



# that's life!

The magazine with heart 

  
New Zealand Magazines

# 2012 Media Kit

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*that's life!* is about real people and for real people. It is supportive and entertaining and every week it's packed with amazing true stories and puzzles offering the chance to share in \$80,000 worth of prizes. The best thing about *that's life!* is the way it connects with the readers. They are the most loyal and responsive bunch of readers. This makes it easy to give them what they want. They are also incredibly generous with their stories, often sharing very personal experiences in the magazine. They see *that's life!* as a friend. They can shed a tear with it and laugh with it. It makes them feel good about themselves and their lives.

**Eva Lewicki**  
Editor

## Snapshot

Not all New Zealand women are captivated by the lives and loves of celebrities. Some prefer to read about ordinary people who lead extraordinary lives. So that's what *that's life!* focuses on. It's just like a best friend you can always trust. As a result, *that's life!* readers are very loyal - more than half of *that's life!* readers buy *that's life!* every week. Advertising that encourages readers to interact with it has an enhanced impact in this trusted medium. With so many readers having children -55% have children in their household aged 0-17 years, this unique group are key household decision makers. *that's life!* readers may be money conscious, 70% of readers are NZSEI Levels 4-6, but they still know how to splurge. They also spend money on the things that are important to them - 45% of readers own their own home. All of these elements combined reinforce the incredible influence and relationship *that's life!* has with its readers.



### VITAL STATISTICS

- **WEEKLY CIRCULATION:** 37,868
- **READERSHIP:** 285,000
- **CURRENT COVER PRICE:** \$3.00

### READER PROFILE

- More likely to be 15-44 y/o
- 80% female, 20% male
- 53% live outside of the main cities
- 55% have children 0-17 years old living in the household
- 79% household shoppers 15+
- Av. HHI \$60K p.a

### CATEGORY FACTS\*

#### LIFESTYLE

- 53% say pets are as important as family (151,000)
- 30% like to try new household products (85,000)
- 36% love reading about and trying new recipes (102,000)

#### SHOPPING

- 43% love shopping for clothes and personal items (122,000)
- 47% like to enter competitions (133,000)
- 67% shop a lot for specials and bargains (190,000k)

