

## Advertising Ratecard

| SIZE           | DIMENSIONS (H X W) | PRICE   |
|----------------|--------------------|---------|
| Full page 37x7 | 370 x 264mm        | \$6,573 |
| 18x7           | 180 x 264mm        | \$3,198 |
| 10x7           | 100 x 264mm        | \$1,777 |
| 20x3           | 200 x 112mm        | \$1,523 |
| 10x3           | 100 x 112mm        | \$761   |
| 10x2           | 100 x 74mm         | \$508   |

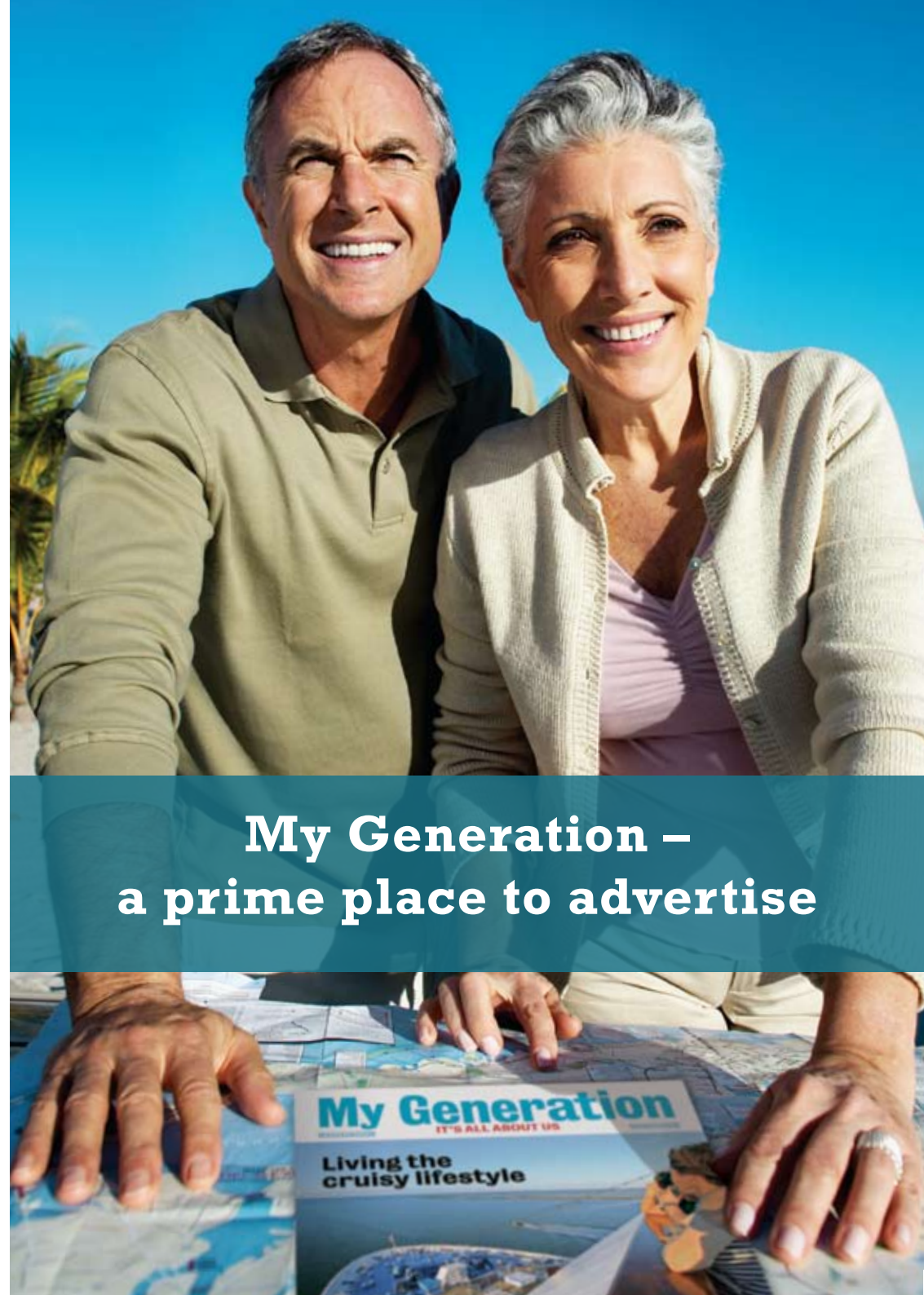
All prices shown exclude GST. Advertising agencies have also been sent this information, if you retain their services for media planning and buying, please discuss this media opportunity with them.

