

WAIKATO LIFESTYLE MAGAZINE SPRING 2010 ISSUE 4

Que

A Wanted Man
Liam Messam adds to his jersey collection

Shortland Street hottie
Ido Drent still calls Hamilton home

John Dickie
Racing to the top

Lyrica
Waikato's Pop Opera pioneers

Back to Black

The season for **fabulous fashion**

Our best giveaways ever
see inside for

\$10.00 inc GST
VOL 1 | ISSUE 4



8 977117 824008

Que Magazine is the Local lifestyle magazine of choice for the Waikato

Support **Que** magazine and celebrate the region's best on offer. Distributed from select Auckland areas to Taupo, coast to coast and the entire Waikato region. **Que** magazine is a high quality lifestyle publication that gets in front of the mid to upper socio economic group.





Media Kit 2011

www.quemagazine.co.nz

Que magazine is the lifestyle magazine of choice for the Waikato. This high quality magazine is enjoyable, aspirational and inspirational for men and women aged 25+. The editorial style is fresh and engaging focusing on everything that makes the Waikato so unique.

Que magazine has a unique brand positioning within the marketplace and adheres to high quality design standards ensuring it is prominently displayed. Because of its characteristics, it enjoys a high retention value and readership.

Que magazine has a generic character, catering to ongoing local lifestyle interests of the mid to upper socio-economic group through a balanced mix of quality editorial and the exposure and support of the best local advertisers in the region.

Que magazine publishing quarterly which is timely with each season and showcases the finest in art, fashion, music, business, equestrian, rugby, racing, and home.

Que reflects the very soul of the Waikato.

Circulation: Circulating 10,000 copies per quarter from Auckland to Taupo, coast to coast, **Que's** target readership are the wealthy, affluent and entrepreneurial socio-economic group. Projected readership of over 50,000 quality readers due to strategically placing 60% of magazines **FREE** to top quality high traffic businesses*

- 3,000 + complimentary copies sent to reception area including: Hair salons doctors, lawyers, dentists, accountants, architects, luxury automotive dealers, beauty therapists, finance, insurance companies and travel companies
- 2,000 + complimentary copies sent to cafés, restaurants from Auckland, Hamilton, Raglan, Cambridge, Te Awamutu, Matamata, Morrinsville, Coromandel, Thames, Whangamata, Waihi, Rotorua, Taupo, Maramarua, Taumaranui, Te Kuiti, Ruapehu, Tauranga, Mount Maunganui, Papamoa, Whakatane, Ohope and Opotiki
- 1,000 + complimentary copies sent to exclusive accommodation facilities including our local businesses such as Hamilton Airport, Huka Lodge, Hotel Ibis, Novotel, Rydges Le Grand, The Narrows Landing, Ventura Inn, Maungatauri Lodge Brooklands Estate and Karapiro Resort.
- 4,000 + retail, sold through selected booksellers, supermarkets and service stations from Auckland to Taupo, Coast to Coast.

* Based on projected readership of at least 5 readers per copy with 10,000 copies printed and distributed to high traffic reception areas.

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Proud to be your local Waikato lifestyle magazine!
Support **Que** magazine and celebrate the region's best on offer.

Que magazine media kit - 50,000 quality readers*

www.quemagazine.co.nz

ADVERTISING	Casual Rate	2 Editions	3 Editions	4 Editions
Full page	\$2,990	Less 5% off casual rate	Less 10% off casual rate	\$2,400
Double page spread	\$4,900	Less 5% off casual rate	Less 10% off casual rate	\$3,990
1/2 page - hort and vert	\$1,900	Less 5% off casual rate	Less 10% off casual rate	\$1,550
1/4 page	\$1150	Less 5% off casual rate	Less 10% off casual rate	\$850
Fashion Lay-up Pages	\$1450			

SPECIAL POSITIONS

Full Page - Back inside Page	\$3,600	Less 5% off casual rate	Less 10% off casual rate	\$2,900
Full Page - Back outside Page	\$4,400	Less 5% off casual rate	Less 10% off casual rate	\$3,500
Full Page - Front inside Page	\$3,600	Less 5% off casual rate	Less 10% off casual rate	\$2,900
Full Page - Inside front double	\$5,750	Less 5% off casual rate	Less 10% off casual rate	\$4,600

