

# viva

## 2010 SPECIAL FEATURES



### MONTHLY VIVA AT HOME

**BOOKING DEADLINE: ONE WEEK PRIOR TO PUB DATE**

VIVA at Home is a monthly section dedicated entirely to interior design, home trends, improvement ideas and architecture.

JAN 27, FEB 24, MARCH 24, APR 28, MAY 26, JUNE 30, JULY 28, AUG 25, SEPT 29, OCT 27, NOV 24.

### 17 MARCH 2010 WINTER FASHION

**BOOKING DEADLINE: 10AM, 9 MARCH**

Winter's biggest fashion and beauty trends are interpreted by VIVA's fashion and beauty editors to make staying warm and stylish, effortless.



### 14 APRIL 2010 MEN'S ISSUE

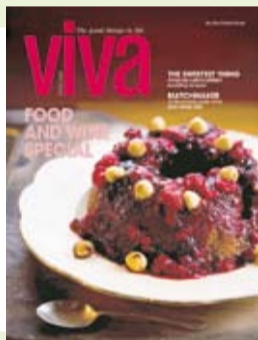
**BOOKING DEADLINE: 8 APRIL**

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.

### 2 JUNE 2010 WINTER FOOD AND WINE

**BOOKING DEADLINE: 27 MAY**

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



### 1 SEPT 2009 FATHER'S DAY

**BOOKING DEADLINE: 26 AUGUST**

It's time to celebrate the men in our lives. VIVA's editors cover everything from fashion and grooming to design and lifestyle trends to create a must-have guide to the start of the spring/summer season.

### 15 & 22 SEPT 2010 FASHION WEEK

**BOOKING DEADLINE: 8 & 15 SEPTEMBER**

Air New Zealand Fashion Week is the fashion event of the year. VIVA goes ringside and previews the occasion with designer profiles and the rundown of just what to expect.



### 13 OCT 2010 SUMMER SPECIAL

**BOOKING DEADLINE: 7 OCTOBER**

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

### 17 NOV 2010 PARTY SEASON

**BOOKING DEADLINE: 11 NOVEMBER**

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.



To advertise in VIVA, phone your New Zealand Herald Account Manager on (09) 373 6400  
Darrell Denney on (09) 373 6020 / 021 936 858  
Himanshu Shah on (09) 373 6975 / 021 870 372

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### EVERY WEEK VIVA IS READ BY 307,000 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 2010 VIVA offers special features showcasing all that's good in fashion, beauty, design, food, and wine with the latest lifestyle trends.

### PUT THESE DATES INTO YOUR DIARY NOW!

#### WHO READS VIVA?

**Females:** 64% of readers are female. VIVA offers the highest female-targeted audience of any Herald environment.

**Consumers looking to buy:** 66% of VIVA readers use their daily newspaper to make purchase decisions.

**High income earners:** VIVA readers have an average household income of \$105k, \$24k ahead of the national average.

#### WHAT THIS MEANS FOR YOU

**Exposure:** VIVA has 307,000 readers every week.

**Spenders:** 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.

**Longevity:** 40% of female readers 18+ keep VIVA in the house longer than the Wednesday paper\*.

SOURCE: Nielsen Media Research, National Readership Survey, Apr 09 - Mar 2010, all people 10+.

\*The New Zealand Herald Reader Panel Survey Wk 23 wc 22 Nov 2004.