



LIVE

Taranaki's Lifestyle Magazine

SINCE 2004

as at 1 April 2025



LIVE

Established in 2004, Live brings the latest stories, trends, new and noteworthy happenings in the region.

Celebrating the entrepreneurial spirit of Taranaki people, content is 100% local, covering events and entertainment, health and sport, beauty and fashion, food and hospitality, homes and gardens, business, politics and local issues.

Target Market

Editorial is curated to appeal to active, vibrant, well-read Taranaki people with flair and a sense of fun.

Published Quarterly

There are four issues of LIVE each year making it easy to align your marketing with each season.

See last page for 2025 publication dates and deadlines.

13,000 copies

- Delivered to around half of New Plymouth homes (and 90% of Ōākura)
- A copy in almost every hotel and motel room in the city
- Free copies available at Centre City and New Plymouth Library plus over 50 stockists around Taranaki
- Printed in full colour, on quality paper with top-level writing, photos and design from the region's best creative talent

Select Distribution

Live Magazine is free, making it accessible to all, and distribution is designed to reach your target market – people with discretionary income.

Around half of the homes in New Plymouth and 90% of Ōākura receive LIVE in their letterbox each quarter.

This includes letterboxes stating NO CIRCULARS etc, meaning you can get your message to discerning people without competing with screens of junk mail.

Because we have our own delivery team, we ensure each LIVE is delivered only in fine weather and arrives at each home in pristine condition.

New delivery areas for 2025

To celebrate 20 years of Live, we are adding 2000 more copies yet keeping our rates the same or lower! We're adding more home delivery areas and spreading Live's reach across Taranaki.

Extra Freebies

Each edition of Live is available at livemagazine.co.nz along with back issues.

Social media posts highlight upcoming deadlines, publication dates, places to get a copy and timely articles you may have missed.

Ratecard

We delight in finding affordable, effective solutions for our clients, from eye-catching advertisements to a profile or feature about your business — encompassing products, services and/or your people.

Just call, text or email and we can have a chat about options.

ADVERT SIZE	CASUAL (+ GST)	CONTRACT (+ GST)	CONTENT GUIDE The more photos, the less space there will be for words and vice versa	
	One-off ads and profiles	Regular ads — price per issue	Words (max)	Images (max)
Double page	\$2500 + gst	\$2200 + gst	800	8
Full page	\$1495 + gst	\$1245 + gst	400	4
Half page	\$895 + gst	\$720 + gst	150	1
1/4 page	\$495 + gst	\$395 + gst	50	1

Loading fees for prime positions

Back Page + 25%

Page 3 + 20%

Inside covers + 15%

Save money and don't miss out – become one of Live's CONTRACT clients

Our CONTRACT clients book in for all four issue for one year.

They get our lower CONTRACT rates and can change advertisement content each issue at no extra charge.

You'll also be advised on the deadline and publication dates each issue, as well as editorial and features planned so that you can tailor your content accordingly.

Ad Sizes

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

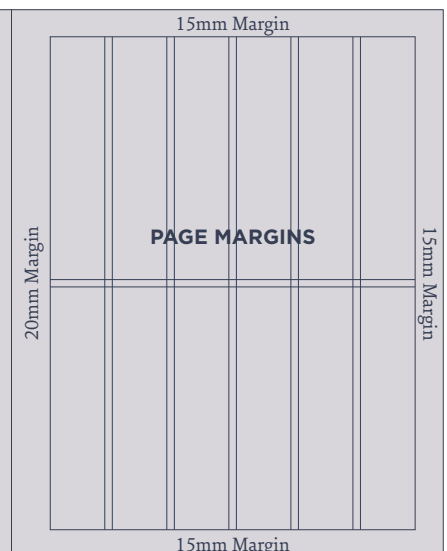
FULL PAGE
 Trim Size: 210mm(w) x 297mm(h)
 With Bleed: 3mm Bleed = 216mm x 303mm

HALF PAGE
 175mm(w) x 131mm(h)
 No bleed required

HALF PAGE P
 85mm(w) x 267mm(h)
 No bleed required

QUARTER PAGE P
 85mm(w) x 131mm(h)
 No bleed required

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



Advertise with LIVE in 2025

Almost twice the number of magazines for a lower cost!

4 Issues Each Year

SUMMER — Published 12 Dec 2024

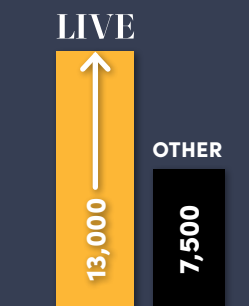
AUTUMN — April 2025

WINTER — July 2025

SPRING — Oct 2025

13,000 Copies Per Issue

— almost twice the number of magazines others print.



Friendly Deadlines

Live copy deadlines are just two weeks before each magazine is published, ensuring you can produce current content for you ad.

Because Live is printed in New Zealand, we can accommodate changes right up to the week before we publish.

Others have deadlines six weeks out from publication

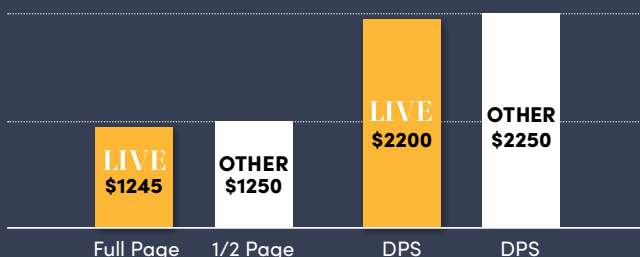
Quality Content

Locally produced with the region's top writers, photographers and designers, Live has far more stories to read.

Lower Rates Overall

LIVE CHARGES ONE RATE — EASY

Live doesn't add on charges for writing, photos or design. Our contract rates are lower than other local magazines.



Affordable Options

Live is the only magazine that offers a 1/4 page, making it affordable for even small businesses.

Contact

Irena Brooks

irena@livemagazine.co.nz / 021 555 144

To discuss how Live can help promote your business

LIVE Features

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!

Publication Dates

Edition + Issue Number	Issue Date	Booking Deadline	Supplied Ad Deadline
SUMMER 2025 #153	Fri 12 Dec 2024	Fri 15 Nov	Fri 22 Nov
AUTUMN 2025 #154	Fri 4th April 2025	Fri 7 Mar	Fri 14 Mar
WINTER 2025 #155	Fri 4th July 2025	Fri 6 June	Fri 13 June
SPRING 2025 #156	Fri 3rd Oct 2025	Fri 5 Sep	Fri 12 Sep
SUMMER 2026 #157	Fri 11 Dec 2025	Fri 14 Nov	Fri 21 Nov