



Verve Shoreside, Verve Magazine & Ellerslie Magazine

Why Advertise in Verve?

Newsletter Factory specializes in producing market leading, high quality, **free lifestyle magazines, conveniently delivered** right into the reader's letter box. Copies of each issue are also delivered to local companies, retail outlets, cafés, waiting areas and libraries throughout the target circulation areas.

Advertising in Ellerslie Magazine, Verve Magazine or Verve Shoreside **will expose your business** to a substantial cross section of Auckland's most select suburbs helping to make you first choice amongst your competitors.

Target Circulation Details:

Ellerslie Magazine is distributed free every quarter to 10,000 selected homes and business addresses in Ellerslie, parts of Remuera, Meadowbank, Mt. Wellington, Greenlane and One Tree Hill.

Verve Shoreside is distributed free every second month to 12,000 selected homes and business between Devonport and Rothesay Bay, and via supermarkets, cafés, waiting rooms and baskets strategically placed in high traffic areas.

Verve Magazine is distributed free bi-monthly to 12,000 selected homes and business addresses in and around Parnell, Mission Bay, Kohimarama, Remuera, Newmarket, and Epsom. Also via supermarkets, cafés, waiting rooms and baskets strategically placed in high traffic areas.

Who's Reading Verve?

Primary focus on Auckland's high socio economic demographic.

- Aged 35 - 70
- Slightly more women than men
- Professional, tertiary education and qualification, successful.
- Affluent, high median household income group
- Enjoys the finer things in life
- Travels overseas regularly
- Fashion conscious
- Most (80% plus) have broad band and are technically savvy
- Enjoys leisure pursuits
- Culturally inclined. Loves art gallery openings, good movies, theatre, opera and ballet
- Chooses quality over price
- Around half share their homes with children

Ellerslie circulation map:



Shoreside circulation map:



Verve circulation map:



Costs to Advertise in Verve?

ADVERTISING / ADVERTORIAL RATES

SIZE	VERVE MAGAZINE	VERVE SHORESIDE	ELLERSLIE MAGAZINE
Double Page Spread	\$2,225	\$2,225	\$1,800
Full Page	\$1,175	\$1,175	\$985
1/2 Page	\$695	\$695	\$625
1/3 Page	\$575	\$575	\$490
1/4 Page	\$495	\$495	\$400
1/8 Page	\$315	\$315	\$250
3 images	\$315	\$315	\$315

All prices exclude GST

A Little About Verve:

Verve Magazine, Verve Shoreside, and Ellerslie Magazine specialize in material that will appeal on all levels, from aesthetic to intellectual. With **local businesses and retailers in the spotlight**, the reader will already have a familiarity and interest in

the promotional material showcased in the magazines. The magazine covers alone will tempt any would-be reader to pick them up, and the **stylish layout and content** is good enough to keep them paging through. Uplifting and inspiring; Verve's slogan; **"Vitality, Energy, Spirit"** embodies what these upmarket magazines are all about. With regular features and seasonal inserts like the **Verve Fashion Lookbook** readers are exposed to the best businesses and retailers have to offer in the area. It's no longer a question of why to join the Verve advertising repertoire but more -"So why wouldn't you **showcase yourself** in such a stylish setting?"

Newsletter Factory staff and associates are proud to be able to provide enlightening and entertaining insights into matters of interest to our readers, eg: local commentary, business, personalities, and upcoming local and international events.

Free magazines are a growing force in the publishing world, enjoying a definite niche market, especially so in challenging economic times, when advertisers can rest easy, knowing that their message will conveniently be placed in front of their target market.

Regular Features:

Free magazines are a growing force in the publishing world, enjoying a definite niche market, especially so in challenging economic times, when advertisers can rest easy, knowing that their message will definitely be placed in front of the target market...

- Local News
- Out & About
- Picture product page, eg: Hot commodities, Objects of desire
- Book reviews
- Interiors
- Arts / Culture
- Real Estate / Business Matters / Finance
- Personality Profiles / Interview
- Fine dining (restaurant reviews, recipes, wine column etc.)
- Mind, body & soul
- Win with Verve
- Gardening
- Pets
- Travel
- Fashion
- New businesses
- Destinations (shopping / eating / drinking / looking)



