

LIVE

A scenic landscape at sunset. In the background, the silhouette of Mount Taranaki is visible against a sky transitioning from deep purple at the top to vibrant orange and red near the horizon. In the foreground, a grassy field leads to a line of trees, with some bare branches visible, suggesting a coastal or rural setting.

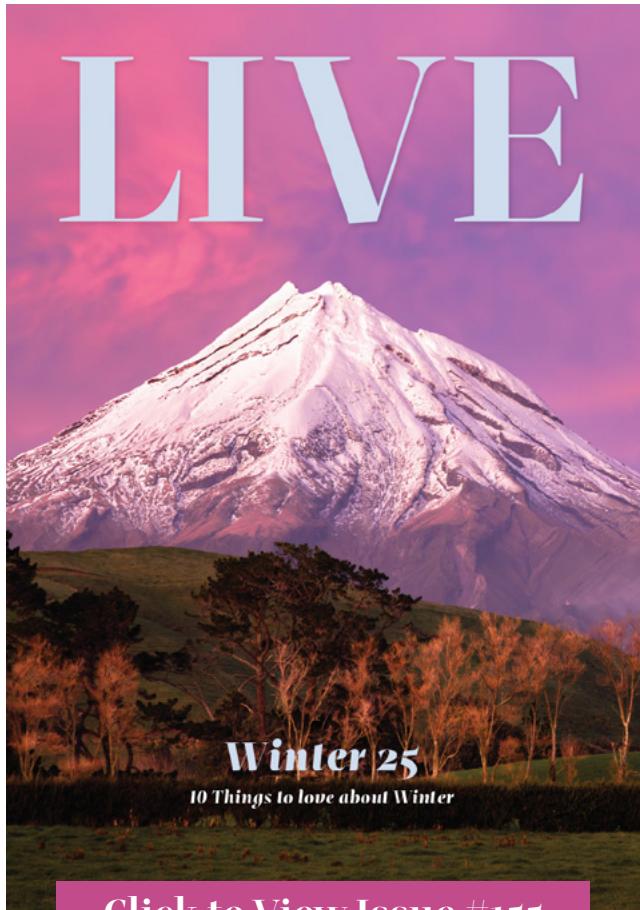
Taranaki's Lifestyle Magazine

SINCE 2004

2026 Media Kit



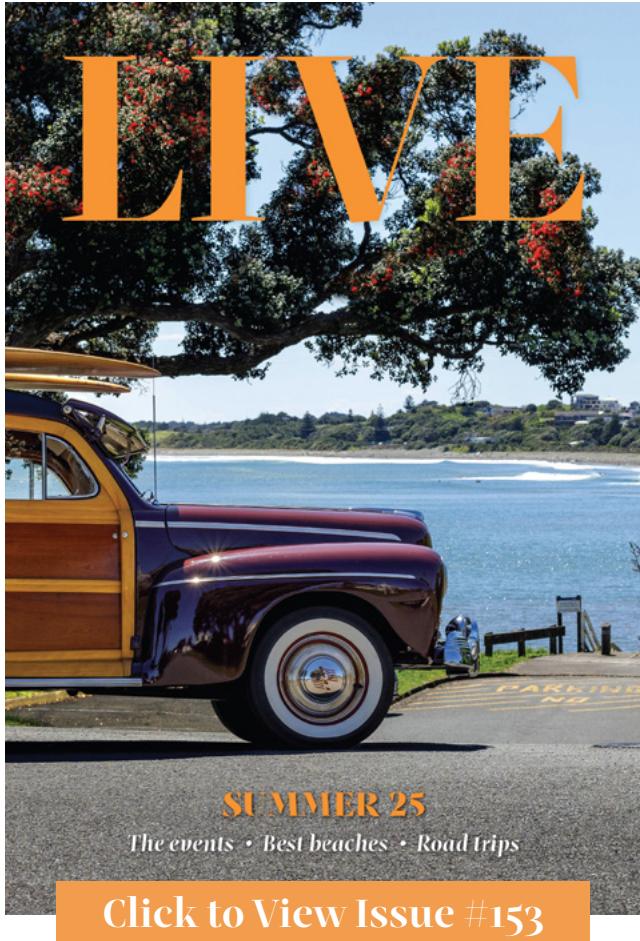
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LIVE

Celebrating the entrepreneurial spirit of Taranaki people, LIVE content is 100% local.

Quality Content

Printed in full colour, on glossy paper with top-level writing, photos and design from the region's best creative talent.

Target Market

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

Distribution

LIVE reaches far more New Plymouth people than any other printed medium, with 13,000 copies delivered every issue. Compare our print numbers, prices and quality to other options.

Our unique distribution system is designed to reach your target market — people with discretionary income. All copies are snapped up within a week or two of each publication date and passed around to readers' friends and family.

Half of New Plymouth homes ...

receive LIVE directly into their letterbox each quarter, as well as 90% of Oakura.

Our team delivers to letterboxes stating NO CIRCULARS etc, meaning you can get your message to discerning people without competing with screes of junk mail.

LIVE is delivered only in fine weather so that it arrives at each home in pristine condition.

In addition ...

- A copy goes into almost every hotel and motel room in the city to reach visitors
- 50 stockists around Taranaki, including the NP Airport, iSites, Centre City, district libraries and most cafes
- Recent issues available for free download at livemagazine.co.nz
- Social media posts highlight upcoming deadlines, publication dates, places to get a copy and timely articles you may have missed

Excellent Value - with more copies, bigger page sizes (so your ads are bigger too), and a higher editorial to advertising ratio, Live represents the best value print advertising in Taranaki.