#### MEDIA CONSUMPTION

- 68% of that's life! readers are heavy magazine

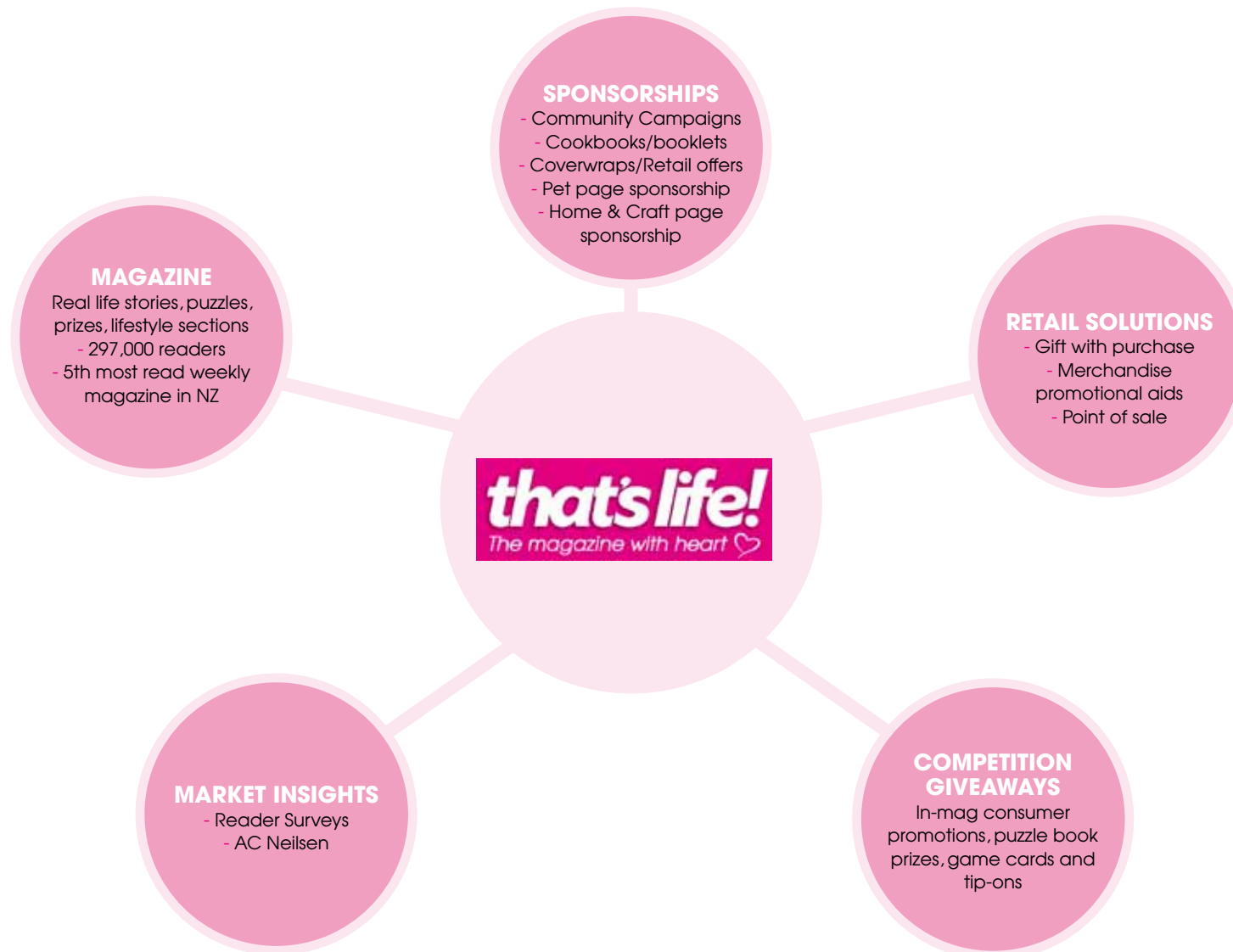
readers (194,000)

→ 55% are heavy TV viewers (157,000). Among their favourite shows are One News, Shortland Street, Packed to the Rafters, Fair Go, Animal Rescue and The Food Truck.

→ They keep up to date with the news. 35% read at least six daily newspapers each week.

→ 88% have internet access (any location), 71% at home, 45% of readers have a home broadband connection. 23% jump online at work

## Touch Points



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## Casual

FPC	\$	2,875
DPS	\$	5,750
ISFC DPS 25%	\$	7,185
OSB & ISFC FP 25%	\$	3,595
2nd DPS 15%	\$	6,615
ERHP 10%	\$	3,165
HALF PAGE	\$	1,725
THIRD STRIP	\$	1,150

### IMPORTANT NOTE

- All prices quoted are exclusive of GST
- All advertising is booked under the current terms and conditions of the publisher, see soldonapn.co.nz
- Prices effective from 1 November 2011

## Rate Card



## Specifications

**DISPLAY AREAS:** Measurements are depth (mm) x width (mm)

	<b>TYPE AREA (mm)</b>	<b>TRIM (mm)</b>	<b>BLEED (mm)</b>
Double page spread	252 x 396mm*	275 x 420mm	285 x 430mm
Full page	252 x 186mm	275 x 210mm	285 x 220mm
Half page horizontal	121 x 186mm	131 x 210mm	137 x 220mm
Half page vertical	252 x 91mm	275 x 105mm	285 x 115mm
Third page horizontal	74 x 186mm	83 x 210mm	93 x 220mm
Third page vertical	252 x 59mm	275 x 70mm	285 x 80mm

No type to be within 7mm of trim

### GENERAL SPECIFICATIONS

1. Media is to be supplied to the correct publication size, taking special care to include bleed, trim and registration marks (minimum bleed is 5mm).
2. Register and trim marks must appear on all ads, located 8mm outside the trim area.
3. All fonts need to be embedded into PDF files.
4. True Type or CID fonts are not to be used.
5. All reverse lettering is to be no less than 10pt type or made up from more than 2 colours.
6. Files must be saved in CMYK format. RGB or Lab colour files will be rejected.
7. Images must be at least 260 dpi, ideally 300dpi at 100%.
8. Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print.
9. Screen ruling 120 lines per inch.
10. The maximum total ink coverage should be 290% with a black limit of 90% (light to medium GCR).
11. Correct grey balance must be built into the separations.

