

the WELLINGTON Guide

THE ESSENTIAL LIFESTYLE MAGAZINE

OVERVIEW

The Guide is a high-quality niche publication, catering exclusively for Wellington's affluent residents and business people. 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 – from *Deloitte Touche Tohmatsu* to *Shell New Zealand*, as well as to members of PACE, which is an elite group of personal assistants to some of the areas top CEO's. The publication is also mailed to all Wellington's embassies and high commissions. *The Guide* is distributed to quality newsagents and bookshops throughout the lower North Island by *Independent Magazine Distributors Ltd.*

In keeping with the magazine's lifestyle content, individual copies of the magazine are circulated to the city's quality cafes. With interesting editorial, and sleek design and layout, *The Guide* is an effective and professional marketing avenue for large and small businesses alike. A three-month shelf life ensures maximum exposure for your business.

For details of our sister publication, The Auckland Guide, visit our website: www.theguide.co.nz



STATISTICS

Frequency: Quarterly
Format: A4 Glossy
Cover Price: \$8.50
Circulation: 10,000
Readership: 50,000
Established: 2001
Unit sales: 2000
Highly targeted free distribution: 8,000

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 Wellington
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

Mt Victoria, Oriental Parade,
Roseneath, Hataitai, Kilbirnie, Seatoun,
Newtown, Mt Cook, Brooklyn,
The Terrace, Kelburn, Thorndon,
Wadestown, Khandallah, Woburn,
Eastbourne, Western Hills, Plimmerton

PUBLICATION DATES 2010/2010

Issue 28 - June
Issue 29 - September
Issue 30 - December
Issue 31 - March

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	\$3000	1 edition	\$2750	1 edition	\$1950	1 edition	\$750
2 editions	\$2700	2 editions	\$2600	2 editions	\$1755	2 editions	\$675
3 editions	\$2430	3 editions	\$2350	3 editions	\$1657	3 editions	\$637.50
4 editions	\$2187	4 editions	\$2120	4 editions	\$1560	4 editions	\$600

Inside back cover:		Double-page spread:		* Half page:		Eighth page:	
1 edition	\$2750	1 edition	\$2900	1 edition	\$1250	1 edition	\$450
2 editions	\$2600	2 editions	\$2610	2 editions	\$1125	2 editions	\$405
3 editions	\$2350	3 editions	\$2465	3 editions	\$1062.50	3 editions	\$365
4 editions	\$2120	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

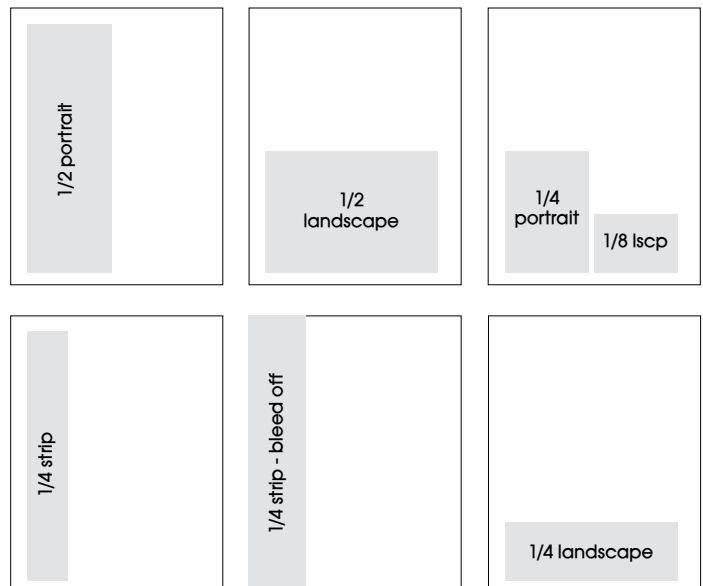
61mm wide x 300mm high + 5mm bleed on all sides

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