

etc. always find useful
food people good love
homes information copy see like
design affordable garden interesting
inspiration products building read subscription
helpful NZ ideas great deal
tips variety time style renovation looking buy
practical work every one photos houses new advertising
found keep issue magazine Kiwi build
fantastic range

REAL HOMES AFFORDABLE STYLE
homestyle
New Zealand

Magazine Information 2012



“With a focus on real homes and affordable style, *homestyle* is an inspirational New Zealand home and lifestyle magazine. For New Zealanders seeking affordable home living ideas, practical information and uniquely Kiwi content, *homestyle* is the ultimate read; for advertisers seeking to reach active decision makers in the middle New Zealand home and lifestyle market, *homestyle* is the perfect vehicle”.

Brenda Ward, Editor

About Us

homestyle is uniquely positioned as a middle market home and lifestyle magazine, and is an invaluable resource for middle-income New Zealanders seeking real and achievable ideas and inspiration for their various building, renovating and decorating projects.

With an ethos of real homes, affordable style, *homestyle* is the ideal vehicle for communicating with motivated, middle-income kiwi home enthusiasts. *homestyle* showcases homes inside and out and provides a unique level of detail that readers are seeking in today's market.

Providing readers with great examples of new home builds and renovations around the country for under \$700k, *homestyle* showcases a variety of homes

and ideas giving Kiwis the inspiration they crave for their own homes.

Experiencing an ongoing increase in readership, *homestyle* offers companies targeting middle-income New Zealand unique promotional opportunities and superior advertising value.

Frequency Bi-monthly
RRP \$8.10
Distribution 19,000 per issue
Distributor Gordon & Gotch
Launched July 2004
Publisher The Pluto Group Ltd.
Circulation See ABC.org.nz
Readership Nielsen data on request



Reader Profile

With a broad cross-section of content, *homestyle* appeals to both men and women, and 91% of readers pass their copy of *homestyle* on to between one and five other people. *homestyle* readers are actively seeking detailed home information because they are in the planning and decision-making stages of their home project. They are proactive home enthusiasts on the hunt for affordable ideas and inspiration. Sitting in the mid to upper middle household income bracket, they have set themselves a realistic budget for their home projects and are seeking out information that will help them make cost-effective decisions, yet still enable them to create a home with wow-factor. They are passionate about *homestyle* as the products and looks showcased are within their financial reach.

Finding the content extremely useful, the majority of readers rate *homestyle* as better than most other home and lifestyle magazine and use *homestyle* as their main source of information and inspiration. The vast majority purchase fewer than two magazines a month, which means their copy of *homestyle* is valued and read in great detail.



Demographics

88% female
 78% aged 25 to 54
 61% have a household income of \$45k-\$99k
 32% have a household income of \$100k+

Readers have plans to:

32% build a new home
 50% redecorate the interior
 67% renovate the kitchen or bathroom

Readers will undertake these plans:

49% in the next 12 months
 21% in the next 18 months

Compared to other home & lifestyle magazines readers find *homestyle*:

70% extremely useful
 10% indispensable

Distribution

19,650 print run per issue
 14,000 retail distribution
 approximately 1,350 outlets managed by Gordon & Gotch
 1,600 subscribers
 1,500 advertisers + bulk sales distributed to clients and displayed in showrooms
 400 Air NZ Koru and Qantas Club Lounges
 350 ADNZ Members
 240 NKBA Members
 1,500 promotional copies
 2 for 1 retail offers, home shows, special retail promotions etc.

* Figures correct at 01/06/2011

For Nielsen Readership survey (NRS) profile please contact us or see www.prrads.co.nz

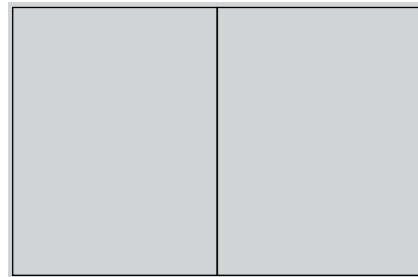
Deadlines 2012

Cover Date	Booking Deadline	Material Deadline	On Sale Date
Feb/Mar Issue 46	2 December	9 December	30 January
Apr/May Issue 47	22 February	29 February	26 March
Jun/Jul Issue 48	25 April	2 May	28 May
Aug/Sep Issue 49	27 June	4 July	30 July
Oct/Nov Issue 50	22 August	29 August	24 September
Dec/Jan Issue 51	24 October	31 October	26 November
Feb/Mar Issue 52	5 December	12 December	28 January

Note - Above dates may be subject to change due to in-house production schedules



Magazine Specifications



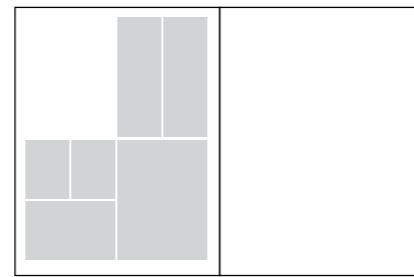
Double page spread

Trim 420mm x 275mm



Full page

Trim 210mm x 275mm



Directory

Sixteenth	43.5mm x 57.75mm
Eighth Vertical	43.5mm x 119.5mm
Eighth Horizontal	91mm x 57.75mm
Quarter	91mm x 119.5mm

