

the life

Media kit

ISSUE 11 SOUTHERN CULTURE & LIFESTYLE MAGAZINE 2024



Who We are

⁰¹ *Our Aim*

The Life showcases stories from southern New Zealand, informing and flaunting the south's people, culture and much desired lifestyle in a stylish, high-quality fashion.

⁰² *Our Voice*

Very 'pro south'; The Life is all about highlighting what our people have to offer, from our unique culture and incredible produce, to our humble achievers and hidden treasures.

⁰³ *Our Style*

The Life is a platform to showcase the best of southern New Zealand; the design is a key part of this story. Minimalist, stylish and crafted with purpose.

my food SHARE

connect, share
And nothing
platter. The
catering
offer their
own visually
spread.



STYLING AND PROPS
Adding props to your platter can enhance textures, as well as adding practicality. Go for jars, trays, baskets, wooden boards, large plates, or anything that adds height.

BREADS AND CRACKERS
Laying your chosen breads out is the first step to building any platter. Try including sliced baguettes because they're the perfect size for adding delicious toppings. Add your favourite crackers for a crunchy addition.

CHEESES
Select your favourites to feature. We love soft cheeses like camembert or brie. Decorate with a drizzle of honey or broken up honeycomb, fresh rosemary, or herbs.

DIPS AND SPREADS
Always serve your dips in ramekins and not in the tubs they come in. Add a drizzle of olive oil and garnish with herbs, black sesame seeds, roasted chickpeas, and edible flowers.

ANTIPASTO AND PICKLES
Choose your favourites. Olives, gherkins, capers, pickled fennel or onions, sundried tomatoes, roasted artichokes, aubergines, and courgettes all work beautifully together. Remember to remove them from the jars and place into small bowls.



Our Audience

The target audience for The Life shares a past, current or future connection with southern New Zealand. This group of locals and tourists is desirable, being passionate about our area and eager to explore, invest and experience the diverse range of offerings available throughout the southern regions.

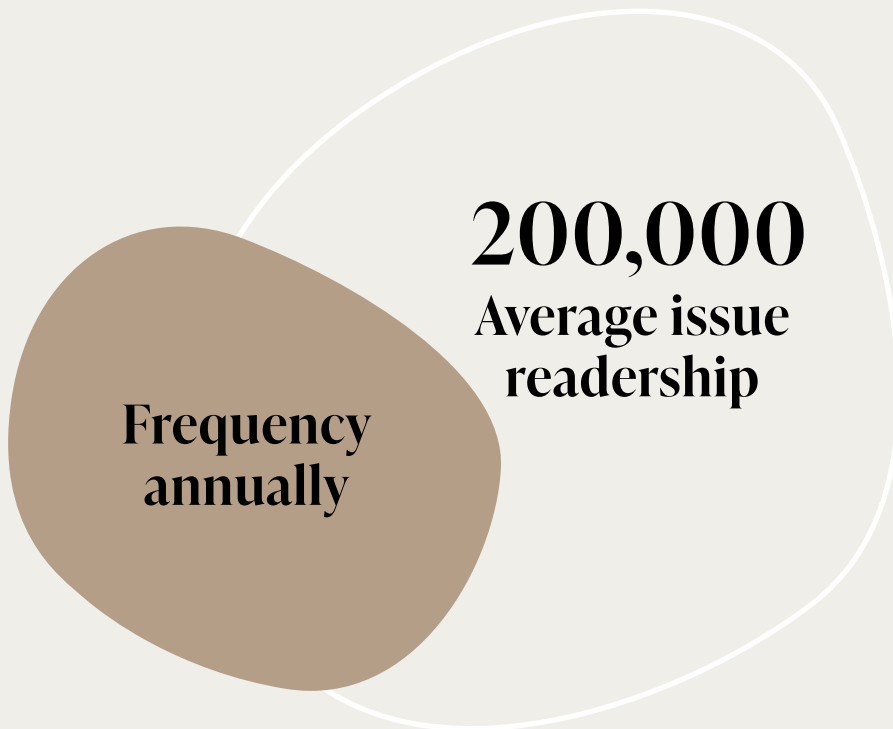
CORE AUDIENCE



FEMALES
30 TO 60

Our Circulation

The Life's circulation gains maximum reach across three main channels reaching diverse audiences with multiple eyes per copy.



RETAIL

Stores across the southern region including: Queenstown, Wanaka, Dunedin, Invercargill and Fiordland.



IN-ROOM ACCOMMODATION

Southern hotel and motel rooms.



CORPORATE BULK AND COMMERCIAL ORDERS

Commercial orders reach waiting rooms, coffee rooms, cafés and salons for use as a recruitment and regional promotion tool.

Advertising

As a positive, stylish annual magazine with high retention value and readership, The Life is an attractive advertising option for all. From full display adverts to tourism listings, there are many marketing opportunities for organisations and businesses looking for a point of difference.



