



VIVA AT HOME

INSPIRING HOME OWNERS
EVERY MONTH



VIVA AT HOME

Due to our readers growing demand for more stories on interior and architectural design, VIVA is delighted to announce that we will be featuring VIVA at Home **every month in 2011**.

Here at VIVA we recognise how important creating a beautiful home is – from the architectural design through to the art you hang on the wall and the personal pieces that sit on the mantelpiece.

Research shows that VIVA readers are incredibly motivated to be in the know and keep up with the latest trends and ideas. VIVA at HOME is set to inspire with editorial written by our team of experts about people and their homes, decorating and design trends, gardening ideas and new product releases.



WHY YOU SHOULD ADVERTISE

- VIVA is read by 331,000 people every week.
- 47% of VIVA readers have renovated their house in the last 12 months, spending on average \$5,300 in the process.
- A further 39% intend to continue renovating their home in the next 12 months.



KEY DATES 2011

PUBLICATION DATE	BOOKING AND SETTING DEADLINE	CAMERA READY DEADLINE
January 26	January 19	January 24
February 23	February 16	February 21
March 30	March 23	March 28
April 27	April 20	April 25
May 25	May 18	May 23
June 29	June 22	June 27
July 27	July 20	July 25
August 31	August 24	August 29
September 28	September 21	September 26
October 26	October 19	October 24
November 30	November 23	November 28





TO ADVERTISE

Contact Usha Ravirao

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To maximise your return on investment talk to us about our **Multi-Buy Packages**.

To find out what other features VIVA has coming up throughout the year visit: **soldonapn.co.nz**

Please send editorial submissions to:
amanda.linnell@nzherald.co.nz

Contract rates apply.



The New Zealand Herald

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SOURCE: Nielsen Media Research National Readership Survey,
Oct 09 – Sept 2010, all VIVA Readers 10+.