



# live

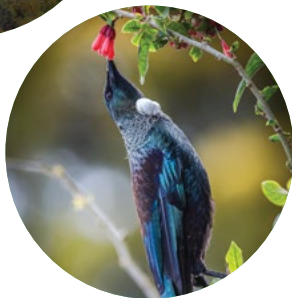
MEDIA KIT

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2022

*We believe  
LIVE offers  
the best value  
advertising in  
New Plymouth*

*If your target market  
is people who live in  
New Plymouth, LIVE  
reaches over half of  
them. In Oakura, we  
get to 90%.*



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

# live

## WHAT IS LIVE

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

There are 5 issues of LIVE each year — Autumn (mid- March), Winter (late May), Aug/Sep (early Aug), Spring (mid-Oct), Summer (mid-Dec).

LIVE is 100% local content and tells the stories of what is happening in and around New Plymouth. In every issue you'll find stories about people of all ages, a range of ethnicities, plus sections on health and sport, beauty and fashion, business, food and entertainment.

## WE GET IT

LIVE is FREE, making it accessible to all, and distribution is designed to reach your target market — people with discretionary income.

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 and even vet clinics (over 100 stockists throughout Taranaki).

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

## GREAT VALUE

We print almost three times as many copies than any other local magazine, yet our advertising rates are almost the same!

LIVE has the best editorial to advertising ratio of all New Plymouth print options. This means there is always plenty to read, keeping our audience engaged for longer. Our content is solely about New Plymouth events, issues and people.



Our comparatively low advertising ratio also means your advert has a better chance of standing out and being seen. We don't just plonk your ad amongst a whole spread of other ads! In fact, we do our best to align your ad with a story that is likely to engage your target market.

## FUN FACT

LIVE advertising rates haven't increased for over 16 years, yet advertisers get more copies, wider distribution, and a longer shelf-life than ever before.

## WHAT YOU CAN GET

With only five issues a year, you can get a full page ad in every issue of LIVE for just \$581.25 + gst per month.

A half page ad every issue costs just \$289 + gst per month.

A quarter page ad every issue is only \$156.25 + gst per month.

## FREE EXTRAS

- Every issue downloaded from our website features all of our advertisers, for no extra charge
- Read the magazine online, page for page, with no rotating ads
- Easily linked to your social media and Facebook
- Back issues accessible to share or re-read



# Advertising rates **live**

With a circulation of 13,000 copies each issue, we print 8,000 more copies than any other local magazine (and for just about the same price!).

## YOU CAN CHOOSE TO USE YOUR ADVERTISING SPACE FOR A DISPLAY AD, OR A BUSINESS PROFILE.

A Business Profile is paid editorial about your business, and is available at half page, full page, or double page sizes. When preparing your marketing plan, bear in mind there are five issues of LIVE per year.

ADVERT SIZE (PLEASE ADD GST TO RATES)	CASUAL 1 ISSUE	CONTRACT 3 ISSUES* (PER ISSUE)	SUPPLIED 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

\* 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

\*\* 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. 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'.

### PHOTOS

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

### A STORY ABOUT YOU

As well as offering standard display advertising options, LIVE also offers BUSINESS PROFILES.

This is a paid story about you and your business.

These cost the same as our CASUAL advertising rates, and we supply you with a quality writer and professional photographer. Or provide your own quality images and text, and we can offer you a discount.

### BUSINESS PROFILE WORD COUNTS

Double page = up to 1200 words + up to 10 images

Full page = 400-600 words max + up to 5 images

Half page = 200-300 words max + 1-3 images

### 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)

# Advert sizes



**DOUBLE PAGE SPREAD**  
Trim Size: 420mm(w) x 297mm(h)  
With Bleed: 3mm Bleed = 426mm x 303mm

**FULL PAGE**  
Trim Size: 210mm(w) x 297mm(h)  
With Bleed: 3mm Bleed = 216mm x 303mm

**HALF PAGE**  
178mm(w) x 131mm(h)  
No bleed required

**QUARTER PAGE P**  
86mm(w) x 131mm(h)  
No bleed required

**QUARTER PAGE L**  
178(w) x 63mm(h)  
No bleed required

**1/8<sup>TH</sup> PAGE**  
86(w) x 63mm(h)  
No bleed required

