



# live

20 YEARS  
OF live

**MEDIA KIT**

---

AS AT 1 APRIL 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).

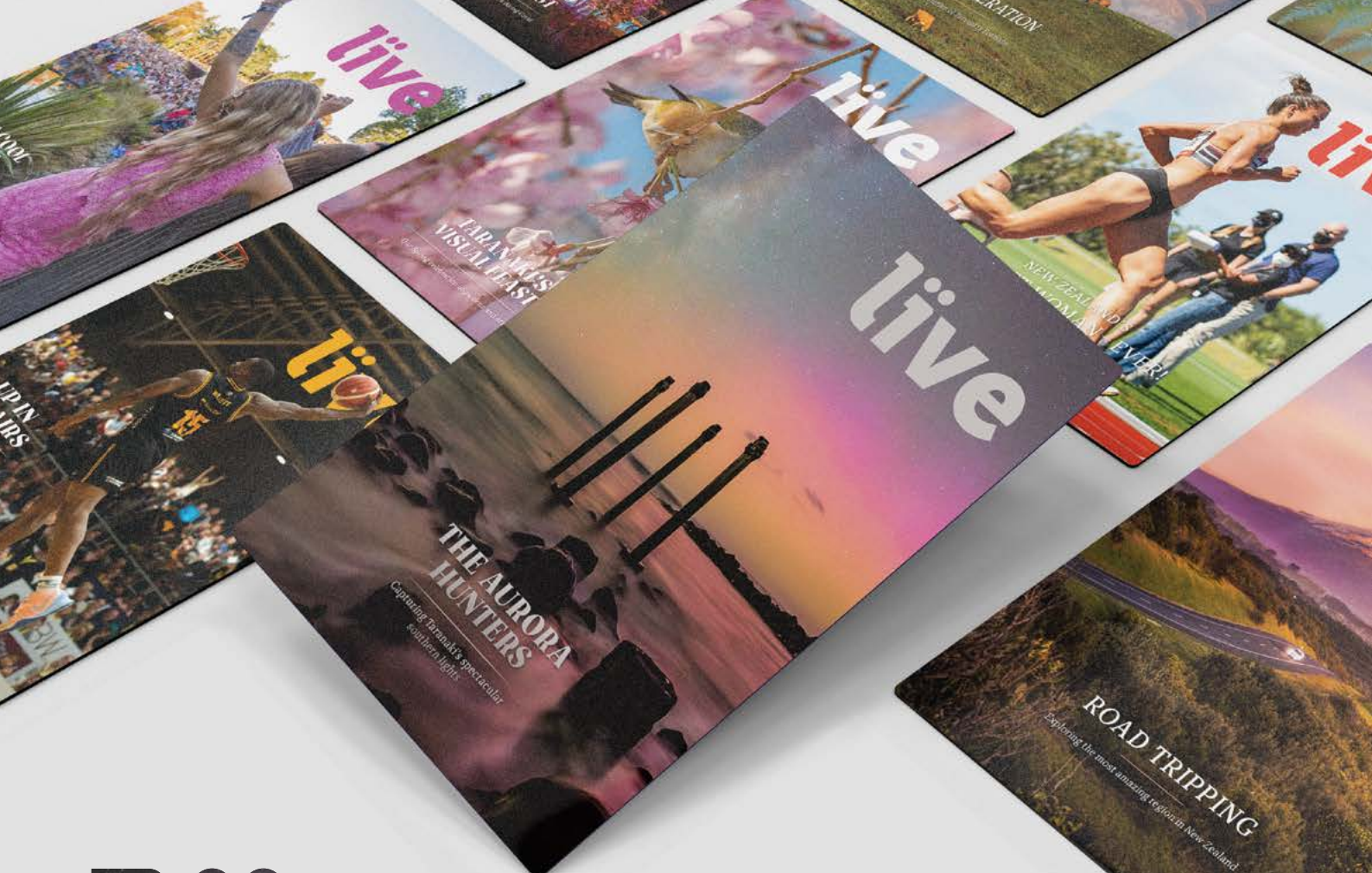
LIVE also goes into nearly every hotel and motel room in the city – making it the perfect vehicle to reach the tourism market.

