

LIFE etc

MAGAZINE



The Waikato's essential guide to healthy living

Life_etc magazine is your best solution for connecting with health and lifestyle-conscious Waikato consumers. Life_etc has broad appeal to men, women, and families of all ages.

Publishing six times during the year by the Waikato Times, *Life_etc* provides readers with a comprehensive overview of local health issues, advice and comment from leading health professionals.

Life_etc magazine's association with health providers ensures its editorial content is credible, up-to-date and relevant to the Waikato market.

LIFE_etc provides you with a high quality and credible environment for your sales message.

Don't miss this opportunity to capture your share of the health and lifestyle conscious Waikato market.



Book now for 2010

Publication Dates	Booking and Copy Deadlines	Camera Ready Deadlines
Friday 12 February	Monday 18 January	Thursday 28 January
Friday 16 April	Monday 22 March	Thursday 1 April
Friday 11 June	Monday 17 May	Thursday 27 May
Friday 13 August	Monday 19 July	Thursday 29 July
Friday 8 October	Monday 13 September	Thursday 23 September
Friday 3 December	Monday 8 November	Thursday 18 November

READERSHIP

- **109,000** people will read a copy of the Waikato Times on a typical day.*

DELIVERY

- **41,219** Waikato Times newspapers are circulated on a typical day.**
- **82%** of readers have their newspaper delivered.



* Nielsen Media Research National Readership Survey Jan-Dec 2008 (all people 10+)

** Audit Bureau of Circulations June 2009.

ADVERTISING OPPORTUNITY

LIFE etc

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The Waikato's essential guide to healthy living

Life_etc goes the extra mile — as well as being inserted into all 41,219* copies of the Waikato Times, LIFE_etc is also made available in medical centres, hospitals, and sport and health outlets.

Commission Bearing Rates

Casual rate: \$12.03 per column cm + GST

MAGAZINE DISPLAY ADVERTISING		
Advert Size	Dimensions (HxW)	Price
1/6 page	116mm x 117mm	\$1290. ²⁶
1/4 page	177mm x 117mm	\$1566. ⁹⁵
Strip advert	100mm x 240mm	\$1627. ¹⁰
1/2 page (horizontal)	177mm x 240mm	\$2348. ⁹⁰
1/2 page (vertical)	360mm x 117mm	\$2348. ⁹⁰
Full page	360mm x 240mm	\$3900. ⁷⁷
DIRECTORY ADVERTISING		
1 Module	83mm x 56mm	\$270. ⁵⁴

PRICES INCLUDE PROCESS COLOUR.
All rates effective 1 January 2010 and do not include GST. Contract rates apply. There will be a 25% charge if advert pulled after booking date under these rates.

Magazine dimensions:

Image area = 360mm x 240mm. Trim size = 380mm x 260mm.
Full Page bleed advertisements = 390mm x 270mm (includes 5mm bleed on all sides).

Enquire how to reduce your advertising rate plus receive a **FREE advert** in each issue— total value of \$1,623.24

Contact

Margaret Jenkins

PHONE: 07 849 9530 ext 545 or 0800 806 180
EMAIL: margaret.jenkins@waikatotimes.co.nz
FAX: 07 849 9540

Alternatively, complete the form below and send to:
**Life_etc, Waikato Times Advertising, FREEPOST 112 597
Private Bag 3086, Hamilton 3240**



Indicates Waikato Times circulation area

BOOKING FORM

LIFE etc

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Yes, I would like to book space in the following 2010 issues of *Life_etc*

- February 2010 April 2010 June 2010
 August 2010 October 2010 December 2010

Client:

Size of ad:

Person making this booking:

Address:

Telephone:

Email:

Signed:

Date:



Waikato Times

As Waikato As It Gets

* Audit Bureau of Circulations June 2009.