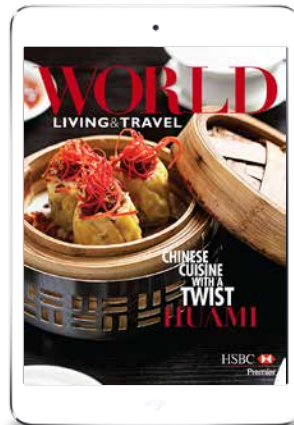


mediakit

WORLD

LIVING & TRAVEL



'WORLD is actually many magazines in one. The covers above represent the reach and circulation of our recent issue. It's the same magazine but with different covers, each one appealing to the demographic profile of its target audience: female interest and coffee-table presentation for the newsstand; on the go with WORLD digital edition and Rolls-Royce theme for that company's database'

Don Hope, Publisher



WORLD

WORLD has been New Zealand's premier luxury lifestyle and travel magazine for more than 10 years.

Today it's bigger and brighter than ever, a beautifully illustrated quarterly publication of 200-plus pages with regular features on fashion, beauty, interior design, motoring, boats and cruising, food and wine, travel and accommodation and people in the news.

And now this weighty, full-gloss 'keeper' is complemented by a free digital edition that presents the same engaging material in an online version, hugely expanding the magazine's consumer base.

circulation

PRINT

WORLD reaches its readers in four ways:

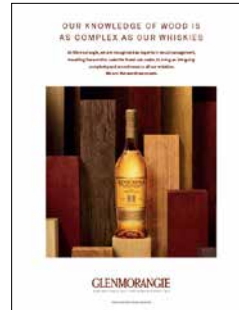
- On magazine newsstands
- By subscription
- In partnership with HSBC Premier
- Through controlled circulation via key players such as Rolls-Royce, Corporate Cabs nationwide, our big-brand advertisers, PLUS luxury hotels and lodges throughout NZ, including Huka Lodge, The Kinloch Club, Navigate+ collection, Kauri Cliffs, The Farm at Cape Kidnappers, Matakauri Lodge, SkyCity Grand, Accor's Pullman and Sofitel Hotels (Auckland, Wellington, Queenstown), QT Wellington and The George, Christchurch.

Current average circulation per print issue is 14,000 copies and we expect this number to rise significantly over the next 18 months.

DIGITAL

WORLD Digital Magazine readership is building rapidly, with a projected following of around 100,000 by the end of 2018.

WORLD premium advertisers include...





advertising rates

publication dates

PRINT

COLOUR	Plus GST
Full Page run of magazine	\$5,000
Full page opposite masthead, contents and inside back cover	\$6,000
Full page outside back cover	\$7,500
Double Page run of magazine	\$9,000
Double Page pre contents	\$10,000
Double Page inside front cover	\$12,500
Cover gatefold - 3 pages	\$15,000
Gatefold 8-page butterfly fold-out or concertina roll-out	\$20,000
INSERTS - accepted and rates by negotiation	

DIGITAL ADD-ONS

COLOUR	
Video Popup	\$1,000
Photo Gallery (Maximum 6 images per gallery)	\$750
URL's (all logos and websites are linked to product websites)	n/c
Popup Content	\$750

*Contract rates by special arrangement. Personalised magazines with own corporate cover by special arrangement.
Design services are available for an additional fee.*

AUTUMN 2018

BOOKING Monday	MATERIAL Friday	ON SALE Thursday
26 Feb	2 Mar	15 Mar

WINTER 2018

BOOKING Monday	MATERIAL Friday	ON SALE Thursday
21 May	25 May	7 Jun

SPRING 2018

BOOKING Monday	MATERIAL Friday	ON SALE Thursday
21 Aug	25 Aug	6 Sep

SUMMER 2018/19

BOOKING Monday	MATERIAL Friday	ON SALE Thursday
12 Nov	16 Nov	29 Nov

NOTE: On-sale and material deadlines subject to change. Final booking deadlines dependent on space being available at the dates shown.