## 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	\$2800 + gst	\$2500 + gst
Full page	\$1495 + gst	\$1295 + gst
Half page	\$895 + gst	\$720 + 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 Newell  
Appearance Medicine Doctor

**V&S VEIN + SKIN CLINIC**

**V&S VEIN + SKIN CLINIC**

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**milarky**

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[..SATURDAY 9-3]

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[www.wildpear.co.nz](http://www.wildpear.co.nz)  
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9am - 5pm  
BREAKFAST FROM 7:30AM  
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8 supervised salads to choose from  
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new gluten-free  
Daily rotating salads and hot  
vegetarian dishes changing daily  
Available in small, medium  
or large  
Dressings - Cream Goddess, Tahini,  
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with SuperAcid

**OPEN XMAS EVE**  
7:30AM - 1:30PM  
SUNDAY 24 DEC

**CATERING**  
Salads, plant platters, plant-based  
vegan and gluten-free hot dishes,  
plus delicious sweet treats

Now on:  
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**SALADS 4 YOUR BBQ**  
Beautifully presented,  
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**THE WHITE SAIL GALLERY**

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[www.thewhitesailgallery.co.nz](http://www.thewhitesailgallery.co.nz)

35 Ocean View Parade #  
Port Taranaki # New Plymouth

**YOUR SUMMER AT THE BOWL!**

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ROCK THE BOWL / 29 DEC

DIRE STRAITS LEGACY / 3 JAN

MATCHBOX TWENTY / 2 MAR

WOMAD / 15-17 MAR

[npeventvenues.nz](http://npeventvenues.nz)

NPDC

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WITH LOVE FOR  
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17 Devon Street West, New Plymouth  
Central, next to the bank

**NOW SMILE** WELCOMING NEW PATIENTS

A routine examination and cleaning with  
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e. [contact@leesdental.co.nz](mailto:contact@leesdental.co.nz) | [leesdental.co.nz](http://leesdental.co.nz)

Lees Dental Company

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**The DESIGN LOFT**  
INTERIORS & CURTAINS

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

Open Tuesday - Saturday 4pm till late  
48 Lizard Street, 06 758 2299 | [TheHourGlass48](http://TheHourGlass48)

Iderm's advanced Vbeam Laser  
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[info@iderm.co.nz](mailto:info@iderm.co.nz) | 06 758 0368 | [iderm.co.nz](http://iderm.co.nz)

**Escape Coffee Roasters**

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[escapecoffee.nz](http://escapecoffee.nz)

**glen johns**  
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NEW LOCATION  
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(04) 759 2940 [glenjohns.co.nz](http://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 is why we are fascinated with the relationship between the brain and our ears. Ears have been described as the sensory window into our brains, 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 brain 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 45 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 is never too late to act.

A recent study from the National Institute of Aging found participants showed cognitive decline by 48% when using a hearing aid and receiving assistance and counselling from 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 activated by sound and speech become idiosyncratic, 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 listening takes more effort). This can lead to feelings of isolation and frustration.

Looking after your hearing can improve your communication, help make you more aware of your surroundings, and give you the confidence to participate in all aspects of everyday life.

We can't emphasise 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 note beside your bed reminding you to put your hearing aids in in the morning.

Not only are you learning how 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 rustling. It will take some time for your brain to prioritise 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 trial period. Your brain is adjusting so can tire easily. Think about different scenarios you want to test your hearing aids in (let your family and friends know so that they can support you).
- Be patient and kind to yourself, it will take time. If wearing your hearing aids gets a little too intense or you feel overwhelmed, it's okay to take them off when you need a break from sound. With persistent use, 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 too.

## 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 Robe Street

**STRATFORD**  
8 Romeo Street

**HÄWERÄ**  
50 Victoria Street

Call free: 0800 751 000 | Phone: 06 757 3435 | 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.

WORNER Nick Walker PHOTO Tania Nivo



Founder Lisa O'Callaghan came up with the inspiration for Treasured Morning when she was on her own health journey. 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 muesli she found 'just didn't cut it'.