### SADDLE STITCHED

\*Avoid type running across the gutter on a double page spread. Type must be arranged to clear the spine by a minimum of 2mm on each side of the spine (total 4mm).

New Zealand Magazines will not be held responsible for any non-bleeding elements trimming off the page if the specifications do not comply with the live area as specified above.

To ensure accurate colour reproduction, New Zealand Magazines recommends a 3DAPv3 approved digital proof.

### COLOUR PROOFS

1. Colour proofs must be created at 100% in size and accompany any supplied material.
2. Tearsheets and colour laser proofs are not acceptable proofs.
3. In order to verify the proof it will need to contain the 3DAPv3 control strip.
4. The proof must be set up to the correct paper type of the magazine and section.
5. If a 3DAPv3 colour proof is not supplied, New Zealand Magazines or the printer will not accept responsibility for the printed result of the supplied advertising.

### TRANSFER MEDIA

New Zealand Magazines will only accept digital pdf (version 1.3) files supplied via Quickcut/Pagestore or on CD.

For more information about Quickcut, contact them on (09) 524 1309 or visit [www.quickcut.co.nz](http://www.quickcut.co.nz).

### PRODUCTION CONTACT

Lorne Kay, Production Manager  
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## 2012 Production Schedule

ISSUE NUMBER	COVER DATE	ON-SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DEADLINE	CANCELLATION DEADLINE
1	9-Jan-12	2-Jan-12	02-Dec-11	8-Dec-11	1-Dec-11	25-Nov-11
2	16-Jan-12	9-Jan-12	9-Dec-11	15-Dec-11	8-Dec-11	2-Dec-11
3	23-Jan-12	16-Jan-12	16-Dec-11	22-Dec-11	15-Dec-11	9-Dec-11
4	30-Jan-12	23-Jan-12	23-Dec-11	29-Dec-11	22-Dec-11	16-Dec-11
5	6-Feb-12	30-Jan-12	30-Dec-11	5-Jan-12	29-Dec-11	23-Dec-11
6	13-Feb-12	6-Feb-12	06-Jan-12	12-Jan-12	5-Jan-12	30-Dec-11
7	20-Feb-12	13-Feb-12	13-Jan-12	19-Jan-12	12-Jan-12	6-Jan-12
8	27-Feb-12	20-Feb-12	20-Jan-12	26-Jan-12	19-Jan-12	13-Jan-12
9	5-Mar-12	27-Feb-12	27-Jan-12	2-Feb-12	26-Jan-12	20-Jan-12
10	12-Mar-12	5-Mar-12	3-Feb-12	9-Feb-12	2-Feb-12	27-Jan-12
11	19-Mar-12	12-Mar-12	10-Feb-12	16-Feb-12	9-Feb-12	3-Feb-12
12	26-Mar-12	19-Mar-12	17-Feb-12	23-Feb-12	16-Feb-12	10-Feb-12
13	2-Apr-12	26-Mar-12	24-Feb-12	1-Mar-12	23-Feb-12	17-Feb-12
14	9-Apr-12	2-Apr-12	2-Mar-12	8-Mar-12	1-Mar-12	24-Feb-12
