



# VIVA

2011 SPECIAL FEATURES

Every week Viva is read by 324,000 consumers who love to spend! Fresh and stylish, Viva has a devoted following amongst women who love to spend. Its sophisticated magazine-style makes it the perfect environment for advertising. Throughout 2011 Viva offers special features showcasing all that's good in fashion, beauty, design, food and wine with the latest lifestyle trends. Put the dates on the opposite page into your diary now!



## WHO READS VIVA?

- Females: 63.1% of readers are female. Viva offers the highest female-targeted audience of any Herald environment.
- Consumers looking to buy: 61% of Viva readers use their daily newspaper to make purchase decisions.
- High-income earners: Viva readers have an average house-hold income of \$108k, \$25k ahead of the national average.

## WHAT THIS MEANS FOR YOU

- Exposure: VIVA has 324,000 readers every week.
- Reach spenders and lots of them: Viva is a destination-read for consumers, boosted by the high readership of The New Zealand Herald on Wednesday.

SOURCE: Nielsen Consumer and Media Insights Jan-Dec 2010, all people 10+.



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## MONTHLY

### VIVA AT HOME

BOOKING DEADLINE: ONE WEEK PRIOR TO PUBLICATION DATE

Viva at Home is a monthly section dedicated entirely to interior design, home trends, improvement ideas and architecture. Published: January 26, February 23, March 30, April 27, May 25, June 29, July 27, August 31, September 28, October 26, November 30

## FEBRUARY

### 9th – VALENTINE'S DAY

BOOKING DEADLINE: FEBRUARY 3

Viva dedicates its pages to all things romantic. With inspirational stories about love and relationships, great gift ideas and seductive ways with food and wine, our top writers share the best ways to make this a day to remember.

### 16th – WINTER/NEW SEASON FASHION SPECIAL

BOOKING DEADLINE: FEBRUARY 10

Our Viva fashion and beauty editors will reveal winter 2011's biggest fashion and beauty trends to help us stay warm and effortlessly stylish throughout the cold months.

## MARCH

### 16th – WEDDING SPECIAL

BOOKING DEADLINE: MARCH 10

It's a competitive market out there when it comes to getting married, and Viva provides its readers with all that's new and directional. From fashion to catering trends, florists to honeymoon ideas.

### 23th – NZ FASHION FESTIVAL SPECIAL

BOOKING DEADLINE: MARCH 17

A festival special that will profile the latest looks from designers taking part in the New Zealand Fashion Festival Viva runway show. An additional 800 copies of Viva will be distributed at the show.

## APRIL

### 6th – MEN'S ISSUE

BOOKING DEADLINE: MARCH 31

As we head into autumn, Viva's editors seek out what's hot for men. With the very latest in fashion and grooming, along with design and lifestyle trends, this is a must-have guide for the man-about-town.

## MAY

### 4th – MOTHER'S DAY

BOOKING DEADLINE: APRIL 28

Viva brings together a selection of must-read stories and meaningful gift ideas and ways to celebrate the mothers in our lives.

## JUNE

### 1st – WINTER FOOD & WINE SPECIAL

BOOKING DEADLINE: MAY 26

Viva's food and wine editors give the low-down on making fabulous winter food and the best wine for the season.

## AUGUST

### 17th – WEDDING SPECIAL

BOOKING DEADLINE: AUGUST 11

Due to overwhelming demand in this category, our second special Wedding issue of the year ensures you get into the hands of the brides and grooms planning their big day. They're looking for inspiration and ideas. You can't afford not to be part of this.

### 24th & 31st – NZ FASHION WEEK SPECIAL

BOOKING DEADLINE: AUGUST 17 AND 24

New Zealand Fashion Week is the fashion event of the year. Viva previews the occasion with designer profiles and the rundown of just what to expect on the catwalk.

## SEPTEMBER

### 7th – FATHER'S DAY MEN'S ISSUE

BOOKING DEADLINE: SEPTEMBER 1

As we enter spring/summer this is the time Viva's male readers are wanting to know what's in store for them. From the latest fashion trends and wardrobe must-haves, to grooming and accessories, this is the issue they turn to.

## OCTOBER

### 5th – VITALITY & WELLBEING SPECIAL

BOOKING DEADLINE: SEPTEMBER 29

With summer just around the corner, this is your opportunity to talk to Viva's motivated readers who value staying fit and healthy. From exercise to skincare, diet and wellbeing trends, this issue is always inspirational.

### 12th – SUMMER SPECIAL

BOOKING DEADLINE: OCTOBER 6

Viva looks ahead to what the warmer weather means on the fashion, food and home front.

## NOVEMBER

### 16th – PARTY SEASON SPECIAL

BOOKING DEADLINE: NOVEMBER 10

Viva throws a party. Our experts show how to throw a memorable party covering everything from the drinks to the food and just what to wear.

## DECEMBER

### 7th – CHRISTMAS FOOD SPECIAL

BOOKING DEADLINE: DECEMBER 1

The first in a two-part series dedicated to Christmas, this first special issue focuses on entertaining with everything from the most delicious meals, canapes, wines and cocktails for the social season. Viva's readers are ready to celebrate.

### 14th – CHRISTMAS SHOPPING SPECIAL

BOOKING DEADLINE: DECEMBER 8

This second special issue dedicated to Christmas is the perfect vehicle to tell Viva's readers what's hot when it comes to buying gifts for friends and loved-ones. This bumper issue is where people turn for ideas and inspiration.

### 21st – SUMMER HOLIDAY SPECIAL

BOOKING DEADLINE: DECEMBER 15

Looking ahead to the holiday season, we share with the Viva readers top ways to relax, places to go, what to wear, read and listen to. A great place to promote last-minute Christmas gift ideas.





## TO ADVERTISE

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The New Zealand Herald

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