So 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 free range 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. "A lot of protein powders 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 serving sizes are so small is because the ingredients are small. Lisa says nothing out there matches Treasured Morning for nutrition, protein and taste.

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

Soon, she was delivering zip-lock bags of home made cereal to her gym buddies. 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 valuing yourself, taking the time in the morning to set 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 is on the lookout for local stocks.

For business or customer enquiries, head to [treasuredmorning.co.nz](mailto:treasuredmorning.co.nz)

Available in three flavours - Peach & Nectarine, Berry, and Apple Crumble Flavour, gluten friendly (no products contain gluten) and vegetarian. The Apple Crumble flavour is vegan.

Order from [treasuredmorning.co.nz](mailto:treasuredmorning.co.nz) or buy from Down to Earth (corner of Devon and Morley Streets, NP).



FOOD THAT INSPIRES

## Treasured Morning

## 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 liked 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, preventative 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  
Presenting options • Delivering solutions

06 759 1047 | 95 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 need to work full-time doing something I was not loving. Being in the kitchen was my HAPPY PLACE and cake decorating had been a very expensive hobby for 30 years. I loved creating cakes and especially working with fondant."

So she chucked in her job and turned her passion into a business, opening Fondant Shed in September 2020.

The 'original' idea was to create fondant flowers and items for other people to purchase and pop on their own cakes. However, within six months Jo-Anne was taking classes, creating custom cakes and demonstrating to groups.

That came the floor.

"My students wanted to purchase the tools and products used in the classes. There was no dedicated store for the serious decorator and others shared my frustration. I managed to secure wholesale suppliers and the Store began."

"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 7 tier wedding cake had to be transported to the venue in Wellington and reassembled there. The top layer had to be placed using a ladder!



Christmas Class OCT - NOV  
PIMP UP YOUR XMAS with Tracy Johnson SAT 11 NOV  
See [www.fondantshed.co.nz](http://www.fondantshed.co.nz) for booking details  
Email: [fondantshed@gmail.com](mailto:fondantshed@gmail.com) Phone: 027 324 5020

FOUNDED 2020  
FONDANT SHED





# 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!*

### TWO DECADES WELL TRAVELLED

After 22 years passionately looking after the Taranaki community's automotive needs, Darren and Michelle Erb are showing no signs of slowing things down. Hannah Memby talks to the AA Auto Service and Advantage Tyre Solutions owners about the road they've travelled, their new venture, and the secrets to a successful husband and wife business partnership.

*From Left: Hannah Memby (Photo: Hannah Memby)*

"We decided early on that Michelle would make all of the big decisions, and I'd make all of the big decisions," says Darren.

"And so for the 22 years, there's been no big decisions to make!"

"The unique and thoughtful approach to 'the ride' is perhaps, in fact, one of the reasons that has helped the brand flourish through the challenges that come with building a business from the ground up. "Spitting the words, 'keeping it real', and a clear sense of core values, we've supported help us, they say."

Darren and Michelle's recent opening of a brand new workshop and tyre centre at Bull Black has brought with it an opportunity to reflect on how far they've come since opening AA Auto New Plymouth on Courtenay in 2001. Although they did it on a shoestring budget back then, Michelle says it felt a lot easier moving something in 2021, than it did in 2001.

"I guess everything was more basic back then. You needed one company, we used our home garage, we aren't sure our kitchen anymore from home to put in the driveway, which are still there."

"I guess those values are a core reminder about how we started and how we serve them. You often get caught up in the thing, and don't look back at what you're achieving, which we're trying to do a lot more of now," she says.

Both agree that cars and tyres aside, what they're actually really proud of is looking after people. It's a value that sits at the heart of what they've always done, and will continue to do with the opening of Advantage Tyre Solutions at Bull Black.

"We enjoy looking after people," says Michelle. "If people are paying for something, then it's absolutely their right to get the best service from you."

From the comfortable reception area and fresh coffee, to the friendly and knowledgeable staff, the team always looks to provide a valuable package for each and every customer who drives into either of their locations.