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)	PROFILE CONTENT GUIDE	
			One-off ads and profiles	Regular ads – price per issue
Double page	\$2500 + gst	\$2200 + gst	800	8
Full page	\$1495 + gst	\$1295 + 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%

Friendly Deadlines

Live copy deadlines are just two weeks before each magazine is published, ensuring you can produce current content for your ad. Because Live is printed in New Zealand, we can accommodate changes right up to the week before we publish.

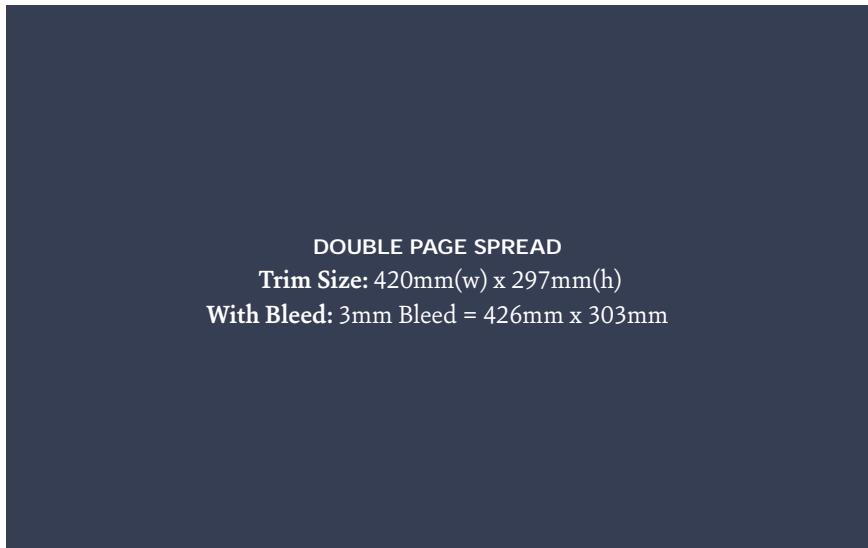
Save money and don't miss out – become one of Live's CONTRACT clients

Our CONTRACT clients book in for all four issues 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

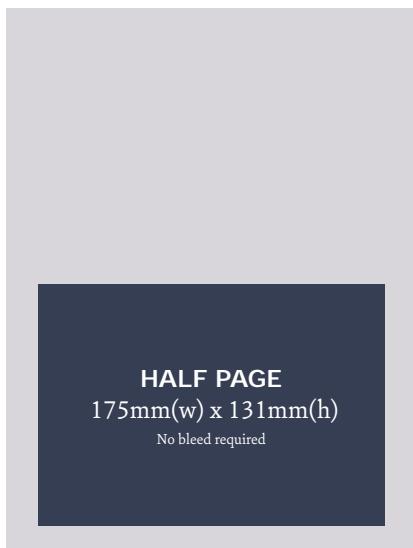
FULL PAGE

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

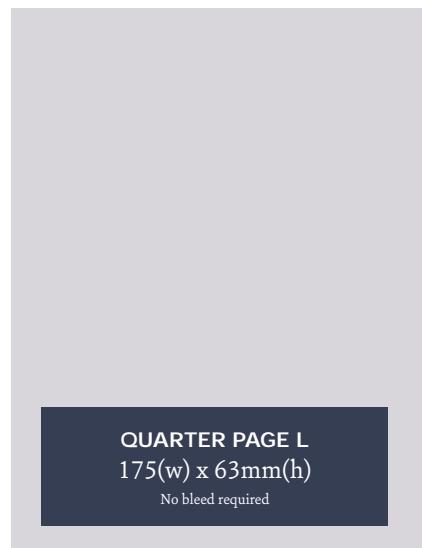
85mm(w) x
267mm(h)

No bleed required

QUARTER PAGE P

85mm(w) x
131mm(h)

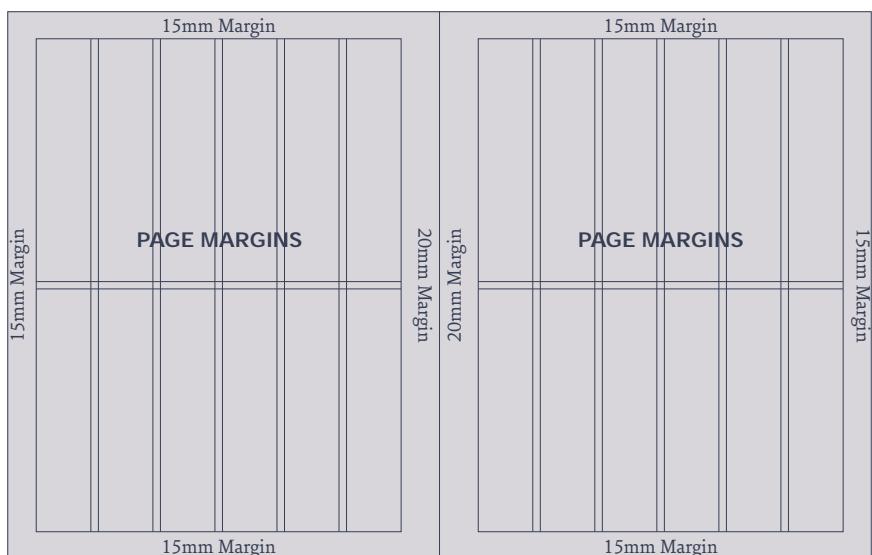
No bleed required



QUARTER PAGE L

175(w) x 63mm(h)

No bleed required



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
AUTUMN 2026 #158	Fri 10 April 2026	Fri 20 March	Fri 27 Mar
WINTER 2026 #159	Fri 26 June 2026	Fri 5 June	Fri 12 June
SPRING 2026 #160	Fri 18 Sept 2026	Fri 4 Sept	Fri 11 Sept
SUMMER 2027 #161	Fri 4 Dec 2026	Fri 13 Nov	Fri 20 Nov