Note - Rates do not include artwork, the 4 edition rate is per issue

PROFESSIONAL PROFILES / ADVERTORIAL STYLE ADVERTISING

One page	\$2,800	Includes editorial, professional images, contact details - NO LOGOS		
Two pages	\$4,900	- NO LOGOS		
Three pages	\$6,800	- NO LOGOS		
Product Profile	\$600	1 Image and 120 words - NO LOGOS		
Double Product Profiles	\$1,150	2 Image and 250 words - NO LOGOS		
Que Revue	\$3,100	Professional Profile and Recipe Page - NO LOGOS		

Loading - 20% (guaranteed positioning) 1/2 and Full page only

REAL ESTATE RATE (conditions apply)

Full page	\$1,900	Less 5% off casual rate	Less 10% off casual rate	\$1,540
1/2 page - HV - HH	\$1,490	Less 5% off casual rate	Less 10% off casual rate	\$1,190
1/4 page rate	\$999	Less 5% off casual rate	Less 10% off casual rate	\$799

CLASSIFIEDS

1/16 page	\$250	Less 5% off casual rate	Less 10% off casual rate	\$200
1/8 page	\$380	Less 5% off casual rate	Less 10% off casual rate	\$320
1/4 page	\$650	Less 5% off casual rate	Less 10% off casual rate	\$540

ONLINE ADVERTISING

Logo and link to your website from **Que** magazine website \$65 (3 month minimum)

IMAGES, COPY OF PUBLISHED EDITORIAL (PDFs)

Business profiles	\$150 per page
Editorial images	\$40 per image

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Que adverts specs

www.quemagazine.co.nz

AD	SIZE	SPECS
Full page	210 width x 294mm	No printing area no bleed
Full page bleed	245 width x 325mm plus 5mm bleed - Image/txt area 225 x 315mm	
Double page spread	490 width x 325mm plus 5mm bleed - Image/txt area 470 x 315mm	
Half page horizontal	210 width x 144mm	No bleed
Half page vertical	102 width x 294 mm	No bleed
Quarter page	102 width x 144mm	No bleed
Billboard 1/8	102 width x 69mm	No bleed
Billboard 1/16	48 width x 69mm	No bleed

PUBLISHING DATE	AD BOOKING	ADS READY
24 March	25 February	14 March
23 June	27 May	3 June
22 September	26 August	2 September
19 December	25 November	2 December

FILES - WE ACCEPT SUPPLIED ADVERTS AS HIGH RESOLUTION PDFs ONLY (300dpi).

IMAGES All images used in adverts must be CMYK or greyscale. No RGB colours or spot colours.

FONTS - All fonts to be converted to paths or embedded with the pdf file. Black text should be made up of 100% black only, not a mixture of CMYK.

MEDIA - We accept files on CD, DVD or via email (please ensure the file size is no larger than 10mb, otherwise please send via CD).

Please supply your files in the correct booked size. Supplied / camera ready ads won't be resized to fit or changed. If problems are encountered with your pdf files - you will be advised to re-supply.

No compensation or responsibility will be assumed by **Que** if files are sent incorrect or beyond deadline.

When sending files by e-mail, please include customer's name and booked ad size on the subject.

Top Shelf and Hot Topics 40 words*/**Product profile** 1 image and 120 words including (price and place)

*Includes address, phone number and website. Images must be high quality and 300dpi (1200 for bitmap). We accept tif, jpeg or pdf files. Top Shelf and Hot topics are complimentary spots inside Que editorial content and clients don't have sign-off on final spreads. Images will be placed at design discretion and positioning will depend on quality of images/products supplied. Please email images and text to lisa@quemagazine.co.nz with the appropriate subject line - i.e Topshelf or Product profile.

Couriers to: 77-79 Duke Street, Cambridge, PO Box 1117, Cambridge

Send ads to melissa@quemagazine.co.nz

Send editorial to lisa@quemagazine.co.nz

Letters to the Editor: lisa@quemagazine.co.nz

