

# Reader's Digest

NEW ZEALAND

## SENIORS' GUIDE

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### MEDIA KIT



- What to do
- Where to go
- Who to meet
- How to save

# SENIORS' GUIDE

NEW ZEALAND

In conjunction with Reader's Digest New Zealand, The Seniors' Guide will provide the definitive directory to a world of activity that awaits New Zealand seniors.

Each quarterly issue, the Seniors' Guide will showcase the best products, offers and opportunities specifically aimed at senior New Zealanders across a variety categories, including:

- > **Travel & Holidays**
- > **Health & Wellbeing**
- > **Lifestyle & Leisure**
- > **Professional & Financial services**
- > **Trade Services**

## Reaching the right people

Each quarterly issue will be personally posted to 25,000 senior New Zealanders households from Reader's Digest's vast database. An additional 35,000 copies will also be distributed to locations where senior New Zealanders regularly frequent (see distribution pg 3).

The Seniors' Guide mailing will be based on recipients demographics – more specifically, on targeting people who have a propensity to react positively to offers and advertising.

Seniors' Guide recipients will be able to hold onto this guide to help them find a service or activity, whether they are enjoying their own city, or travelling the length and breadth of the country.



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## ADVERTISING RATES

DISPLAY ADVERTISING	CASUAL	2X	4X
Full page (opposite editorial)	\$3,500	\$3,150	\$2,800
Double page spread	\$6,000	\$5,400	\$4,800
Full page (run of book)	\$2,500	\$2,250	\$2,000
Half page (run of book)	\$1,500	\$1,350	\$1,200
Quarter page (run of book)	\$750	\$675	\$600
One-eighth page (run of book)	\$375	\$340	\$300

15% surcharge on Half and Quarter pages with guaranteed positioning opposite editorial

PREMIUM POSITIONS	CASUAL	2X	4X
Inside front cover DPS	\$7,500	\$6,750	\$6,000
Outside back cover	\$5,000	\$4,500	\$4,000

INSERTS	2PP	4PP	8PP	12PP	16PP
25K A-List Posted	\$75	\$110	\$150	\$180	\$210
30K Post Bulk Delivered	\$50	\$74	\$100	\$120	\$140
60K Full Run A-List & Bulk Delivery	\$60	\$88	\$120	\$144	\$168

## DISTRIBUTION AND CIRCULATION

Each quarter, the Seniors' Guide will be delivered by post to 25,000 senior New Zealand households. These households will be chosen from Reader's Digest's database, based on the person's age (60+) and their inclination to respond to direct marketing (those who have purchased from Reader's Digest in the past 12 months).

The other 35,000 copies will be distributed specifically to target the senior New Zealander, in locations including:

- Retirement villages
- RSA clubs
- Grey Power
- ProBus clubs
- Bowling clubs
- Pharmacies
- Doctor's waiting rooms
- Libraries

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DEADLINES:	RELEASE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
December 2011	14th December	31st October	3rd November
April 2012	25th April	12th March	15th March
July 2012	25th July	11th June	14th June
October 2012	24th October	10 September	13th September

## INSERT DEADLINES

DEADLINES:	RELEASE DATE	INSERT PRINTED IN AUS/NZ DELIVERED TO QUANTIUM/NZ POST	DELIVERED TO TIMES PRINTERS IN SINGAPORE
December 2011	14th December	17th October	16th November
April 2012	25th April	27th February	28th March
July 2012	25th July	28th May	27th June
October 2012	24th September	27th August	26th September

## PAGE SPECIFICATIONS

All dimensions are in millimetres (height x width)

EXECUTION	TRIM	TYPE	BLEED
Full page	184 x 134	173 x 122	192 x 142
Double page spread	192 x 268	173 x 256	192 x 276

Half page horizontal	82 x 122
Half page vertical	166 x 59
Quarter page	82 x 59
One eighth horizontal	40 x 59

## PRODUCTION ENQUIRIES

Saimah Khan 09 589 1054

Artwork to be supplied using Quickcut or in digital form using qxp and supplied on CD-ROM. All digital documents should include all screen and printer fonts, EPS and TIFF files.

Send high resolution PDF artwork file to [production@hawkhurst.co.nz](mailto:production@hawkhurst.co.nz)



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