AT A GLANCE

Published by	Naked Creative
Size	A4, approx 140 pages
Frequency/Display life	Annual/12 months
Readership per copy	High readership per copy contributed to by in room accommodation and hotspot placements
Circulation	Southern retail, accommodation in-room, corporate and commercial
Estimated Readership	200,000
Target Audience	All genders 25 years+ with a past, current or future connection with southern New Zealand
Print Quality	Quality protective cover, high-grade paper stock, robust perfect bound

ADVERTISING BENEFITS

- ✓ 12 month exposure
- ✓ Captive audience
- ✓ Pro-south
- ✓ Positive associations
- ✓ Style leader
- ✓ Value for money
- ✓ Longevity
- ✓ Multiple readers
- ✓ Free advert design
- ✓ Quality print

PERFECT FOR

- ✓ Locals & visitors
- ✓ Client gifts
- ✓ Corporate handouts
- ✓ In-room accommodation
- ✓ Waiting room & coffee tables
- ✓ Ex-pat or other gifts
- ✓ Recruitment & migration

Advertising Rates

AD DESIGN

Advert design is available free of charge on request.

Supplied print-ready artwork will be approved before insertion.

FILE SUPPLY

- CMYK only (no RGB or spot colours).
- Supplied at 300dpi as a high-resolution PDF.
- With all paths converted to outlines.
- Black text set to 100% K value
- All ads require a 10mm clear zone on all sides, keep this area free from text.
- For **double page spreads**, ensure the gutter is kept free from text. Gutter allowance should be at least 30mm.



NEW
Please note: our full page advertising has changed. All **double page spreads** and **full page ads** will now feature a white border.

Dimensions in this kit exclude the border, it will be added by the design team.

Please send print-ready artwork to hello@nakedcreative.nz

GET IN TOUCH

Ranali Ratnayaka
Advertising Sales

ranali@nakedcreative.nz
021 269 4208



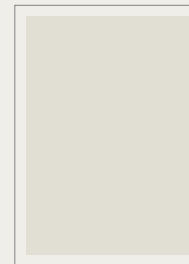
Double page spread

395mm (w) x 272mm (h)

No Bleed

Keep the 30mm gutter allowance in mind when designing ads

\$4,800

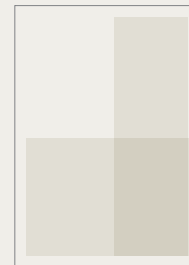


Full page

185mm (w) x 272mm (h)

No Bleed

\$2,550



1/2 page

PORTRAIT

83mm (w) x 272mm (h)

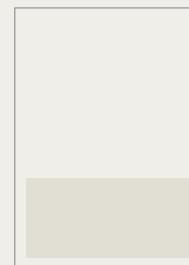
No bleed

LANDSCAPE

185mm (w) x 136mm (h)

No bleed

\$1,350



1/3 page

LANDSCAPE

185mm (w) x 85mm (h)

No bleed

\$950

Product Features

The product feature section is a collaboration between local businesses and The Life magazine to showcase an exquisite selection of products from all corners of the southern region.

The Life attracts a readership of over 200,000 foodies, entertainers, innovators, parents, travellers and sports enthusiasts throughout Southland and Otago.

PRODUCT FEATURE

- Free advert design
- Includes 1x featured product image
- Product name, cost, and business name
- Price, business location and social media handles (where applicable)

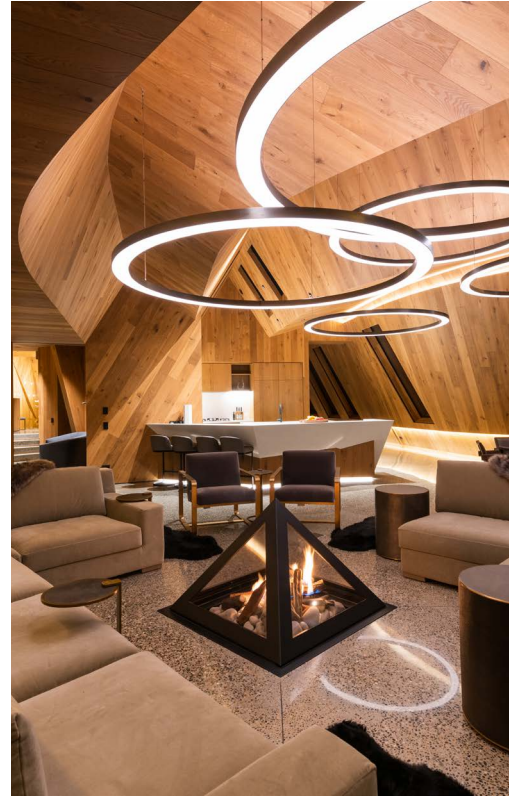
CONTENT SUPPLY

- 2x high-res image of product (1x will be used)
- Product name, short product description
- Cost of product, business name and location, and social media handles (where applicable)

RATES

\$300





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+64 3 214 4455



thelife.co.nz