## Deadlines for 2009

| ISSUE        | BOOKING AND CANCELLATION DEADLINE | CAMERA READY DEADLINE       |
|--------------|-----------------------------------|-----------------------------|
| 3 February   | Thursday 22 January, 5pm          | Thursday 29 January, 12pm   |
| 3 March      | Thursday 19 February, 5pm         | Thursday 26 February, 12pm  |
| 31 March     | Thursday 19 March, 5pm            | Thursday 26 March, 12pm     |
| 5 May        | Thursday 23 April, 5pm            | Thursday 30 April, 12pm     |
| 2 June       | Thursday 21 May, 5pm              | Thursday 28 May, 12pm       |
| 30 June      | Thursday 18 June, 5pm             | Thursday 25 June, 12pm      |
| 4 August     | Thursday 23 July, 5pm             | Thursday 30 July 12pm       |
| 1 September  | Thursday 22 August, 5pm           | Thursday 27 August, 12pm    |
| 29 September | Thursday 17 September, 5pm        | Thursday 24 September, 12pm |
| 3 November   | Thursday 22 October, 5pm          | Thursday 29 October, 12pm   |
| 1 December   | Thursday 19 November, 5pm         | Thursday 26 November, 12pm  |



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



**My Generation –  
a prime place to advertise**



**My Generation is APN's new monthly lifestyle title targeting the country's fastest growing and most affluent demographic group – New Zealand Baby Boomers.**

This audience are financially comfortable, not afraid to pay for quality, like to be informed and have a positive outlook - a dream target! With disposable income to spend – now that their mortgages are paid off and their children may have moved out of home. It's a time for many to really start living and to do the things they've always wanted.

**My Generation**

- A free, monthly lifestyle magazine
- 50,000 copies distributed with The New Zealand Herald to targeted subscribers\* and at public libraries in Auckland City, North Shore, Rodney, Waitakere and Manukau
- 48 pages, stitched and trimmed
- Printed on premium 52gsm stock

**Essential Reading For People In Their Prime**

My Generation delivers a mix of current affairs and lifestyle columns of broad appeal to Baby Boomers. This is a monthly magazine written by 'grown ups' for 'grown ups'. Editorial focuses on lifestyle, providing first hand accounts, challenging readers' thinking processes and tantalising readers to try the experience themselves.

**Reach Over 55's Who Have The Freedom To Live Life To The Full**

- Close to a million New Zealanders are aged over 55 years\*\*
- Close to 9 out of 10 own their own home, with more than three quarters owning it mortgage free
- The vast majority (91%) are 'empty nesters' with no dependant children living in the family home
- They are 19% more likely than the general population to be living in double-income households (with no kids)
- Close to 60% believe in investing for the future and more than a fifth have investments totalling \$100k or more
- 40% are heavy consumers of magazines

Source: Nielsen, National Readership Survey, Oct 07 – Sept 08, Based on all people 55+

\* These subscribers will be selected if they live in areas Taupo North where the population is more likely to be aged over 55 and have a household income over \$100,000 per annum (Based on New Zealand Post Meshblock Analysis.)

\*\*New Zealand Statistics, 2006 Population and Dwellings Census

**Advertising in My Generation offers you a unique opportunity to reach New Zealand's most influential consumers, to advertise speak to your APN Account Manager today.**

