



live

20 YEARS
OF live

MEDIA KIT

2024



The Best-Known And Loved Taranaki Magazine

*with the highest circulation by far
– and the lowest advertising rates.**

Reach – 13,000 copies

- Delivered to over half of New Plymouth homes (and 90% of Oakura)
- A copy in almost every hotel and motel room in the city
- Over 50 stockists around Taranaki
- Printed in full colour, on quality glossy paper, with top-level journalism and photos, LIVE is New Plymouth's lifestyle magazine.
- Published quarterly, there are 4 issues of LIVE each year – Autumn (early April), Winter (early July), Spring (early Oct) and Summer (mid-Dec). See Publication Dates and Deadlines for 2024 on the last page.

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 Ōākura. 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 50 stockists throughout Taranaki).

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

You'll Know- Someone!

Live's content is 100% local – our stories, advertisers, photos, and our team are all Taranaki people.

Find out what's happening in our region each season and read about events and entertainment, health and sport, beauty and fashion, food and hospitality, homes, gardens and businesses.

20 YEARS
OF **live**



live

New Plymouth's Lifestyle Magazine

13,000 copies

Live Magazine has the largest circulation of all New Plymouth magazines.

Others print just 800 copies, or 5,000 copies and overall Live's rates are LOWER!!!*



Live prints 13,000 copies every issue and distributes them to over half the homes in New Plymouth, 90% of Oakura, plus almost every hotel and motel room in the city.

We also have over 50 stockists around Taranaki

We've been New Plymouth's favourite magazine for 20 years now because we deliver RESULTS and VALUE

20 YEARS OF live



Display Advertising Rates

ADVERT SIZE (PLEASE ADD GST TO RATES)	CASUAL 1 ISSUE	CONTRACT COST PER ISSUE (4 ISSUES P.A.)
Double page	\$2500 + gst	\$2200 + gst
Full page	\$1495 + gst	\$1250 + gst
Half page	\$895 + gst	\$695 + gst
1/4 page	\$495 + gst	\$395 + gst
1/8 page	\$295 + gst	\$250 + gst

LIVE offers Display Advertising (regular advertising) and Business Profiles — a paid story about your business.

With Display Advertising, you can choose to do a one-off advert and pay the CASUAL rate or book in for all four issues over a year and take advantage of the savings we offer with our CONTRACT rates.

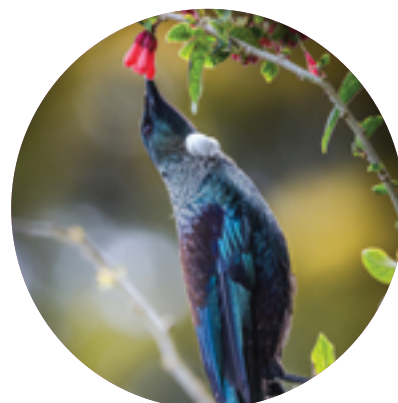
**Save Money
and Don't Miss
Out – Become
one of Live's
CONTRACT
clients**

Our CONTRACT clients can book in for the same size each issue or go with whatever size suits. You can also change the content of your adverts with no extra design fee.

Get contacted for every issue with information on the editorial and features that are planned so that you can tailor your ad content accordingly.

LIVE's quarterly publication dates are timed to coincide with each season, which makes it super-easy for planning your contract ads when doing your Marketing Plan (see Dates and Deadlines on the last page).

Compare our CONTRACT rates with other local magazines AND compare the number of copies printed ... you'll see LIVE represents incredible value! (See page 10).



Display Advertising Examples

V&S VEIN + SKIN CLINIC
Dr Tamsyn Stewart
Appearance Medicine Doctor

V&S VEIN + SKIN CLINIC

"Your age is your business.
How young you look is ours."

Trusted Appearance Medicine Doctor

Anti-Wrinkle | Lip Fillers | Profhilo® | Radiofrequency | Dermal Filler
Double Chin Treatment | PRP Treatment | MINT Mono Threads

When you consult with V&S Skin Clinic, you can be sure you are receiving the best, medically appropriate care.

