

LIVE IT *your* WAY

Weekend

& short breaks

MEDIA KIT 2010

the magazine that
puts the weekend
back into your life...

“People are piling down here. All have read your magazine. We are taking at least 2-3 enquiries a day from it. Cheers”

Greg Marshall, Aroha Mountain Lodge, TeAroha



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Target the people most likely to buy your product



The idea behind *Weekend* is a compelling one—people have never been so time poor; weekends have never been so precious.

Weekend helps you make the most of them both.

WHY IS IT READ?

Everything that you enjoy...

From exotic 'once a year' escapes to fun and games in your own backyard; from Luxury Lodge indulgences to re-discovering the local parks, beaches and restaurants; from adventure treks to Aussie breaks; wine tours to spa wonders; fishing deep to golf expeditions.

Weekend brings back all the pleasures you've been missing out on between Friday night and Monday morning (and beyond).

Guest columnists, celebratory commentators and local feature writers complete the editorial team under well-known award winning writer/editor Patrick Smith.

THE MAGAZINE

- Quarterly, 96 page, Quarto gloss paper, perfect bound, four colour throughout
- Editorial integrity drives content
- 50,000 print run

WHO READS IT?

Socio-Economic Groups 1,2,3 &

8. They buy new vehicles, dine out, travel more internationally and domestically, enjoy premium food and wine, own their own homes, and have high disposable income.

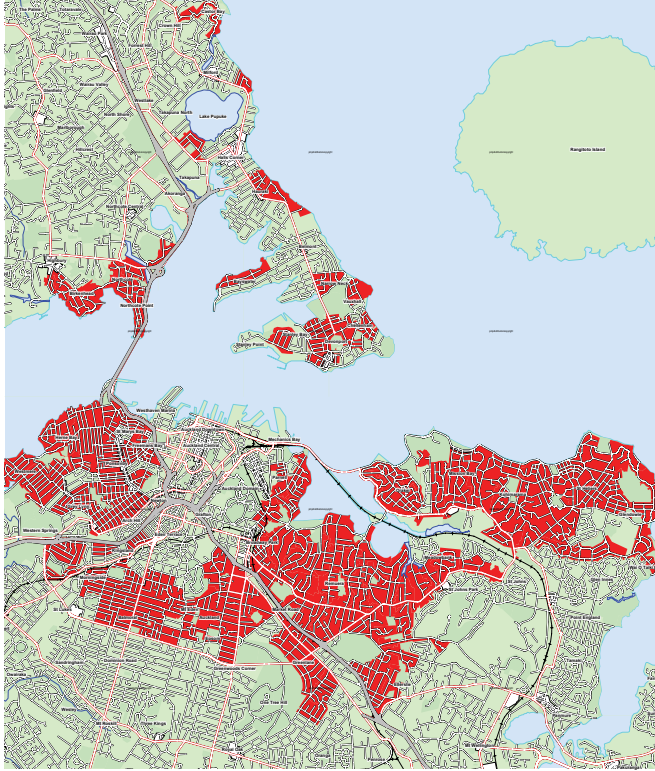
Circulation - Audited (ABC) 47,532

Retailed throughout NZ but main distribution is targeted mailbox drop using "Mosaic" software. "Mosaic" uses census data, home values from QV, Roy Morgan Research and motor vehicle ownership data

Frequency - Quarterly

Magazine use - An enjoyable lifestyle read and a "recipe book" used ongoing by readers for ideas for their leisure time. Readers not only enjoy *Weekend* as an entertaining magazine, they use it. Advertisers benefit from it's relevance to the reader and it's coffee table longevity.

- Type of advertisers who may benefit
- Premium food and beverage
- Motor vehicles
- Tourism operators
- Airlines
- Travel companies
- Premium consumer goods
- Financial services
- Premium brands



advertising options

weekend IS PUBLISHED SEPT / DEC / MAR / JUN

	4 ISSUES	2-3 ISSUES	1 ISSUE
Classified (1/9th)	\$625	\$870	\$995
Third Vertical	\$2,375	\$2,950	\$3,625
Full Page	\$6,185	\$6,850	\$7,450
Double-Page Spread (DPS)	\$9,375	\$10,500	\$11,750

- All prices are subject to GST
- These rates are commission bearing
- Artwork must be supplied to our specifications
- Payment on 20th of month of issue
- Audit period January - June 2009: 47532 - per issue.



“ Thank you for your **great magazine**. I have a number of publications sent to me that I read and pass on, but this one I keep because it is **most useful**. I took my stepdaughter to Duder Regional Park for a school holiday togetherness outing last week and we both loved it. We hiked the entire loop and had our picnic lunch on the pa site overlooking the harbour - **it was a great day out**. Next on the list is Te Aroha! Cheers, and thanks again.”

– *Philippa King JP*

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“ Hi Travis. Again, that article is amazing. **People are piling down here.** All have read your magazine. We are taking **at least 2-3 enquiries a day from it.** Cheers.”

Greg Marshall, Aroha Mountain Lodge,
Te Aroha, New Zealand

“ Dear Travis, I'm very **pleased with the response** we received **from our ad** in Weekend Magazine.

We have signed up 3 men as “Big Buddies” **immediately as a result** of our ad placed a week and a half ago. This response **compares extremely well with other mediums** like the NZ Herald, in fact is better than the Herald on average. On behalf of all of us at Big Buddy thank you – **we are impressed.**”

Regards Ricard Aston,
CEO Big Buddy



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Booking and Material Deadlines

Issue 11:

Booking 5th March 2010
Material 12th March 2010
Distribution 27th March 2010

Issue 12:

Booking 28th May 2010
Material 4th June 2010
Distribution 19th June 2010

Issue 13:

Booking 20th August 2010
Material 27th August 2010
Distribution 11th September 2010

Issue 14:

Booking 19th November 2010
Material 26th November 2010
Distribution 11th December 2010