

# verve

verve magazine [www.vervemagazine.co.nz](http://www.vervemagazine.co.nz)  
 verve shoreside [www.verveshoreside.co.nz](http://www.verveshoreside.co.nz)

# media kit



## Why advertise in **verve**?

Verve is a market leading, high quality, free lifestyle magazine, conveniently delivered right into the reader's letterbox. Copies of each issue are also delivered to local companies, retail outlets, cafés, waiting areas and libraries throughout the target circulation areas.

Advertising in Verve and sister publication Verve Shoreside magazine will expose your business to a substantial cross-section of Auckland's most select suburbs helping to make your business first choice amongst your competitors, driving foot traffic, phone and internet enquiries to your door.

Free magazines are a growing media force, 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.

## Target circulation details

**verve magazine** is distributed free bi-monthly to 13,000 selected homes and business addresses in and around Parnell, Mission Bay, Kohimarama, Remuera, Newmarket, and Epsom. Also via cafés, waiting rooms and baskets strategically placed in high traffic areas.

**verve shoreside** is distributed free every second month to 12,000 selected homes and business in Albany, Northcote and Birkenhead Points, and from Devonport to Browns Bay. Also via cafés, waiting rooms and baskets strategically placed in high traffic areas.

**e-book:** A copy of the Verve and Verve Shoreside e-book is emailed to a growing database of subscribers and is available after each issue for you to email to your database.

Size	Price	W x H	
Double Page Spread	\$2,225	420mm x 297mm (To edge plus 3mm bleed all round)	
Full Page	\$1,175	184mm x 262mm (To margin)	210mm x 297mm (To edge, plus 3mm bleed all round)
1/2 Page	\$725	184mm x 127mm (Landscape)	87mm x 262mm (Portrait)
1/3 Page	\$575	184mm x 80mm (Landscape)	55mm x 262mm (Portrait)
1/4 Page	\$515	184mm X 57mm (Landscape)	87mm x 127mm (Portrait)
1/8 Page	\$315	87mm x 57mm (Landscape)	
3 images	\$315	300dpi hi res images, at least 10cm x 10cm in size	

prices exclude GST

# verve media kit

## 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.*

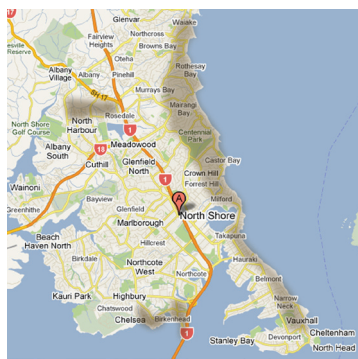
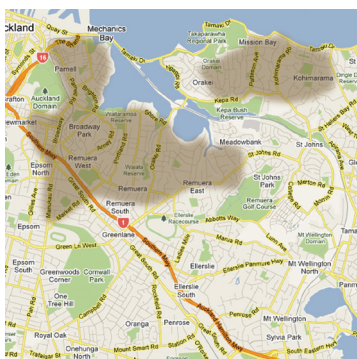
## Editorial

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 plus GST per hour.

\*VERVE DISTRIBUTION IS WEEK OF THE 20th OF THE MONTH WITH EXCEPTION OF VERVE CHRISTMAS & VERVE SUMMER FASHION & BEAUTY.

2011 Issue details		
Month	verve magazine	verve shoreside
February	Deadline: 4 Feb Distribution: 20 Feb	
March		Deadline: 4 Mar Distribution: 20 Mar
April	Deadline: 4 April Distribution: 20 April <b>VERVE FASHION &amp; BEAUTY</b>	
May		Deadline: 4 May Distribution: 20 May <b>VERVE FASHION &amp; BEAUTY</b>
June	Deadline: 4 June Distribution: 20 June	
July		Deadline: 4 July Distribution: 20 July
August	Deadline: 14 Aug Distribution: 30 Aug <b>VERVE FASHION &amp; BEAUTY</b>	
September		Deadline: 4 Sept Distribution: 20 Sept <b>VERVE FASHION &amp; BEAUTY</b>
October	Deadline: 4 Oct Distribution: 20 Oct	
November		VERVE <i>Christmas</i> Deadline: 6 Nov Distribution: 27 Nov
December	VERVE <i>Christmas</i> Deadline: 15 Nov Distribution: 5 Dec	

## Distribution Areas



### CONTACT VERVE

Verve and Verve Shoreside Magazines are published by Newsletter Factory 2005 Ltd, an independent New Zealand owned media company.

Phone 09 480 5064

Fax 09 480 5063

E-mail [fran@newsfactory.co.nz](mailto:fran@newsfactory.co.nz)

[jude@newsfactory.co.nz](mailto:jude@newsfactory.co.nz),

[sonia@newsfactory.co.nz](mailto:sonia@newsfactory.co.nz)

PO Box 65309, Mairangi Bay

**Auckland Office**

20 Sulphur Beach Road, Northcote Point

[www.newsletterfactory.co.nz](http://www.newsletterfactory.co.nz)

For terms and conditions of trade with Newsletter Factory (2005) Ltd. go to [www.newsletterfactory.co.nz](http://www.newsletterfactory.co.nz)

ALL PRICES MENTIONED EXCLUDE GST.