"We don't want to be just a tyre price," says Darren. "We want to look at your car, ask you what you do with it, and find out what you actually need so you can get the most out of the tyres you're putting on."

Their goal is to sell you good tyres that will last as long as possible. It's not that some other competitor is to their left, but Darren is happy with the "time to save people" philosophy. And they have systems in place to make sure that happens.

"We receive you every six months to make sure we've checked at how your tyres are wearing. With Michelle's tyre, the first wheel alignment is free, and we also rotate and inflate them for life. For free. That will give you roughly 20% more life out of your tyres," says Darren.

Advantage Tyre Solutions have more than 1000 sqm of space equipped with, from entry level products, through to high end tyre specialists like SCVA, computer runs and 18" support cars. They've also invested in the equipment needed to service motorcycles, camper vans, heavy and trucks at their Central Rd workshop.

It was a growing list of commercial clients, and the reputation of the former Reception Truck in New Plymouth, that motivated the decision to create a

purpose built facility at Bull Black. "About 90% of our business is with our commercial clients, and we had managed our New Plymouth site. When we required renovations, it involved us working really big, really quickly. It became an opportunity and when we

ready looked at it, we thought it would be a good one," says Darren.

With three shops now under their belts, Darren and Michelle are planning to take a slight step back from the day-to-day running of things and let their expert team do the thing.



# 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

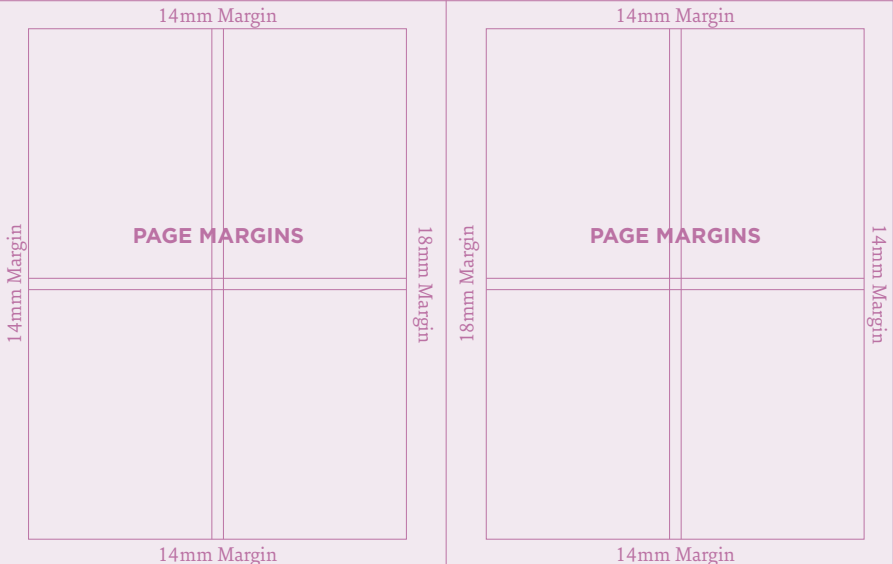
**HALF PAGE**  
 178mm(w) x 131mm(h)  
 No bleed required

**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

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





# 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

## Distribution

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.

**If a Full page ad costs you \$1250 + gst in a magazine that prints 5,000 copies, your cost per copy works out at 25 cents.**

**A Full Page ad in Live costs \$1295 + gst and we print 13,000 copies ... that works out at under 10 cents a copy!**

Compare that to other advertising options ... not just other magazines and newspapers, 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.

## 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.



## 2024 Publication dates and deadlines

	BOOKING DEADLINE	COPY DEADLINE	EXPECTED DELIVERY
<b>AUTUMN ISSUE 2024</b> April/May/June #150	Fri 22 Mar	Fri 29 Mar	Last Week of April 2024
<b>WINTER ISSUE 2024</b> July/Aug/Sep #151	Fri 7 June	Fri 14 June	Early July 2024
<b>SPRING ISSUE 2024</b> Oct/Nov/Dec #152	Fri 6 Sep	Fri 13 Sep	Early October 2024
<b>SUMMER ISSUE 2025</b> 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**