

Written question 17125 (2026): Further to Reply 12226 (2026), What was the total cost of newspaper advertising, if any, for the Waka Kotahi NZ Transport Agency on the Road to Zero campaign in 2022/23 FY; which newspapers and cost per advert?

Response: The total cost of newspaper advertising for the Road to Zero public awareness campaign was \$138,347.23 in financial years 2021-23. The table below shows which newspapers and the cost per advert. These were front page adverts across all major national and regional newspapers to help launch the campaign.

Newspaper	Spend
Ashburton Guardian	\$ 3,000.00
Bay of Plenty Times	\$ 4,064.00
Christchurch Press	\$ 14,553.00
Greymouth Evening Star Co Ltd	\$ 4,000.00
Hawkes Bay Today	\$ 4,673.60
Hokitika Guardian	\$ 1,600.00
Manawatu Standard, a division of Fairfax	\$ 3,402.00
Nelson Mail	\$ 3,118.50
NZ Herald	\$ 20,000.00
Otago Daily Times	\$ 16,558.40
Rotorua Daily Post	\$ 2,971.20
Taranaki Daily News	\$ 4,252.50
The Dominion Post	\$ 14,553.00
The Gisborne Herald	\$ 5,689.95
The Marlborough Express Newspaper Co Ltd	\$ 2,835.00
The Northern Advocate	\$ 3,477.60
The Southland Times	\$ 4,536.00
The Timaru Herald	\$ 3,402.00
The Westport News Ltd	\$ 3,099.20
Waikato Times	\$ 6,804.00
Wairarapa Times Age	\$ 3,481.60

Wairoa Star	\$ 1,889.28
Whakatane Beacon	\$ 3,352.80
Whanganui Chronicle	\$ 3,033.60
Total Cost	\$ 138,347.23