

verve MEDIA

LOCAL LIVING AT ITS BEST



Why advertise in **verve**?

Verve is a market leading, high quality, free lifestyle magazine, conveniently delivered right into the reader's letterbox. Copies of each issue are also delivered to local companies, retail outlets, cafés, waiting areas and libraries throughout the target circulation areas.

Advertising in Verve Magazine will expose your business to a substantial cross-section of Auckland's most select suburbs helping to make your business first choice amongst your competitors, driving foot traffic, phone and internet enquiries to your door.

Free magazines are a growing media force, enjoying a definite niche market, especially so in challenging economic times, when advertisers can rest easy, knowing that their message will definitely be placed in front of the target market.

FOOD & DRINK

A TASTE OF MODERN NEW ZEALAND WITH A TANGY FRENCH TWIST

con.nois.seur [kon-uh-sur]

- french: food & wine
- kiwi: rugby

Join us during the rugby for NZ cuisine with a French twist

OPEN EVERY DAY
BOOK NOW 09 304 0454

Come along and practice your French!

WIN WITH VERVE AND KERMADEC

Remember, you always have the chance to win the KermaDEC Rugby Trophy by simply entering the draw. The draw will be held on the 15th of September 2011. The prize pool will be \$10,000.00. The winner will receive a KermaDEC Rugby Trophy and a \$10,000.00 cash prize. The draw will be held on the 15th of September 2011. The prize pool will be \$10,000.00. The winner will receive a KermaDEC Rugby Trophy and a \$10,000.00 cash prize.

A LIVING LIGHT SHOW

As a form of artistic expression, nothing compares to the beauty of an exquisitely made piece of jewellery. Robson Designers' handcrafted and hand-painted jewellery is a true work of art. Each piece is made to order and every time it is worn.

Robson Designers

Over the summer holidays, the internet has been a hotbed of activity. It's not just the online retailers that are thriving, but also the independent businesses that have managed to establish a strong online presence. This is a testament to the power of digital marketing and the importance of having a strong online presence. It's not just about having a website, it's about having a website that is easy to use, mobile-friendly, and optimized for search engines. It's about having a website that provides a great user experience and that is able to convert visitors into customers. This is a testament to the power of digital marketing and the importance of having a strong online presence.

MARKET PLACE
Bringing you the latest, best and newest

MARKET PLACE

MARKET PLACE

MARKET PLACE

Target circulation details

verve magazine has an estimated readership of 33,000 people, and is distributed free every month to 14,000 selected homes and businesses in and around the following high-socio areas: Parnell, Mission Bay, Kohimarama, Remuera, Newmarket, Epsom, and to Mt. Eden and Ponsonby businesses.

Copies of Verve are also available from the following places, Wheelers and IJ Hooker-Remuera, Quest Hotels-Parnell, Remuera, and Newmarket, Parnell Community Centre and library, Parnell Inc, The Strand Vet, Home Ideas Centre, Personal Best and Jones the Grocer-Newmarket, Premium-Mission Bay, Just Rentals-Meadowbank, and 99 Nuffield Street, Newmarket. Verve is also available from all popular cafés in these areas. e-book: A copy of the Verve e-book is emailed to a growing database of subscribers and is available after each issue for you to email to your database.

www.vervemagazine.co.nz

Prime spots

Inside front cover \$1300 - plus 20%.
 Inside back covers \$1300 - plus 20%.
 Guaranteed positions - plus 20%.

Discounts for regular advertisers

Full page, 1/2 page, 1/3 page ads
 - multiple bookings (4 plus - any title selection): 15% discount, plus editorial / product shot incentives.

1/4 page, 1/8-page ads
 - (4 plus - any title selection): 10% discount.

Design

If you would like us to prepare artwork for your ad, a design cost (time dependent) of between \$50 - \$110 (plus GST) will apply. Minor changes to existing artwork will incur a fee of \$40 (plus GST). Upon request, client's artwork will be supplied to them as a high res pdf for use elsewhere.

Editorial

Editorial is to be supplied by the client, even if only in a rough format. If this is not possible, editorial writing services are available at \$50 plus GST per hour.

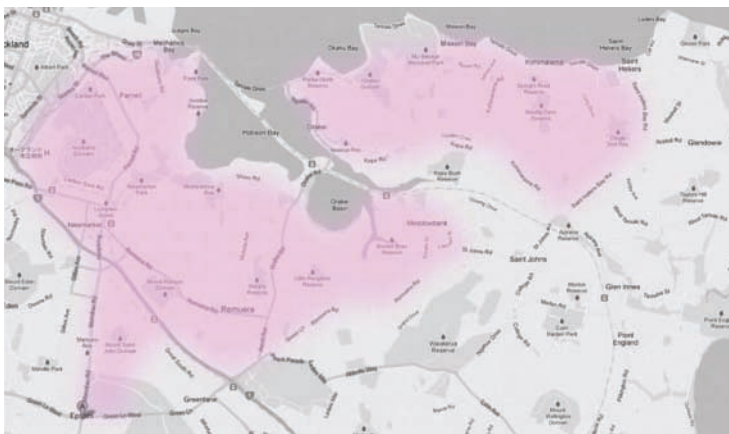
Advertising prices

Size	Price	W x H	
Front Cover	\$4,000	184mm x 262mm (To margin)	210mm x 297mm (To edge, plus 3mm bleed all round)
Back Cover	\$2,000	184mm x 262mm (To margin)	210mm x 297mm (To edge, plus 3mm bleed all round)
Double Page Spread	\$2,500	420mm x 297mm (To edge plus 3mm bleed all round)	
Full Page	\$1,300	184mm x 262mm (To margin)	210mm x 297mm (To edge, plus 3mm bleed all round)
1/2 Page	\$780	184mm x 127mm (Landscape)	87mm x 262mm (Portrait)
1/3 Page	\$660	184mm x 80mm (Landscape)	55mm x 262mm (Portrait)
1/4 Page	\$580	184mm X 57mm (Landscape)	87mm x 127mm (Portrait)
1/8 Page	\$350	87mm x 57mm (Landscape)	
3 images	\$350	300dpi hi res images, at least 10cm x 10cm in size	

2012 deadlines and distribution	
February	Deadline: 20 Jan / Distribution: 10 Feb
March	Deadline: 20 Feb / Distribution: 10 Mar
April	Deadline: 20 Mar / Distribution: 10 Apr
May	Deadline: 20 Apr / Distribution: 10 May
June	Deadline: 20 May / Distribution: 10 Jun
July	Deadline: 20 Jun / Distribution: 10 Jul
August	Deadline: 20 Jul / Distribution: 10 Aug
September	Deadline: 20 Aug / Distribution: 10 Sep
October	Deadline: 20 Sep / Distribution: 10 Oct
November	Deadline: 20 Oct / Distribution: 10 Nov
December	Deadline: 20 Nov / Distribution: 10 Dec

**The distribution of Verve Magazine may take place anytime during the week of the date mentioned above.*

Distribution Areas



Verve Magazine is published by Newsletter Factory 2005 Ltd, an independent New Zealand owned media company.

Advertising Enquiries

Jude Mitchell
 Phone 09 520 5939
 Fax 09 520 5938
 E-mail fran@newsfactory.co.nz
jude@newsfactory.co.nz, ashlyn@newsfactory.co.nz
 PO Box 65309, Mairangi Bay

Auckland Office

99 Nuffield Street, Newmarket
www.newsletterfactory.co.nz