(06) 757 2872 | 23 Hobson Street, New Plymouth | www.vandskin.co.nz

milarky

..RESIDENT GALLERY
[..SATURDAY 9-3]

Wild Pear Kitchen
Plant Based Cafe & Catering

Plant Based (Vegan) Food
Healthy, Tasty, and Delicious

OPEN KHAOS EVE
18th Nov 2024

SALAD BOWL BAR
Choose from 10 different bowls to suit your taste. Perfect for parties and events.

CATERING
Business, private parties, school events, corporate functions, and more.

Salads & Your BBQ
Beautifully presented, fresh and ready to eat.

Now on **deliveroo**

THE WHITE SAIL GALLERY

Explore a captivating boutique Art Gallery by the picturesque shores of Breakwater Bay

ARTS TRAIL HOURS:
OPEN 9AM - 5PM
EVERYDAY

With the featured artist's work, the gallery's collection of art, and the beautiful views of the sea, it's a world of art waiting to be discovered.

20 Great View Terrace
Huntersville, New Plymouth

YOUR SUMMER AT THE BOWL

CHRISTMAS AT THE BOWL / 17 DEC
ROCK THE BOWL / 29 DEC
DIRE STRAITS LEGACY / 3 JAN
MATCHBOX TWENTY / 2 MAR
WOMAD / 15-17 MAR

npeventvenues.nz

NPOC

HAND-MADE WITH LOVE FOR CAT & SIMON

DALGLEISH JEWELLERS

100% Gold & Silver Jewellery
Repairs, Cleanings & More

NOW SMILE...

A routine examination and cleaning with **Mass Phenol** at the great price of \$140

- Plus 2 x cups for just \$40
- Tooth whitening for \$400

Full range of treatments available:
Dental X-rays • Teeth Whitening • Teeth Coloured Resin Veneers • Endodontics • Oral Surgery • Implants • Cosmetic Dentistry • Orthodontics • New Practice

DR SIMON LEES • **DR STEVE PARK**

241 St Albans Street • New Plymouth • p. 06 755 8000
www.greentooth.co.nz | bookgreentooth.co.nz

Lees Dental Company

Ma dore
Dress Hire & Alterations

Open Monday to Friday 10am - 4pm • Saturday 10am - 3pm
Phone 06 755 8000 • 111 South Street, New Plymouth

Hand to work alongside
FROM 1000 to 12000

DESIGN LOFT
INTERIORS & CURTAINS

The Hour Glass

New Plymouth's Premier
Craft Beer, Wine & Tapas Bar

Open Tuesday - Saturday 12pm - 10pm
241 Central Street, New Plymouth • 06 755 8000 • TheHourGlass.co.nz

Iderm's advanced Vbeam Laser
treats birthmarks, rosacea, acne, sun damage, stretch marks and more.

Book your specialist laser treatment now to find out how this laser treatment can help your skin.

Iderm
www.iderm.co.nz

100-102 St Albans Street, New Plymouth • 06 755 8000 • www.iderm.co.nz

Escape Coffee Roasters

Specialty coffee, beer, and more
and more at the heart of each cup.

www.escapecoffee.co.nz

glen johns KITCHENS

NEW LOCATION
Corner Elm and James Streets
(06) 755 8000 • glenjohns.co.nz



live

Business Profiles

A Business Profile is a paid story about your business or event

Here's How it Works...

1. Once you've indicated the size you would like, LIVE supplies a writer and professional photographer to capture your story in an engaging way.
2. Once written, the story is sent for you to check and make any changes needed. The final version of the story is then designed with your selection of images from your photo shoot.
3. The finished design is emailed for your approval.

NB: The more words you have in your space, the less room there will be for images, and vice versa.

BUSINESS PROFILES (PLEASE ADD GST TO RATES)	RATES	NUMBER OF WORDS	NUMBER OF IMAGES
Double page	\$2500	Up to 1200	Up to 10
Full page	\$1495	Up to 500	Up to 4
Half page	\$895	200	1
1/4 page	\$495	50	1

Or work in with other businesses to share the cost of a page or more.
We love working with our clients to help find an affordable and effective solution.

Business Profile Examples



Ears are our sensory window to the brain

Hearing Affects your brain health

At Central Audiology, we believe that hearing plays an important role in our everyday lives, that's why we are fascinated with the relationship between the brain and our ears. Ears have been described as the sensory window into our brain, so we want to find out how they are connected, how they communicate and how they affect each other.