digital add-ons

DIGITAL INTERACTIVITY

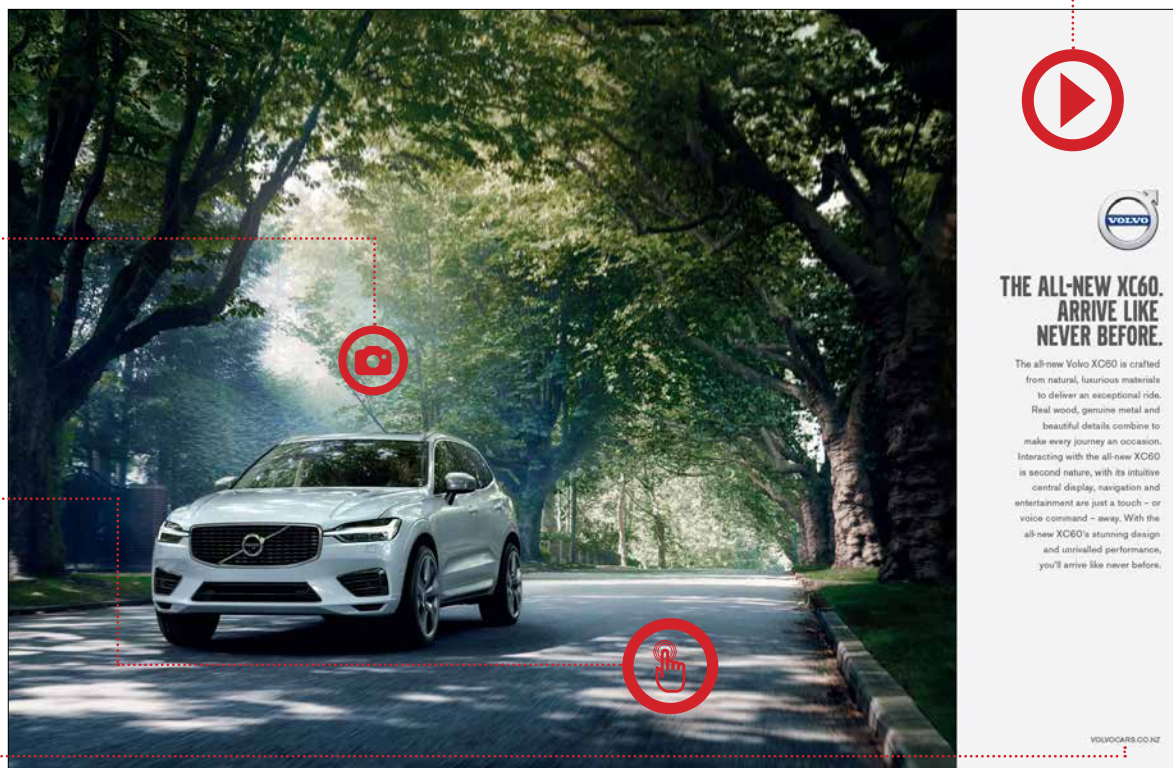
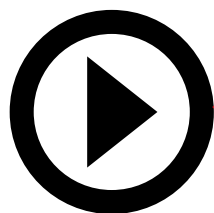
Transform your advertisement with stunning interactive elements such as video, image galleries and popups to enhance the user experience.

VIDEO POPUP Bring your advertisement to life with video content. Display your product video for a rich reader experience.

PHOTO GALLERY Show more of your products with a dynamic image gallery.

POPUP CONTENT Additional content can be added to your advertisement via a popup or downloadable pdf brochure (enquire about design services).

URL LINKS All logos and web links are converted into web urls to allow the reader easy access to your product website.



bring your brand to life

NEWSSTAND



CONTROLLED CIRCULATION

More top hotels and luxury lodges are requesting WORLD for in-room placement and this, together with our HSBC Premier sponsorship, gives us instant and even wider access to high-net-worth individuals.

PERSONALISED MAGAZINES

Place your brand on a personalised cover of WORLD, to be distributed exclusively to your target demographic.

CONTROLLED CIRCULATION



&

CONTROLLED CIRCULATION



DIGITAL



BRANDED DIGITAL EDITION

Take your brand to the next level with a personalised digital edition of WORLD, to be distributed exclusively to your client database.

specifications



Branded Cover

DIMENSIONS

230mm (w) x 297mm (d)
+5mm bleed

SPINE WIDTH

13mm (w)

FILE PREPARATION

CMYK, 300dpi, PDF



Full Page

DIMENSIONS

230mm (w) x 297mm (d)
+5mm bleed

FILE PREPARATION

CMYK, 300dpi, PDF



Double Page Spread

DIMENSIONS

460mm (w) x 297mm (d) +5mm bleed

GUTTER ALLOWANCE

Allow a gutter margin of 40mm for text and 12mm for images

FILE PREPARATION

CMYK, 300dpi, PDF



8 Page Butterfly Bound Gatefold Insert

DIMENSIONS

870mm (w) x 297mm (d) +5mm bleed

PAGES: LEFT FLAP 215mm (w) + CENTRE SPREAD 450mm (w) + RIGHT FLAP 215mm (w)

GUTTER ALLOWANCE

Allow a gutter margin of 40mm for text and 12mm for images

FILE PREPARATION

CMYK, 300dpi, PDF

MATERIAL DELIVERY: Des Frith – Creative Director: d.DESIGN. 7 Rahui Road, Hilltop, Taupo 3330, New Zealand • **EMAIL:** adverts@hopepublishing.co.nz • **PHONE:** +64 21 959 039



VIDEO FORMAT

Preferred video length of 2 minutes (Maximum 5 minutes)

To be supplied in: avi, MP4 or MPG

HOSTED VIDEO

Videos are hosted by THE CUT YouTube channel

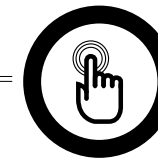


GALLERY FORMAT

Images to be supplied 1024px x 720px @ 300dpi

jpg, png, gif or pdf.

Maximum of 6 images per gallery



POPUP FORMAT

Text or Images to be supplied 1024px x 720px @ 300dpi

jpg, png, gif, pdf or Word.

Maximum of 1 popup per page.



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