Most of our readers are associated with a local rugby club**
- 59% of our readers live in main cities, Hamilton, Auckland, Wellington, Christchurch, Dunedin...

*Nielsen Q1 18 - Q4 18 **Rugby News Reader Survey 2021

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