

Style

LIFE • HOME • FASHION

MEDIA KIT 2019

- www.style.kiwi -

**STYLE
COVERS**
LUXURY LIVING
ACROSS
ALL ASPECTS
OF LIFE.



THE BEST OF
HOME
& FASHION

STYLE.

STYLE MAGAZINE –

The best of life, home and fashion.

Style covers aspirational living across all aspects of life. Readers are invited to enjoy a variety of monthly features, which explore the best of home, fashion and art. The strong fashion component sees a regular curated editorial shoot, complemented by carefully considered beauty and wellbeing content. Writers pinpoint the best in both domestic and international destinations to satisfy the traveller, while the food and wine section provides information on must-visit hotspots.

Perfect-bound and printed on sustainably sourced superior paper stock for a lengthy shelf life, Style is a high-quality monthly magazine. The majority of copies are flow-wrapped in degradable and recyclable plastic and letterboxed direct to homes.

- Events • Social Photos • Home • Art
- Fashion • Health & beauty • Food
- People • Landscaping • Travel
- Motoring • Technology • Finance

SOCIAL MEDIA

Style's Facebook page continues to grow with an organic reach of over 10,000. By providing a social commentary, live posting at events and extending the reach of print content, Style's Facebook page remains current and on trend in between monthly print dates. Instagram acts as another avenue for engaging with Style followers, as a rapidly growing platform that focuses on aesthetically pleasing imagery.

WEBSITE

Style has a recently updated multimedia website that complements our social media presence by showcasing the best photos, stories and videos. Always accessible, a digital copy of Style appears online at www.style.kiwi



QUALITY
Style Magazine won a gold award at the National Pride in Print Awards.

PERMANENCE
A digital copy of Style Magazine appears online at: www.style.kiwi



CONTENT MARKETING.

INCREASE BRAND AWARENESS AND DRIVE SALES WITH CONTENT MARKETING PACKAGES

In conjunction with advertising schedules, Style tailors content marketing packages to a business's needs. The editorial and marketing team delivers visually engaging stories and content to appeal, captivate and connect with audiences, drive consumer acquisition and retention, and raise profile within the target market.

Style can customise print packages that can be supported with digital and branded video content for websites and social channels, offering a more strategic content-led approach on all the touch points with which customers can engage.

Quite simply, *Style* creates a desire for products and services. *Style* drive sales and brand awareness.

ASK US ABOUT CONTENT MARKETING OPPORTUNITIES.

AUDIENCE

Style is delivered to 'No Circulars' in key areas to capture the right demographic.





**ASK US ABOUT
STYLE FASHION**
– out April &
September

AD SPECS.

STYLE ADVERT SIZES

1/8 page landscape	62mm High x 90mm wide
1/8 page portrait	125mm High x 44mm wide
1/4 page landscape	62mm high x 182.5mm wide
1/4 page portrait	125mm high x 90mm wide
1/2 page landscape	125mm high x 182.5mm wide
1/2 page portrait	260mm high x 90mm wide
Full Page	275mm high x 210mm wide + 5mm bleed Type Area: 260mm high x 182.5mm wide
Gatefold	On request

Full page Indesign template
available on request

Style Fashion is a showcase
publication that highlights:

- Fashion Trends
- Runway Reports
- Designer Profiles
- Seasonal Advice
- Hair & Make-up Trends
- Beauty Products
- Fashion Accessories





DELIVERY

Homes receive a flow-wrapped copy in degradable and recyclable plastic to ensure the magazine is protected from the elements.

REACH

Every Style Magazine advertisement delivers a message into 46,000 targeted homes and pick-up points.

STYLE ADVERTISING.

STYLE MAGAZINE	Casual	6 months	12 months
1/8 page	\$595	\$495	\$395
1/4 page Portrait	\$895	\$835	\$695
1/4 page Landscape	\$1195	\$1045	\$935
1/2 page	\$1695	\$1595	\$1450
Full page	\$2295	\$1895	\$1695
Back page	\$3695	\$3050	\$2370
Front Inside (Page 2)	\$2980	\$2460	\$2200
Inside Back	\$2980	\$2460	\$2200

Full page content	\$1295
Double page content	\$2235

COVETABLE SHOWCASE	Casual	6 months
Per Spot	\$395	\$250

Special and guaranteed positioning (25% loading).
 All advertising prices include layout and design but exclude GST.



