

mediakit

WORLD

LIVING & TRAVEL



'WORLD is actually five magazines in one. The covers above represent the reach and circulation of our recent 40th issue. It's the same magazine but with different covers, each one appealing to the demographic profile of its target audience: female interest for the newsstand; coffee-table presentation for HSBC Premier; Rolls-Royce theme for that company's database; high-end accommodation theme for in-room placement in selected five-star hotels and luxury lodges; and on the go with WORLD digital edition'

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:

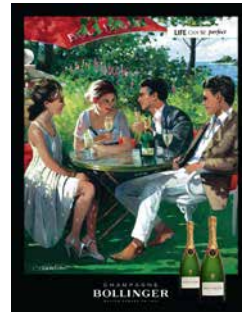
- On magazine newsstands
- By subscription
- In partnership with HSBC Premier
- Through controlled circulation via key players such as Rolls-Royce, Corporate Cabs nationwide, our big-brand advertisers, PLUS luxury hotels and lodges throughout NZ, including Huka Lodge, The Kinloch Club, Navigate+ collection, 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.*

SPRING 2017

BOOKING Monday 7 Aug	MATERIAL Friday 11 Aug	ON SALE Thursday 7 Sep
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SUMMER 2018

BOOKING Monday 6 Nov	MATERIAL Friday 10 Nov	ON SALE Thursday 7 Dec
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AUTUMN 2018

BOOKING Monday 19 Feb	MATERIAL Friday 23 Feb	ON SALE Thursday 22 Mar
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WINTER 2018

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

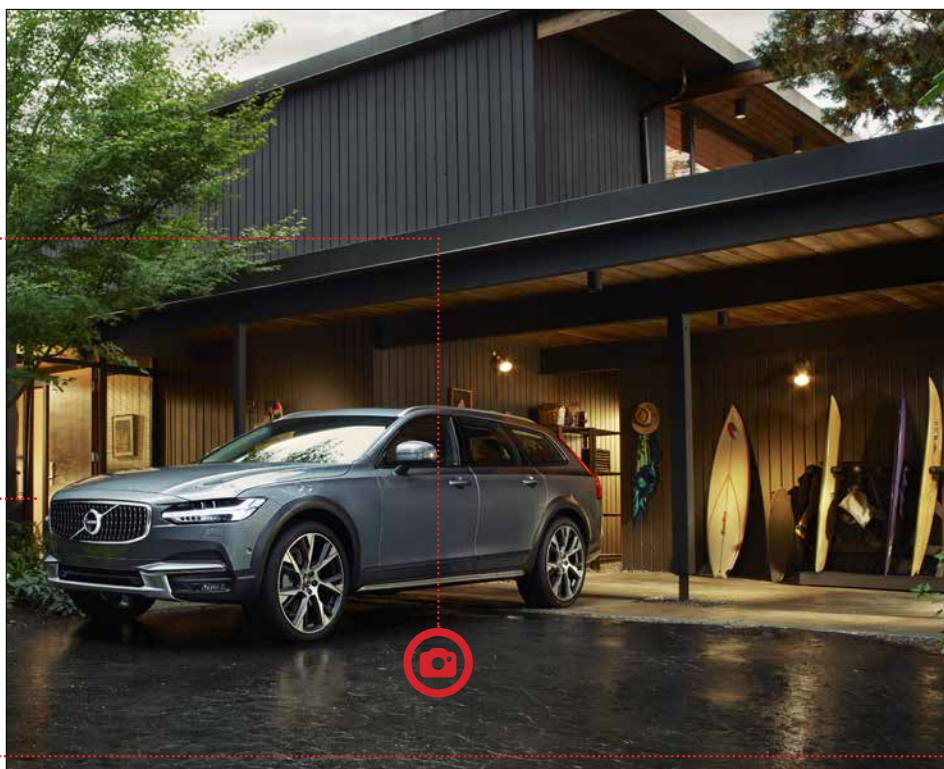
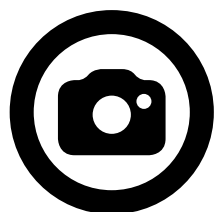
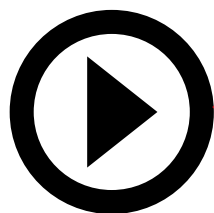
Transform your advertisement with stunning interactive elements such as video, image galleries and popups to enhance the user experience.

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.

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

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



**THE NEW VOLVO
V90 CROSS COUNTRY.
IT'S THE ULTIMATE
GET AWAY CAR.**

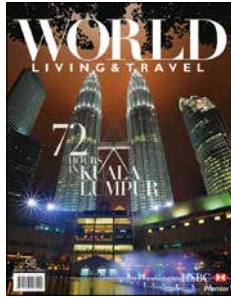
Your next adventure starts here.
With a rugged, yet refined elegance,
the new Volvo V90 Cross Country is the
ultimate all-road, all-weather vehicle.
Add in Swedish luxury with spacious
versatility and you have a sanctuary of
calm whatever the journey.



MADE BY SWEDEN.
VOLVOCARS.COM

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.

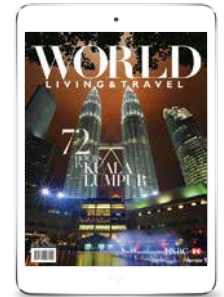
CONTROLLED CIRCULATION



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 210mm (w) + CENTRE SPREAD 450mm (w) + RIGHT FLAP 210mm (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

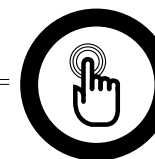


GALLERY FORMAT

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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