

fashion

Your essential Autumn/Winter advertising in 2010

Waikato Times Fashion Directions is a well established and respected local Fashion magazine, showcasing the stunning selection of up-to-the-minute fashion available in Waikato stores. Beautifully designed, and published on quality glossy paper, Fashion Directions is a popular read for people interested in the new season's looks.

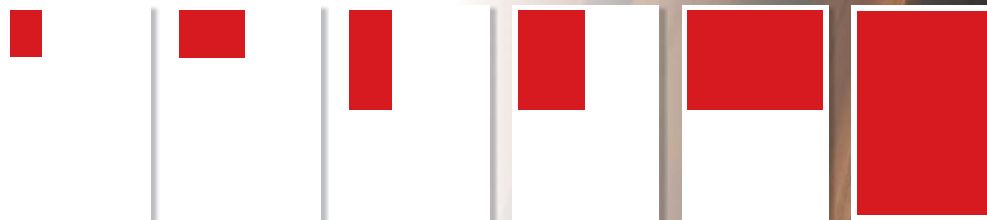
Winter 2010 Fashion Directions will include all of your customer's favourite features; trends, essential pieces, shoes, beauty & hair, plus many more topics to inspire 109,000* potential customers to visit your store.



Delivered FREE with the Waikato Times
WEDNESDAY APRIL 14th, 2010

**INVEST IN A GREAT SEASON FOR YOUR BUSINESS.
BOOK YOUR ADVERTISING SPACE TODAY!**

ADVERT SIZES AVAILABLE AT COMMISSION BEARING RATES – INCLUDING COLOUR



	1/8 Page (32cm)	1/6 Page (42cm)	1/4 Page (65cm)	1/2 Page (130cm)	Full Page (259cm)
Wedding Directory Module	H 85mm W 116mm	H 177mm W 76mm	H 177mm W 117mm	H 177mm W 240mm	H 360mm W 240mm
	\$623.84 ^{+GST}	\$818.79 ^{+GST}	\$1267.18 ^{+GST}	\$2534.31 ^{+GST}	\$4587.50 ^{+GST}
	W 56mm				
	\$350 ^{+GST}				

DEADLINES

Publication Date
Wednesday 14 April 2010
Booking & Copy Deadline
Monday 22 March
Camera Ready Deadline
Monday 29 March

BOOKINGS

Please contact your regular Waikato Times/ Fairfax Media advertising consultant to book your advertising space today. Alternatively phone **07 849 9530** (0800 806 180) or email michelle.coleman@waikatotimes.co.nz

Waikato Times
Average Issue Readership

109,000*

Audited Circulation

41,219**



Waikato Times

As Waikato As It Gets

* Nielsen Media Research National Readership Survey
Average Issue Readership Jan – Dec 2008 (All people 10+)
** Audit Bureau of Circulations, June 2009