

OCTOBER 2010  
design for living



The *Design for Living* October 2010 edition is under way. Readers of the Otago Daily Times will be treated to the well-known *Design for Living* publication. This October edition will bring more informative and interesting articles for readers to enjoy while they absorb the advertising placed on each page.

Also included will be the *Design & Build* feature, which promotes the increasing popularity of architecturally designed and purpose-built homes to suit individual needs.

This type of advertising feature tends to be kept and re-read by interested readers, so your advertising will repeatedly reach many potential customers.

Don't miss out on this significant opportunity to advertise to those readers!

**THIS EDITION WILL INCLUDE:**

- A Reader Giveaway
- Participating advertisers' directory

An advertisers' directory will be included in the publication, which enables the reader to navigate the advertising through the type of goods & services your business provides.

- Promotion of the publication

*Design for Living* October 2010 will be published with a lead-up advertising campaign in the ODT, ODT Online and various newspapers in the Allied Press community newspaper network.

**PUBLICATION INFORMATION:**

- Publication date: **Thursday October 14**  
Booking deadline for Design & Build: **Tuesday September 14**  
Size deadline: **Tuesday September 21**  
Copy deadline: **Tuesday September 28**  
Complete material deadline: **Thursday October 7**  
Publication style: Broadsheet on top-quality  
"Hi-Brite" paper for maximum impact.

- National Rates**  
Black & White: \$10 + GST per Col/cm  
(Commission-bearing)  
Full Colour: Extra \$40% (Based on minimum  
ad size 20col/cm, minimum charge \$100)

**Advertising Contact**

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