

VIVA AT HOME

INSPIRING HOME OWNERS
EVERY MONTH



The New Zealand Herald

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

The New Zealand Herald

VIVA AT HOME

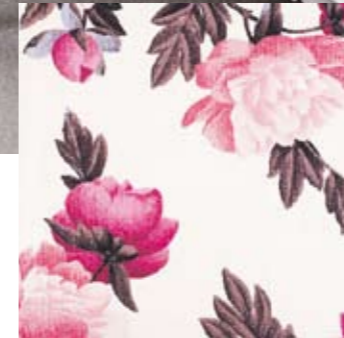
Due to our readers growing demand for more stories on interior and architectural design, VIVA is delighted to announce that we will be featuring VIVA at Home **every month in 2010**.

Here at VIVA we recognise how creating a beautiful home is important – 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 304,000 people every week.
- 49% of VIVA readers have renovated their house in the last 12 months, spending on average \$5,600 in the process.
- A further 40% intend to continue renovating their home in the next 12 months.



KEY DATES 2010

PUBLICATION DATE	BOOKING AND SETTING DEADLINE	CAMERA READY DEADLINE
January 27	January 20	January 25
February 24	February 17	February 22
March 31	March 24	March 29
April 28	April 21	April 26
May 26	May 19	May 24
June 30	June 23	June 28
July 28	July 21	July 26
August 25	August 18	August 23
September 29	September 22	September 27
October 27	October 20	October 25
November 24	November 17	November 22



TO ADVERTISE

To advertise in any of the VIVA AT HOME features contact your **APN Account Manager** on **(09) 373 6400** or **Usha Ravirao** on **(09) 373 6014** or **usha.ravirao@apn.co.nz**.

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**

Contract rates apply.

Editorial submissions to: amanda.linnell@nzherald.co.nz