15	16-Apr-12	9-Apr-12	9-Mar-12	15-Mar-12	8-Mar-12	2-Mar-12
16	23-Apr-12	16-Apr-12	16-Mar-12	22-Mar-12	15-Mar-12	9-Mar-12
17	30-Apr-12	23-Apr-12	23-Mar-12	29-Mar-12	22-Mar-12	16-Mar-12
18	7-May-12	30-Apr-12	30-Mar-12	5-Apr-12	29-Mar-12	23-Mar-12
19	14-May-12	7-May-12	6-Apr-12	12-Apr-12	5-Apr-12	30-Mar-12
20	21-May-12	14-May-12	13-Apr-12	19-Apr-12	12-Apr-12	6-Apr-12
21	28-May-12	21-May-12	20-Apr-12	26-Apr-12	19-Apr-12	13-Apr-12
22	4-Jun-12	28-May-12	27-Apr-12	3-May-12	26-Apr-12	20-Apr-12
23	11-Jun-12	4-Jun-12	4-May-12	10-May-12	3-May-12	27-Apr-12
24	18-Jun-12	11-Jun-12	11-May-12	17-May-12	10-May-12	4-May-12
25	25-Jun-12	18-Jun-12	18-May-12	24-May-12	17-May-12	11-May-12
26	2-Jul-12	25-Jun-12	25-May-12	31-May-12	24-May-12	18-May-12
27	9-Jul-12	2-Jul-12	1-Jun-12	7-Jun-12	31-May-12	25-May-12
28	16-Jul-12	9-Jul-12	8-Jun-12	14-Jun-12	7-Jun-12	1-Jun-12
29	23-Jul-12	16-Jul-12	15-Jun-12	21-Jun-12	14-Jun-12	8-Jun-12
30	30-Jul-12	23-Jul-12	22-Jun-12	28-Jun-12	21-Jun-12	15-Jun-12
31	6-Aug-12	30-Jul-12	29-Jun-12	5-Jul-12	28-Jun-12	22-Jun-12
32	13-Aug-12	6-Aug-12	6-Jul-12	12-Jul-12	5-Jul-12	29-Jun-12
33	20-Aug-12	13-Aug-12	13-Jul-12	19-Jul-12	12-Jul-12	6-Jul-12
34	27-Aug-12	20-Aug-12	20-Jul-12	26-Jul-12	19-Jul-12	13-Jul-12
35	3-Sep-12	27-Aug-12	27-Jul-12	2-Aug-12	26-Jul-12	20-Jul-12
36	10-Sep-12	3-Sep-12	3-Aug-12	9-Aug-12	2-Aug-12	27-Jul-12
37	17-Sep-12	10-Sep-12	10-Aug-12	16-Aug-12	9-Aug-12	3-Aug-12
38	24-Sep-12	17-Sep-12	17-Aug-12	23-Aug-12	16-Aug-12	10-Aug-12
39	1-Oct-12	24-Sep-12	24-Aug-12	30-Aug-12	23-Aug-12	17-Aug-12
40	8-Oct-12	1-Oct-12	31-Aug-12	6-Sep-12	30-Aug-12	24-Aug-12
41	15-Oct-12	8-Oct-12	7-Sep-12	13-Sep-12	6-Sep-12	31-Aug-12
42	22-Oct-12	15-Oct-12	14-Sep-12	20-Sep-12	13-Sep-12	7-Sep-12
43	29-Oct-12	22-Oct-12	21-Sep-12	27-Sep-12	20-Sep-12	14-Sep-12
44	5-Nov-12	29-Oct-12	28-Sep-12	4-Oct-12	27-Sep-12	21-Sep-12
45	12-Nov-12	5-Nov-12	5-Oct-12	11-Oct-12	4-Oct-12	28-Sep-12
46	19-Nov-12	12-Nov-12	12-Oct-12	18-Oct-12	11-Oct-12	5-Oct-12
47	26-Nov-12	19-Nov-12	19-Oct-12	25-Oct-12	18-Oct-12	12-Oct-12
48	3-Dec-12	26-Nov-12	26-Oct-12	1-Nov-12	25-Oct-12	19-Oct-12
49	10-Dec-12	3-Dec-12	2-Nov-12	8-Nov-12	1-Nov-12	26-Oct-12
50	17-Dec-12	10-Dec-12	9-Nov-12	15-Nov-12	8-Nov-12	2-Nov-12
51	24-Dec-12	17-Dec-12	16-Nov-12	22-Nov-12	15-Nov-12	9-Nov-12
52	31-Dec-12	24-Dec-12	23-Nov-12	29-Nov-12	22-Nov-12	16-Nov-12