

**THE**  
*New*  
**ZEALAND**  
**HERALD**  
**FASHION &**  
**WEEK** 2010



**THE MOST  
GLAMOROUS WEEK IN  
THE NEW ZEALAND HERALD**

**NEW ZEALAND  
FASHION WEEK 2010**

September 20 – 24, 2010

**New Zealand Fashion Week is an event like no other. For one week of the year everyone is inspired by an exhilarating mix of creativity, talent and glamour. Fashion is the focus as New Zealand's best designers take centre stage.**

This high profile event draws significant media attention and widespread public interest as New Zealanders seek out the latest fashion styles and trends.

If you want to have your product or service linked with this trendsetting event and the consumers it attracts, we can get you there.

Target style conscious readers  
with the Herald's New Zealand  
Fashion Week environments.



# viva

“VIVA is the cultural barometer people turn to first each week to find out what’s hot in fashion...”

Amanda Linnell – VIVA Editor

Attracting 307,000 readers each week, VIVA has a devoted following amongst women who love to spend and its sophisticated magazine style makes it the perfect place to showcase your brand.

VIVA publishes two special editions to cover New Zealand Fashion Week, the fashion event of the year.

**Special Preview Edition** – In the September 15 issue, VIVA will report on the upcoming shows with designer profiles and a run down of what to expect from the collections.

**Fashion Week Special Gloss Edition** – The September 22 issue of VIVA will be printed in full gloss giving your advertisement that extra glamour and impact. In this issue, VIVA will take readers behind the scenes with exclusive top stories on the ‘who’s who’ of New Zealand Fashion Week. Plus, we are front row at all the shows for up-to-the-minute coverage on the hottest fashion and beauty trends.

There is a range of potential advertising opportunities in both VIVA special editions from galleria-style to half and full page advertisements.



# canvas

"Canvas is the Weekend Herald magazine, delivering a lively, entertaining read every weekend. With award-winning fashion pages, in-depth features from top writers, thoughtful book reviews, interiors advice and wine and food reviews from experts including John Hawkesby, it is a must-read for the discerning contemporary consumer."

Greg Dixon – Canvas Editor

Canvas, the Weekend Herald's glossy lift-out lifestyle magazine has 437,000 readers each week. Canvas indulges readers with a satisfying blend of features, lifestyle, and a substantial living section devoted to contemporary design, recipes and fashion.

**Fashion Week Special Edition** – The September 18 issue of Canvas, published on Saturday, will put the spotlight on New Zealand Fashion Week's 10 Year Anniversary, indulging readers with all that is fashionable and stylish. There are a variety of advertising environments on offer to suit your budget.

## Quick Reference

### VIVA

<b>Publication dates</b>	15 September 22 September (Gloss)
<b>Reach</b>	307,000
<b>Gender</b>	64% female
<b>Disposable income</b>	High
<b>Household income</b>	\$105k per year

### Canvas

<b>Publication date</b>	18 September
<b>Reach</b>	437,000
<b>Gender</b>	57% female
<b>Disposable income</b>	High
<b>Household income</b>	\$112k per year

## Contact Details

To find out more about advertising opportunities around New Zealand Fashion Week, call your **APN Account Manager** on **(09) 373 6400**.

The New Zealand Herald

viva  
canvas