When people complain about a hearing problem, it's not just about them finding it difficult to hear - there are other key issues that could be going on as well.

For example, age-related hearing loss could be linked to an increased risk of cognitive decline. People who have a hearing loss from age 47 onwards have an increased risk of developing dementia later in life. The good news is that hearing treatment could make all the difference. While early treatment is better, it's never too late to act.

A recent study from the National Institute of Aging found participants showed cognitive decline by 40% when using a hearing aid and involving assistance and consulting them as an audiologist. Wearing a hearing aid helps your brain stay fit throughout your life and reduces those negative outcomes related to untreated hearing loss.

Why is there an association between hearing loss and dementia? First, with hearing loss, speech and sound become garbled by the time they reach the brain. This requires the brain to use extra effort to process the sound coming through the ear, subsequently the brain has fewer resources to help with thinking and memory.

Secondly, the parts of the brain that are affected by sound and speech become underused, which can lead to changes in the brain structure and function.

Lastly, hearing loss can become a barrier towards good communication. Often conversations are hard to follow and hearing aids make effort. This can lead to feelings of isolation and frustration.

Looking after your hearing can improve your communication, help you stay more aware of your surroundings, and give you the confidence to participate in all aspects of everyday life. We can't emphasize the importance of wearing your hearing aids daily!

Several studies have shown that just a few days of wearing hearing aids consistently can allow your brain to adjust. It will take time to get used to, especially if you've never worn them before. You may need to put a new battery in your hearing aid to get your hearing aids in in the morning.

Not only are you hearing better to use the technology but you are also learning to hear again. You may experience some sensory overload. "Does the world really sound like this?" is a common thought. There may be several sounds that you haven't heard before (or heard clearly) for a long time. Many patients are surprised when they can hear footsteps and paper crumpling. It will take some time for your brain to process these sounds and they may appear quite loud at first.

The good news is that your brain is an incredible organ and can adjust and adapt to new surroundings.



Central Audiology are passionate about providing the best hearing care in New Zealand. Proudly 100% Taranaki owned and operated by Hilton & Alana Bridger, Sandra Pacheco and Cliff Lawrence.

TIPS FOR HEARING AID USERS:

- Adjust your lifestyle and ensure you are getting plenty of sleep during your total period. Your brain is adjusting so can give itself time to adjust. Think about different scenarios you want to test your hearing aids in for your family and friends know so they can support you.
- Be patient and kind to yourself, it will take time. If wearing your hearing aids gives you a little less stress or you feel overwhelmed, it's okay to take them off when you need a break from sound. With persistence, your brain can adjust to sound quite remarkably. In the meantime, don't feel any pressure if you are uncomfortable in certain situations at first - simply take them out and put them back in again when you are ready.
- Follow up appointment Use this opportunity to ask any questions you may have and share any issues you may have faced. It can be helpful to bring your diary - and also a close relative or friend - to your appointments, they may have noticed something important about your hearing time.

Hearing aids that give you a whole new level of sound quality

Central Audiology's latest hearing aids give you access to a rich, full sound experience, using technology that supports how your brain naturally works. This means that your brain has access to all relevant sounds around you - unlike traditional hearing aids.



SPECIAL OFFER FOR LIVE MAGAZINE READERS:

Book in your **FREE** personal **HEARING AID DEMO** at Central Audiology Taranaki. Call 0800 751 000 now!

At this demo, you will be able to see for yourself how hearing aids with the latest in BrainHearing™ technology can help you. Bookings essential, call today.

NEW PLYMOUTH 20 Rube Street	STRATFORD 8 Burns Street	HAWERA 80 Victoria Street
---------------------------------------	------------------------------------	-------------------------------------

Call free 0800 751 000 / Phone 06 757 3435 / central@centralaudiology.co.nz / office@centralaudiology.co.nz

Taranaki's Protein-rich Cereal

A bowl of Treasured Morning cereal might look unassuming, but it packs a punch like nothing else. In fact, just a third of a cup of the Taranaki breakfast superfood has the equivalent protein to two eggs, and can fuel your entire morning.

