

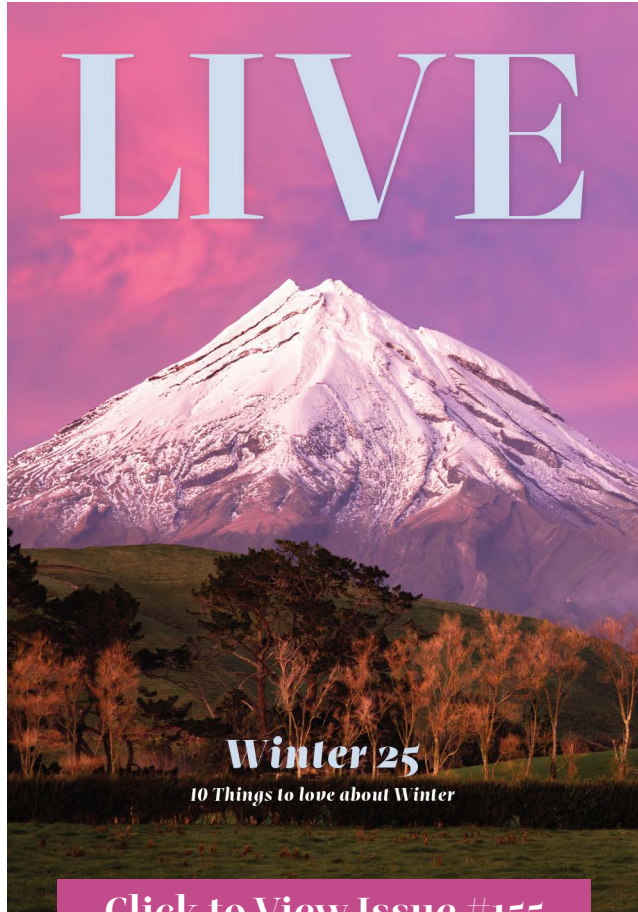
LIVE

Taranaki's Lifestyle Magazine

SINCE 2004

2026 Media Kit

(as at 1 May 2026)



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 11,000 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 screens 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 The more photos, the less space there will be for words and vice versa	
			Words (max)	Images (max)
	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 you 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 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

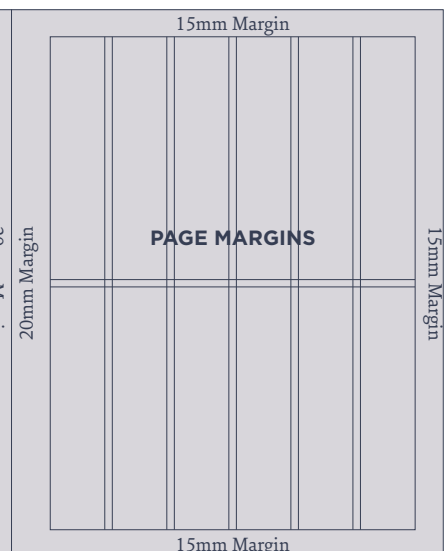
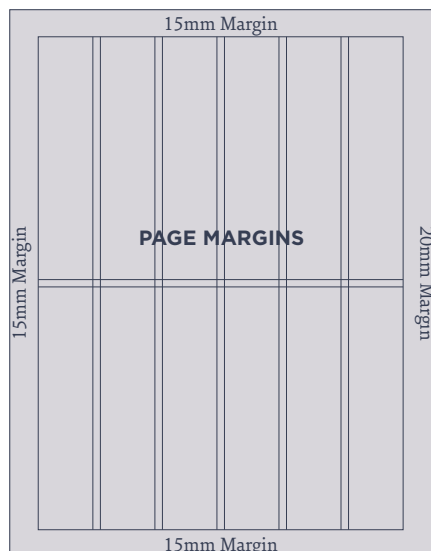
FULL PAGE
 Trim Size:
 210mm(w) x 297mm(h)
 With Bleed: 3mm Bleed =
 216mm x 303mm

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



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	Thur 2 April 2026	Fri 13 March	Fri 20 Mar
WINTER 2026 #159	Fri 17 July 2026	Fri 26 June	Fri 3 July
SPRING 2026 #160	Fri 2 Oct 2026	Fri 14 Sep	Fri 21 Sept
SUMMER 2027 #161	Fri 14 Dec 2026	Fri 27 Nov	Fri 3 Dec

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