



## LIVE MAGAZINE AD SIZES

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## WHY LOCALS LOVE LIVE

Founded in 2004, LIVE is New Plymouth's magazine

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## LIVE LONGER

What's so great about a long shelf-life

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## LIVE GROWTH

Circulation figures and page numbers keep going up...

Now our page size has increased too.



**LIVE is 100% local content and tells the stories of what is happening in and around New Plymouth**

**Locally owned, designed, written, photographed and produced**

**About New Plymouth and for Taranaki**

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#### **LIVE LONGER**

Printed in full colour, on quality glossy paper, with top-level journalism and photos, LIVE is New Plymouth's lifestyle magazine.

Live is published 5 times a year. It sits around on coffee tables for weeks and months, ensuring your advertising message gets seen again and again. Each ad gets a minimum exposure of eight weeks, and often more!

#### **LIVE GROWTH**

LIVE's circulation has gone up 25% to 12,500 copies every issue. Page numbers have also grown, often to 100 or more! Find out why increasing numbers of businesses are choosing to put their advertising in LIVE.

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#### **WE GET IT**

LIVE is FREE, making it accessible to all, and distribution is designed to reach your target market.

Just over half of all homes in New Plymouth receive LIVE in their letterbox (including those stating NO CIRCULARS), plus most homes in Oakura. LIVE can be found in cafes, selected retailers, each Taranaki branch of TSB Bank, plus doctors' waiting rooms, hair salons, libraries and even vet clinics.

LIVE also goes into nearly every hotel and motel room in the city — making it a perfect vehicle to reach the tourism market.

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#### **GREAT VALUE**

Compare LIVE's advertising rates to the cost of advertising elsewhere.

With five issues a year, you can get a full page ad in every issue of LIVE for just \$550 + gst per month.

#### **FREE EXTRAS**

- every issue downloaded from our website features all of our advertisers, for no extra charge
- read the magazine page for page with no rotating ads
- easily linked to your social media and Facebook
- back issues accessible to share or re-read
- regular social media posts promoting the magazine and content

**1/4 PAGE LANDSCAPE ADVERT**  
190mm x 63mm



# ADVERTISING RATES

ADVERT SIZE (PLEASE ADD GST TO RATES)	CASUAL 1 ISSUE	CONTRACT 3 ISSUES* (PER ISSUE)	SUPPLIED AD DISCOUNT** (PER AD)
Double page	\$2895 + gst	\$2500 + gst	\$100
Full page	\$1495 + gst	\$1395 + gst	\$100
Half page	\$895 + gst	\$795 + gst	\$75
1/4 page	\$495 + gst	\$450 + gst	\$75
1/8 page	\$295 + gst	\$250 + gst	N/A

**\*3 ISSUES CONTRACT** is usually for consecutive issues. Once you have advertised for 3 issues, you can choose to roll over the contract for as long as you want. You can also obtain the CONTRACT rate by pre-booking your 3 issues, if they are not consecutive. Each of your contract ads do not have to be the same size, and you can change the content every issue if you wish.

**\*\* SUPPLIED AD DISCOUNT** only applies when an ad is supplied completely finished in the format specified on this page and no additions or alterations are required.

## SUPPLIED ADVERTISING SPECIFICATIONS

Please supply as a hi-res PDF (CMYK) to the measurements specified on the back page. Fonts must be embedded or converted to paths. For further information go to [www.livemagazine.co.nz/advertising](http://www.livemagazine.co.nz/advertising) and download the 'Supplied Advertising Spec Sheet'.

## LOADING

You can select the place you would like your advertisement to go, at the following rates:  
**Back page** + 25%  
**Page 3** + 20%  
**Others** (eg: Right hand page) + 10%

## PHOTOS

If you would like photos taken for your advertisement, LIVE can provide a professional photographer for a fee of \$150 + gst.

## BUSINESS PROFILE / WORD COUNTS

See page 8 for our business profile specifications.