2010 Issue Details

ISSUES 2010	VERVE MAGAZINE	VERVE SHORESIDE	ELLERSLIE MAGAZINE
MAY		Deadline: 7 May Distribution: 20 May	
JUNE	Deadline: 4 June Distribution: 18 June		Deadline: 31 May Distribution: 15 June
JULY		Deadline: 4 July Distribution: 19 July	
AUGUST	Deadline: 4 Aug Distribution: 18 Aug SUMMER LOOKBOOK		
SEPTEMBER		Deadline: 4 Sept Distribution: 20 Sept SUMMER LOOKBOOK	Deadline: 11 Aug Distribution: 1 Sept
OCTOBER	Deadline: 4 Oct Distribution: 18 Oct		
NOVEMBER		Deadline: 8 Nov Distribution: 26 Nov	
DECEMBER	Deadline: 4 Nov Distribution: 6 Dec		Deadline: 10 Nov Distribution: 1 Dec

REGULAR FEATURES INCLUDE - Personality Profiles; Health / Wellbeing; Beauty; Fashion; Interiors; Renovations; Shopping; Art; Journeys; Entertainment; Out and about; Property; Fine Dining; Local Matters; VERVE MAN; WIN with VERVE; Book Reviews; Exciting Bumper Features

*Distribution dates may differ slightly from time to time

Verve Specs Info:

Prime Spot Loadings

Front or back cover - plus 25%
(Note front cover, special conditions apply)
Inside front or back covers - plus 20%
Guaranteed positions - plus 20%

Discounts for Regular Advertisers

Full page, 1/2 page, 1/3 page ads - multiple bookings (4 plus - any title selection): 15% discount, plus editorial / product shot incentives. 1/4 page, 1/8 page ads - (4 plus - any title selection): 10% discount

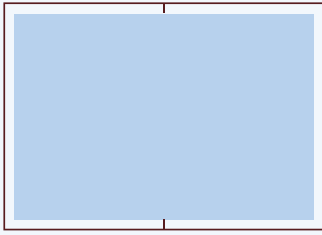
Design

If you would like us to prepare artwork for your ad, a design cost (time dependent) of between \$50 - \$110 (plus GST) will apply. Minor changes to existing artwork will incur a fee of \$40- (plus GST). Upon request, client's artwork will be supplied to them as a high res pdf for use elsewhere.

Editorial

Editorial is to be supplied by the client, even if only in a rough format. If this is not possible, editorial writing services are available at \$50+gst per hour

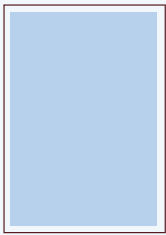
Advertisement Size & Specifications:



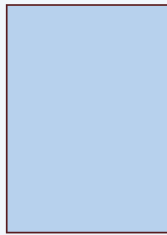
DPS
W 394mm x H 262mm



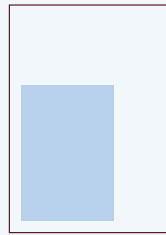
DPS (BLEED)
W 420mm x H 297mm (3mm bleed all round)



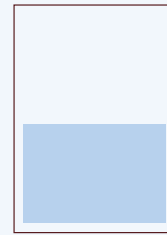
FULL PAGE
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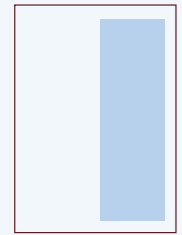
FULL PAGE (BLEED)
W 210mm x H 297mm
(3mm bleed all round)



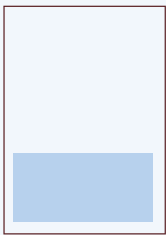
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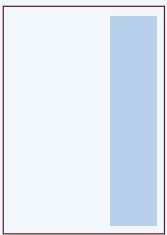
1/2 (LANDSCAPE)
W 184mm x H 127mm



1/2 (PORTRAIT)
W 87mm x H 262mm



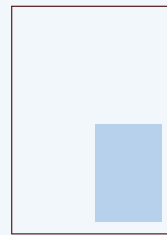
1/3 (LANDSCAPE)
W 184mm x H 80mm



1/3 (PORTRAIT)
W 55mm x H 262mm

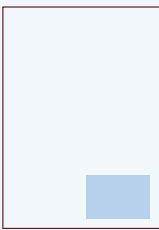


1/4 (LANDSCAPE)
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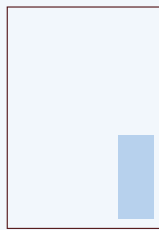


1/4 (PORTRAIT)
W 87mm x H 127mm

Gallery Specs:



1/8 (LANDSCAPE)
W 94mm x H 58mm



1/8 (PORTRAIT)
W 43mm x H 124mm

Contact Verve:

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An independent media company.

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