— writer Nick Walker — reporter Tania Stone



Breakfast is a crucial time of day with the inspiration for Treasured Morning when she was on her own health journey when she wanted to lose weight and was told to get more protein into her diet. But cooking eggs took time every morning and the cereal and smoothie bowl just didn't cut it.

In she started making her own. In consultation with a food technologist, she came up with a recipe using the most protein-rich foods she could find: almonds, chia seeds, hemp hearts and hemp protein powder.

She initially used two large egg whites, but was forced into using hemp at the onset of the national egg shortage last year. It was perhaps the best thing that could have happened.

"Hemp is a good source of protein", Lisa says. "It has all protein powder can be hard to digest, but hemp protein really isn't. It's plant-based, which people love, it has all of the nine essential amino acids, it's high in fibre, it's really good for joints and inflammation, and it's grown here in New Zealand."

The reason eating dates are so small is because the ingredients are small. Lisa says nothing else there matches Treasured Morning for texture, protein and taste.

"I ended up losing 20kgs by incorporating more proteins, which helped kill cravings and assist me to make better food and lifestyle choices."

Soon, she was delivering slip-back bags of home-made cereal to her gym friends. In 2021, she took the leap and made Treasured Morning her main focus.

"I initially thought it would be for gym goers or people like me wanting to lose weight... but actually, I find mostly it's people who want to look after their bodies and fill them with really quality ingredients."

"It's a lifestyle product too. It's about taking yourself, taking the time in the morning to yourself up for the day and enjoying the morning. What follows on is creating amazing habits that create a fulfilled life, and I find that really resonates with people."

Lisa makes Treasured Morning from her home-based commercial kitchen in New Plymouth, and it's on the lookout for local producers.

For business or customer enquiries, head to treasuredmorning.co.nz



Treasured Morning

Available in three flavours - Peach & Nectarine Berry, and Apple Cinnamon. Paleo, gluten-free, dairy-free products (except gluten) and vegetarian. The Apple Cinnamon flavour is vegan.

Order from treasuredmorning.co.nz or buy from Doves to Earth (corner of Devon and Morley Streets, 405).

SCOTT HOHAIA

TAYLOR DENTAL

Scott Hohaia is passionate about dentistry. It wasn't, however, Scott's first choice out of high school. With a degree in Building Science and a stable job at an engineering firm in Auckland it came as a shock to family and friends when Scott announced a move to Dunedin to pursue a career in health.

"Dental school was the best decision I've made in my life, because while it was challenging I thoroughly enjoyed it. It was hands-on, and I wasn't in a lecture theatre all day. It suited me."

After graduating in 2018 Scott joined Taylor Dental under the mentorship of Dr Chris Taylor and hasn't looked back.

"Every day's different, you meet a variety of people, and that really appeals. There's the problem-solving side of it too, and the artistry of doing a good job. I love everything about dentistry to be honest," he says.

"I've always paid attention to detail and I'm a bit of a perfectionist."

In 2020 the opportunity arose to buy part of the practice from Chris. Scott has become co-owner in the wider Taylor Dental practice continuing to work alongside Chris. Their team at Taylor Dental provide a comprehensive range of restorative, preventive and cosmetic dental services including fillings, root canals, crowns, veneers, hygiene cleans, extractions and dentures.

"It's all about helping people and giving them back their smile."

TAYLOR DENTAL
Preserving smiles • Enhancing aesthetics

06 755 1047 | 55 LEMON STREET, NEW PLYMOUTH | WWW.TAYLORDENTAL.CO.NZ

A Covid Cake Creation

When Covid-19 arrived in New Zealand Jo-Anne Boys did what many people did... she thought about the things that were really important.

"I didn't want to work full-time during lockdown. I was not being, being in the kitchen was my HAPPY PLACE and also something had been a very important hobby for 30 years. I loved creating cakes and especially working with fondant."

So she decided in her job and turned her passion into a business, opening Sweet Treats in September 2020.

The original idea was to create birthday cakes and more for other people to purchase and pay on their own cakes. However, within a month Jo-Anne was taking orders, creating custom cakes and demonstrating to groups.

She says the focus.

"My absolute reward is producing the tools and products used in the classes. There was no dedicated store for the intense decorator and others shared my location. I managed to secure wholesale suppliers and the Sweet Tarts."