## CONTACT DETAILS


**e.** [info@livemagazine.co.nz](mailto:info@livemagazine.co.nz)  
**p.** 021 555 144  
**a.** PO Box 298, New Plymouth  
**w.** [www.livemagazine.co.nz](http://www.livemagazine.co.nz)




**HALF PAGE LANDSCAPE ADVERT**  
190mm x 132mm



**1/4 PAGE PORTRAIT ADVERT**  
92mm x 132mm



**1/8 PAGE ADVERT**  
92mm x 63mm



**1/8 PAGE ADVERT**  
92mm x 63mm

**FULL PAGE ADVERT (WITHIN MARGIN)**

190mm x 270mm  
(Space within dotted line)

**FULL PAGE ADVERT (WITH BLEED)**

225mm x 300mm  
(+ 3mm bleed = 231mm x 306mm)

**DOUBLE PAGE SPREAD (WITH BLEED)**  
450mm x 300mm  
(+ 3mm bleed = 456mm x 306mm)

**1/2 PAGE PORTRAIT (WITHIN MARGIN)**

92mm x 270mm

(Space within dotted line)





# LIVE BUSINESS PROFILES

A story on your business can be a very effective way to raise your profile and educate potential clients about what you do.

LIVE offers paid Business Profiles to our clients for this purpose. They are ideal when introducing new staff members, announcing awards or achievements, stocking new brands, or letting people know about the services and experience you offer.

LIVE's team of talented writers can craft your story in an engaging way, while

getting across the message you want to convey.

A writer generally needs anywhere from 15 - 30 minutes of your time, then sends the finished article for you to approve.

Our photographer takes a similar amount of time, and will ensure you and your business are portrayed to a professional standard.

Prices below include writing, photography and design (but not GST).

The word counts below are just for the text — the heading, company name and contact details are added to this.

Please note that a 1/4 page Business Profile does not have space for a logo.

SIZE	PRICE	WORD COUNT	NO. OF IMAGES	LOGO/NO LOGO
1/4 page	\$495 + gst	100	1	no logo
1/2 page	\$895 + gst	200	1 - 2	no logo
1/2 page long	\$895 + gst	300	1 small	no logo
Full Page	\$1495 + gst	550	1 - 3	Logo
Full page and DPS can vary in word count and image numbers				
Double Page Spread (DPS)	\$2500 + gst	800	up to 8	Logo



# HEADING

Business Name



**"I will be at work early today, I'm feeling quite positive."**  
But instead, it is the name of an English town, now welded onto the modern city of Milton Keynes, which itself should really be the name of a veteran Ealing Studios actor.

My first ever visit to Bletchley Park had been going well. I had marvelled at the code-breaking equipment, gawked at an actual German Enigma machine, saluted the forgotten women of Bletchley Park, whose work had been invaluable in cracking the encrypted German messages.

**1/4 PAGE** = \$495 + gst (1 photo + 100 words)

Address, Website, Facebook, Phone

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The explanation of how Turing's famous Bombe worked, however, nearly did me in. I could understand the mathematics, how its three rows of drums, ringed with the letters of the alphabet, could run a piece of code through 17,576 encryption variations. It was the convoluted detail that threw me. Our elderly presenter spoke for about twenty minutes prior to demonstrating the machine in action. I felt like that kid at the movies, who doesn't care about the plot and just wants to see the car chase.

I quietly confessed to my cousin Wendy: "He lost me about ten minutes ago." She whispered back: "Me, too. I think I need a coffee. He lost me about ten minutes ago."

**1/2 PAGE** = \$895 + gst (1 photo + 200 words)

Address, Website, Facebook, Phone



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## BUSINESS LOGO HERE

Physical Address,  
P. 027 222 333  
websitehere.co.nz  
@socialmediaicons

**FULL PAGE** = \$1495 + gst  
(2 - 4 photos + 550 words)

