

Living is for your Brand

Consumer research prior to launch has shown that Living has strong overall appeal with Herald on Sunday's core reader segments – they like its fresh and vibrant approach and find it full of interesting and relevant content.

Reach a large audience of relaxed Sunday Readers...

- Herald on Sunday is read by 390,000 people each week and is the best read Sunday newspaper north of Taupo*

...on a day they want to shop...

- Shopping is part of the Sunday lifestyle. The number of New Zealanders who shop for groceries on a Sunday has grown by 60% in the last ten years while people shopping for other goods has grown by 80%
- Herald on Sunday readers are 41% more likely to be Sunday shoppers than other New Zealanders

...in targeted and uplifting environments

- Our APN Media Engagement study showed that mediums that offer serendipitous advertising are more likely to trigger spontaneous purchase**
- Living offers advertising positions alongside content not found in the rest of the paper

Advertising Rates

Advertise in the launch editions of Living and enjoy the following special introductory rates:

Full page	\$3,000	usually \$6,529
Half page	\$1,800	usually \$3,176
10 x 7	\$950	usually \$1,765

Special rates apply to the first thirteen issues only dated 12 June, 2011 to 4 September, 2011.
Speak to your account manager about frequency packages.

Deadlines

Booking/cancellation:	Wednesday 10.00am
Camera ready:	Thursday 4.00pm

Contact Details

For more information on Living please speak to your **APN account manager** or call **(09) 373 6400**



Living

Herald on Sunday's exciting new liftout magazine



Source: Synovate Research Ltd – 2010. * Nielsen CMI Readership Jan-Dec 2010. ** Nielsen / APN Media Engagement 2008

All pricing excludes GST and is non-commission bearing. Discounts are based on Direct column centimetre rate of \$25.21 which is current as at 1 June 2011 (Note: Standard rates are changing on 1 July, 2011). Deadlines are subject to change. All advertising is subject to availability and special rates above cannot be used in conjunction with any other APN advertising offer. APN reserves the right to alter or withdraw this offer at any time. Standard APN advertising terms and conditions apply, for details see www.soldonapn.co.nz.



HERALD ON SUNDAY

Sunday is for...

Living is Herald on Sunday's newest magazine specifically designed to meet the needs of Sunday readers. Living combines enhanced versions of the items previously found in Detours and Sunday Homes plus eight pages of appealing new content in a new look stapled and trimmed compact lift-out.



Sunday Travel

Sunday is for **dreaming** about your next trip with inspirational ideas from around the world and closer to home, plus hot deals, travel tips and celebrities' favourite places

Sunday Books

Sunday is the time to **try something new** be it a book from our latest reviews and author interviews, a restaurant recommended in Peter Calder's column or Wendy Nissen's thought provoking lifestyle column.

Sunday Savour

Sunday is for **creating** easy recipes for dinner on Sunday and the week ahead with quick fixes and the latest kitchen gadgets plus our drinks writer will also reveal their delicious and affordable picks.

Sunday Gardener

Sunday is for **growing**, find out what to plant, how to care for it and how to turn produce into tasty food with our Edible Garden column, plus Grieg Morgan takes readers step-by-step through **creating** a DIY project either indoors or out.

Sunday Homes

Sunday is for **dreaming** about your next home with Sunday Homes' stunning feature home and practical advice for buyers and sellers plus pages of gorgeous properties for sale. It's also a time for **creating** a new look in your own home with Kate Cox's Inside Edge interiors pages.

Sunday Lifestyle

Sunday is for **growing** and our Lifestyle pages at the front of the magazine have ideas to help readers make the most of their precious family time and care for themselves, their family and pets plus health, fitness and wellness tips. Sunday is also the day to **try something new** and Living's cover story will introduce the newest ideas on what Kiwi's love to do on their Sundays.