

THE DOMINION POST
FASHION

Spring
Summer 10

**A MAGAZINE FORMAT DESIGNED TO DELIVER
OUTSTANDING READER INVOLVEMENT**

Fashion featuring new seasons styles available. Our fashion shoot will mix and match labels, jewellery, accessories, footwear, hair and makeup to capture the look for Spring/Summer 2010.

Also trends for the summer season, a snapshot of essential styles to have in your wardrobe.

**LOOK AT THE MASSIVE DOMINION POST
MONDAY READERSHIP PROFILE:**

***240,000**

15 years & over

***110,000**

Females

***58,000**

Females 15+ visited
a women's fashion store
in the last month

* Source: Neilson Media Research National Readership Survey Q2 2009 - Q1 2010



**PUBLICATION
DETAILS**

SPRING/SUMMER

Monday 6th September

Short tabloid

Cover on 80 gsm Utrillo Gloss

Rest on 65gsm LWC Gloss

Stitched

Specifications available

RATES All colour

Cover Full Pages \$4,000

Full Page \$3,750

Half Page (vert) \$2,000

Quarter Page \$1,100

All excluding GST

DEADLINES

Bookings close
Friday 6th August

Make up copy
Friday 6th August

Camera-ready copy
Wednesday 18th August