Cake decorating takes skill and Jo-Anne says, "teaching others the confidence to give it a go is one of the best feelings in the world. Once you have the basics, add a few tools and learn some tricks, you're away!"

This year we're taking cake decorating to the next level with the 'Cake Decorating 101' course. The top layer has been brightened using a blender.



Christmas Class OCT - NOV
POOP UP YOUR XMAS with Tasty Tarts. SET 11 NOV
See www.sweettreats.co.nz for booking details
Email: joanne@sweettreats.co.nz Phone 027 324 5620



live Features

Got something special happening? We can often make a feature covering several pages at very little cost to you.

Businesses

Have you just opened, moved your business or built new premises?

Have you been in business for, 10 or 20 years, or more?

Have you changed your branding, introduced a major product line or won an award?

Maybe you've just bought an established commercial venture or opened a new branch ...

Let people know about your success and update them on any changes.

Construction

Have you been involved in an incredible house build, amazing commercial or industrial construction?

Showcase the work you do and let everyone know that this is the kind of stuff you're good at.

Events

Do you have an awesome event coming up you want to let people know about?

Give us a call ... we may be able to sell support advertising and create a multi-page feature!



live

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

HALF PAGE P

86mm(w) x
269mm(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

1/8TH PAGE

86(w) x 63mm(h)
No bleed required

14mm Margin

PAGE MARGINS

14mm Margin

18mm Margin

14mm Margin

14mm Margin

PAGE MARGINS

18mm Margin

14mm Margin

14mm Margin

Marketing + Budget

If you think hard about where you spend your marketing dollars, this page is for you.

Circulation

This is an easy equation. More copies = more readers = more sales

Live has a circulation of 13,000 ... no other magazine comes close (see page 3)

Distribution

The ideal is to get your message directly to as many of your customers as possible. If most of your customers live in New Plymouth, Live reaches over half of them ... no other magazine even tries to do that.

Target Market

If your target market is 25 and older, LIVE is ideal. The range of stories and the gorgeous design ensures Live appeals to the young and young-at-heart.

You also want people who can afford to spend. Our targeted distribution to selected areas of New Plymouth, with stocks in local cafes and various retailers, ensures you reach people with discretionary income.

Reach the Tourists

Almost every hotel and motel room in the city stocks a fresh copy of LIVE.

VALUE	COPIES	FULL PAGE AD	FULL PAGE PROFILE	FREQUENCY
Magazine A	800	360 + gst		Monthly
Magazine B	5000	1250 + gst	\$1250 + gst + Photos \$200 + Writer	July + Dec
Live Magazine	13000	1250 + gst (contract rate)	\$1,495 + gst (includes photos, writer and design)	April, July, Oct + Dec

All rates quoted correct as at 15 Jan 2024

If a Double Page Spread costs you \$2250 + gst in a magazine that prints 5,000 copies, your cost per copy works out at 45 cents.

A DPS in Live costs \$2500 + gst and we print 13,000 copies ... that works out at just 19 cents a copy!

Compare that to other advertising options ... not just other magazines, but fliers, the newspaper, the radio and more.

Look out for hidden costs too...

If a full page Business Profile (paid editorial) in another magazine costs you \$1250 + gst, but they charge you extra for a photographer and writer, that can work out to more than Live's full page Business Profile cost of \$1495 + gst, which includes a writer, photographer, and design.

2024 Publication dates and deadlines

	BOOKING DEADLINE	COPY DEADLINE	EXPECTED DELIVERY
AUTUMN ISSUE 2024 April/May/June #150	Fri 22 Mar	Fri 29 Mar	Last Week of April 2024
WINTER ISSUE 2024 July/Aug/Sep #151	Fri 7 June	Fri 14 June	Early July 2024
SPRING ISSUE 2024 Oct/Nov/Dec #152	Fri 6 Sep	Fri 13 Sep	Early October 2024
SUMMER ISSUE 2025 Dec/Jan/Feb/March #153	Fri 15 Nov	Fri 22 Nov	Mid Dec 2024



Contact Irena Brooks for Editorial & Advertising:

Phone: 021 555 144
irena@livemagazine.co.nz

We've been New Plymouth's favourite magazine for 20 years now because we deliver RESULTS and VALUE