DEADLINES.

2019

JANUARY

Distributed Friday	11/01/19
Booking Wednesday	12/12/18
Copy Wednesday	12/12/18
Complete Material 12pm	18/12/18

FEBRUARY

Distributed Friday	01/02/19
Booking Wednesday	16/01/19
Copy Friday	18/01/19
Complete Material 12pm	24/01/19

MARCH

Distributed Friday	01/03/19
Booking Wednesday	13/02/19
Copy Friday	15/02/19
Complete Material 12pm	21/02/19

APRIL

Distributed Friday	05/04/19
Booking Monday	20/03/19
Copy Wednesday	22/03/19
Complete Material 12pm	28/03/19

MAY

Distributed Friday	03/05/19
Booking Wednesday	15/04/19
Copy Friday	16/04/19
Complete Material 12pm	24/04/19

*JUNE

Distributed Friday	31/05/19
Booking Wednesday	15/05/19
Copy Friday	11/05/19
Complete Material 12pm	23/05/19

*JULY

Distributed Friday	28/06/19
Booking Wednesday	12/06/19
Copy Friday	14/06/19
Complete Material 12pm	20/06/19

AUGUST

Distributed Friday	02/08/19
Booking Wednesday	17/07/19
Copy Friday	19/07/19
Complete Material 12pm	25/07/19

SEPTEMBER

Distributed Friday	06/09/19
Booking Wednesday	21/08/19
Copy Friday	23/08/19
Complete Material 12pm	29/08/19

OCTOBER

Distributed Friday	04/10/19
Booking Wednesday	18/09/19
Copy Friday	20/09/19
Complete Material 12pm	26/09/19

NOVEMBER

Distributed Friday	01/11/19
Booking Wednesday	15/10/19
Copy Thursday	17/10/19
Complete Material 12pm	23/10/19

*DECEMBER

Distributed Friday	29/11/19
Booking Wednesday	13/11/19
Copy Friday	14/11/19
Complete Material 12pm	21/11/19

*Advertising will be invoiced in the month of issue e.g June magazine distributed 31st May however charged in June.

CHRISTCHURCH & SOUTH ISLAND 2018

CIRCULATION

46,000 (Printer Audited)

Selected home delivery to readers throughout Christchurch, North Canterbury, Selwyn, Wanaka and Queenstown.

HOME DELIVERED 36,000
as shown on the map

STANDS & DROPS 10,000

READERSHIP

STYLE MAGAZINE – THE BEST OF LIFE, HOME & FASHION

- **Style** reaches a discerning market with the highest disposable income.
- Every edition delivers content that is engaging, topical, desirable, informative and relevant to its audience.
- Quality is important and so **Style** magazine is printed on superior paper stock for a look of luxury and greater longevity, and presented in a weatherproof plastic wrap.
- A high-quality monthly magazine with a lengthy shelf life, **Style** showcases all that is interesting and exciting, and inspires readers with these on-trend updates.

Style READER

- High disposable income
- Follows fashion and trends
- Frequent restaurants and bars
- Likes to be connected and in the know
- Well travelled and worldly
- Invests in health and wellbeing
- Up-to-date with technology and gadgets
- Updates cars and boats regularly



QUEENSTOWN
2,910

ARROWTOWN
765

WANAKA
425

CONTACT.

SALES MANAGER

Viv Montgomerie

viv.montgomerie@starmedia.kiwi

DDI: 03 364 7494 Mobile: 021 914 428

ACCOUNT EXECUTIVES

Juliet Dickson

juliet.dickson@starmedia.kiwi

DDI: 03 364 7409 Mobile: 021 688 159

Janine Oldfield

janine.oldfield@starmedia.kiwi

DDI: 03 962 0743 Mobile: 027 654 5367

EDITOR

Kate Preece

kate@starmedia.kiwi

DDI: 03 962 8196 Mobile: 021 330 858

PUBLISHER

Charlotte Smulders

charlotte@starmedia.kiwi

Mobile: 027 226 5292

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