

Wairarapa Lifestyle Magazine

**Wairarapa Lifestyle Magazine
celebrates everything that makes
the Wairarapa so special.**

Whether you live here or are here on holiday, Wairarapa Lifestyle Magazine will give you the inside track on local news and events, food and wine, arts and culture, plus inspiring stories about the many talented people who live in this wonderful region.





Our story

Every issue of Wairarapa Lifestyle Magazine is a collective effort from a team of people who each put their heart and soul into making it the best it can be. Our core team has been living and working here for years, yet we find there is still much to discover about the Wairarapa and the people who live here. We delight in sharing these discoveries with readers.

Like all good teams, we each bring different strengths and different viewpoints, but we all love the way words and images, editorial and advertising, weave together to engage the reader the way only a magazine can.

Designed to keep

Recently redesigned with a fresh new look, Wairarapa Lifestyle Magazine features: engaging articles and useful info, excellent photography and design, top-quality production values. It's not unusual for our readers to collect editions of the magazine or ask for back copies.

Front and back pages: Sophie photographed by Esther Bunning. Bespoke wedding dress by Nicola Screen. Flower wall by Suzette Herrick. This page from top left: Mesita, Martinborough; White Rock; Drunken Nanny Goats Cheese, wedding photo by Lucia Zanmonti; Pukaha Mount Bruce, OggiDomani.

Distribution

Free to readers, this quarterly magazine is widely distributed throughout the Wairarapa and wider Wellington region through shops, cafés, theatres, homestays, hotels, libraries and i-SITES. From summer 2018 we will be expanding distribution north into Auckland and the Hawkes Bay.

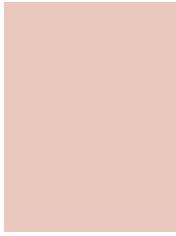
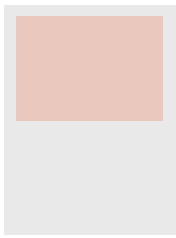
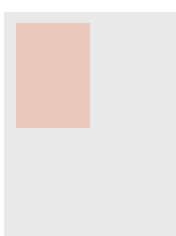
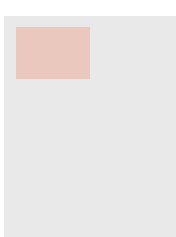
Well read

Print run for peak issues is up to 7,000. Readership figures are estimated at from 35,000 to 40,000 per issue. Our most popular distribution points reflect the magazine's wide appeal – the magazine is quick to move out of i-sites, cafés and food stores, furniture and furnishing shops, vineyards and wine centres, fashion outlets, galleries, garden, and sport centres.

What we know about our readers

Wairarapa Lifestyle Magazine readers look forward to each new issue. They will frequently ask for copies in anticipation of the new issue date. They will set time aside to read it 'as a treat'. Many say they retain and refer back to copies for at least a year or two, or will pass it on to others. Advertisers often report customers acting on information in the magazine.

Advertising Rates

Per Issue (Exclusive of GST)				
	Size	Annual x4 pa	Casual (one off)	Image Area
	FULL PAGE	\$1200 per issue	\$1400	210mm wide x 297mm deep (allow 5mm bleed)
	HALF PAGE	\$800 per issue	\$900	Horizontal 190mm wide x 135mm deep Vertical 92mm wide x 260mm deep
	QUARTER PAGE	\$400 per issue	\$475	92mm wide x 135mm deep VERTICAL ONLY
Lifestyle Directory Listing (1/8th page)				
	Size	Annual x4 pa	Casual (one off)	Image Area
	1/8TH PAGE	\$225 per issue	\$275	Horizontal 92mm wide x 67mm deep

Design

All artwork must be supplied digitally in PDF or jpeg high resolution format. All images and logos must be supplied as high-resolution CMYK (not RGB) files at 300dpi.

Professional ad design service

We can design your ad to a high professional standard for a fee of \$100. Please note this is in addition to the fee for ad placement and applies to ads used exclusively in Wairarapa Lifestyle Magazine only. If you would like to use the ad elsewhere there is an extra \$50 design fee. This fee is based on being supplied with a clear brief and print-ready logo and images. The process should involve a maximum of 2 proofs and one round of amendments. We are happy to help with sourcing or taking images for a minimum \$40 fee excl GST.

General

- The Publisher reserves the right to decline the insertion of any advertisement.
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid.
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

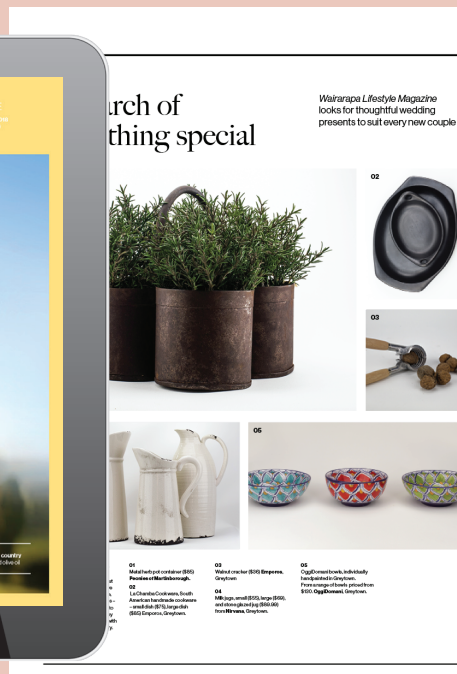
- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

Publishing Schedule

2020

ISSUE	BOOKING	MATERIAL	PUBLICATION
Autumn 2020	2 March	6 March	From 30 March
Winter 2020	4 May	11 May	From 17 June
Spring 2020	3 August	10 August	From 2 Sept
Summer 2020/2021	26 October	2 November	From 4 December





Wairarapa Lifestyle Magazine

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