

# the **AUCKLAND** Guide

THE ESSENTIAL LIFESTYLE MAGAZINE

## OVERVIEW

*The Guide* is a high-quality niche publication, catering exclusively for Auckland's affluent residents and businesspeople. No other publication targets this demographic so accurately or offers advertisers such an upmarket and select marketing avenue. *The Guide's* exclusive residential distribution is complemented by a central-city profile, with the magazine delivered to the area's top blue-chip companies. *The Guide* is also posted to all Auckland's embassies and high commissions.

Although *The Guide* is delivered free of charge to pre-selected Auckland suburbs, the magazine is also offered for sale at \$8.50 and is distributed to quality newsagents and bookshops throughout the Auckland region by Independent Magazine Distributors Ltd. In keeping with the magazine's lifestyle content, individual copies are circulated to the city's best cafes and restaurants. With interesting editorial, and sleek design and layout, *The Guide* is an effective and professional marketing avenue for large and small businesses. A three-month shelf life ensures maximum exposure for your business.



For details of our sister publication, The Wellington Guide, visit our website: [www.theguide.co.nz](http://www.theguide.co.nz)

## STATISTICS

Frequency: Quarterly  
Cover Price: \$8.50  
Circulation: 15,000  
Readership: 60,000  
Established: (Guide Magazines) 2001  
Auckland Guide launch: March 2006  
Sales: 2000  
Highly targeted free distribution: 13,900

## ESTIMATED READERSHIP CHARACTERISTICS

Male 49%, Female 51%  
55% tertiary educated  
20% income over \$40,000  
53% income over \$80,000  
65% in socio-economic group 1, 2 & 3  
80% own their own home  
85% readers live and work in Auckland  
85% have one or more credit cards  
70% have home computer and are internet savvy  
75% have dined out more than once in the past month  
70% have travelled outside New Zealand  
80% readers over 29 years old

## DELIVERED TO

Epsom, One Tree Hill, Remuera,  
Parnell, Viaduct, Ponsonby,  
St Heliers, Mission Bay, St Marys Bay,  
Freemans Bay, Jervois Rd,  
Grey Lynn, Kingsland, Takapuna,  
Northcote Point

## PUBLICATION DATES 2010

Issue 8 May  
Issue 9 August  
Issue 10 November

## ADVERTISING RATES

### Agency details

Rates are non-commission bearing. All rates quoted are exclusive of GST.

Outside back cover:		Inside front cover:		Full page:		* Quarter page:	
1 edition	\$5950	1 edition	\$3500	1 edition	\$1950	1 edition	\$750
2 editions	\$5655	2 editions	\$3250	2 editions	\$1755	2 editions	\$675
3 editions	\$5507	3 editions	\$3125	3 editions	\$1657	3 editions	\$637.50
4 editions	\$5360	4 editions	\$3000	4 editions	\$1560	4 editions	\$600

Inside back cover:		Double-page spread:		* Half page:		Eighth page:	
1 edition	\$3200	1 edition	\$2900	1 edition	\$1250	1 edition	\$450
2 editions	\$2980	2 editions	\$2610	2 editions	\$1125	2 editions	\$405
3 editions	\$2870	3 editions	\$2465	3 editions	\$1062.50	3 editions	\$365
4 editions	\$2760	4 editions	\$2320	4 editions	\$1000	4 editions	\$325

\*Quarter page prices apply to 1/4 portrait, 1/4 landscape and 1/4 strip formats  
 Half page prices apply to 1/2 portrait and 1/2 landscape formats

**Inserts** (subject to size and weight approval): \$145 per 1000 (minimum 5000, maximum 15,000)

Quarter strip bleed:	
1 edition	\$850
2 editions	\$775
3 editions	\$737.50
4 editions	\$700

## ADVERTISING SPECIFICATIONS

### Full page

230mm wide x 300mm high + 5mm bleed on all sides

### Double page spread

460mm wide x 300mm high + 5mm bleed on all sides

### 1/2 portrait

91mm wide x 269mm high

### 1/2 landscape

187mm wide x 132mm high

### 1/4 portrait

91mm wide x 132mm high

### 1/4 strip

43mm wide x 269mm high

### 1/4 strip - bleed off

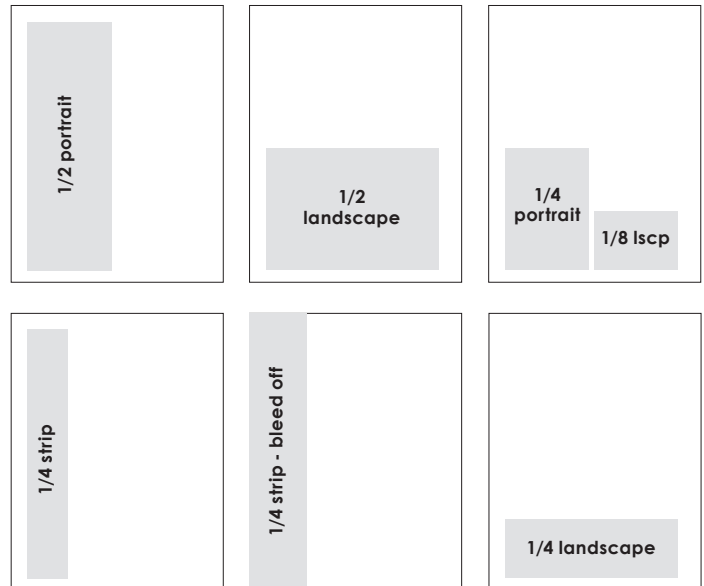
61mm wide x 300mm high + 5mm bleed on all sides

### 1/4 landscape

187mm wide x 63.5mm high

### 1/8 landscape

91mm wide x 63.5mm high



## MATERIAL ARTWORK DEADLINE

Finished artwork must be received 10 working days before publication date.

For adverts designed by *The Guide*, all elements of artwork – including logos and photographs – must be received 20 days before publication date.

Email finished advert as a high resolution PDF at a minimum of 300dpi to [theguide@paradise.net.nz](mailto:theguide@paradise.net.nz)