Technical Requirements

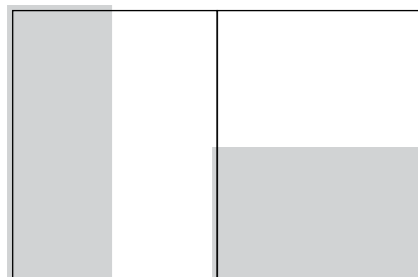
► Please centre advertisements on the page with crop and bleed marks.

► Finished advertisements should be supplied as print-ready PDF.

► Images and finished ads to be supplied in CMKY, 300dpi or higher at reproduction size. All fonts/links embedded or supplied.

► Supply files by email if total size does not exceed 20MB to design@homestyle.co.nz or on a CD via courier to: 326 New North Road, Kingsland, Auckland 1021.

► A full colour proof is required, supplied with any finished advertisement.

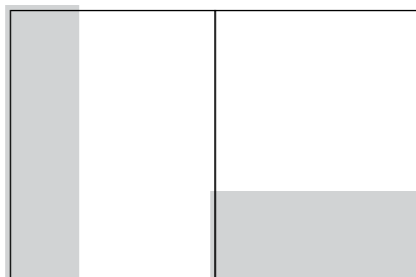


Half page vertical

Trim 100mm x 275mm

Half page horizontal

Trim 210mm x 135mm



Third page vertical

Trim 70mm x 275mm

Third page horizontal

Trim 210mm x 90mm

Please add a 5mm bleed on all sides of finished file. Type is to be set 10mm within the trim.



Advertising Rates

Magazine

Full Page	\$5,495
Double Page Spread	\$9,755
Half Page	\$3,195
Third Page	\$2,185

Covers & Premiere Positions

Inside Front Cover	\$10,975
Outside Back Cover	\$6,495
Inside Back Cover	\$6,335
Premier Full Page*	\$5,895
Premier Double Page Spread*	\$10,245

* Within the first 30 pages of the magazine.

Gallery

Sixteenth	\$385
Eighth	\$690
Quarter	\$1,275

Production Charges

Double Page Spread	\$750
Full Page	\$500
Half Page	\$250
Third Page	\$200

Production charges include design, scanning and an electronic proof. Does not include photography. Photography quoted on request.

Loose Inserts*

Single leaf or one-fold	\$150/1000
Subscription copies only	\$200/1000

Bound Inserts*

Single leaf	\$175/1000
Subscription copies only	\$250/1000

* Subject to production requirements.

Manual Onsertion

Quoted on request



Advertising Options

As an alternative to branded advertising please enquire about our advertorial options. Our design and editorial teams are well equipped to work with you to create and design an advertorial unique to your products.

All rates are agency commission bearing

All rates are GST exclusive and based on digital finished art work being supplied. Full design, layout and photography services are available. Any cancellations made less than four weeks prior to the material deadline dates below will incur a 50% cancellation fee.

Terms & Conditions

These conditions are deemed part of the advertising contract issued by The Pluto Group Ltd.

POSTPONEMENT OR CANCELLATION OF SPACE

This cannot be effected after six weeks prior to the next publication date. The Pluto Group Ltd. reserves the right to back-charge any client for schedules that are cancelled before the agreed number of insertions have run. The amount of the back-charge would be calculated as the total difference between the agreed rate per insertion for the original ad schedule and the ratecard rate for the actual number of insertions run.

TERM ADVERTISER RATE PROTECTION

Should rates change, Advertisers engaged in a term contract with The Pluto Group Ltd will be given rate protection for the duration of their term agreement.

MATERIAL

a) All advertising material shall be delivered to the Publisher without expense to the Publisher. **b)** Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing). **c)** Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production.

d) Advertisement material is held at the advertiser's risk and is not insured by the Publisher. Material will only be returned on request, and any material unused for 24 months will be destroyed.

TERMS

Accounts for advertising space and production are due for payment on the 20th of the month following invoice. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

GENERAL

a) The Publisher reserves the right to decline the insertion of any advertisement. **b)** The placement of an advertisement is at the publisher's discretion - except where a preferred position loading has been paid. **c)** Casual displacement, rejection or omission of an advertisement does not invalidate a space order. **d)** While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

TERMS OF ACCEPTANCE OF ADVERTISING COPY

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement: **a)** is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987 or **b)** is at all defamatory, in breach or copyright, trademark or other intellectual or industrial property right; or **c)** is otherwise in breach of any provision of any Statute Regulation or rule of law. The Advertiser acknowledges that The Pluto Group Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.