# Little Treasures®

NEW ZEALAND'S MOST-READ PARENTING TITLE

# Media kit 2015

www.littletreasuresmag.co.nz

tangible

# Little Treasures®

Little Treasures is New Zealand's leading parenting title with 114,000 more readers than its nearest competitor. It is a trusted source of information that demystifies parenthood and reassures and inspires new and expectant mothers.

Little Treasures covers all the issues that concern modern parents including feeding, sleeping, newborn care, health, development and play. It also focuses on the needs of mothers enabling them to live well and make good choices for themselves and their family.

Becoming a parent is an intense and extraordinary phase of life and during this time people are hungry for advice, ideas and information on products and services. We know that Little Treasures readers engage with, depend on and return to the magazine's editorial and advertising content again and again.

Our new home is Tangible Media, a subsidiary of Image Centre Group. With a reputation for excellence in production, design and digital communications they are New Zealand's best specialist media company and the people who bring you Good, Dish and New Zealand Weddings.

As we move into the next phase of this much-loved title we will be keeping all the elements that have made it great while investing more to create an even better product.

Nicky and Karyn

Little Treasures

# Getting to know...

**Little Treasures readers**

LITTLE TREASURES TARGETS FEMALES AGED **20-39** WHO ARE PREGNANT OR HAVE CHILDREN UNDER TWO. IT **reaches more household shoppers** WITH KIDS THAN ANY OTHER PARENTING TITLE.

**Little Treasures has more readers expecting to have their first child in the next 12 months than any other magazine.**

THEY TAKE CARE OF THEMSELVES WITH **44%** HAVING **exercised** IN THE LAST WEEK AND **39% take vitamins** OR SUPPLEMENTS.

**Little Treasures has more readers who are female with children aged 0-2** than any other magazine.

*Subscribers or buyers of Little Treasures have average household* **incomes 35%** *above the average female household income. A higher proportion of them are working fulltime than readers of other parenting magazines.*

**Little Treasures** readers take action as a result of seeing something in a magazine; 83% talk to someone else about what they've seen, **76% visit websites** or phone to find out more, and **85% seriously consider or actually buy something.**

*They are early adopters, being more likely to be amongst the first to try a new author, health and nutrition products, food and cosmetics.*

**People look to them for advice on holidays, restaurants, books, health and nutrition, food, beauty, clothes and home décor.**

*They are much more likely than the average person to be planning a major renovation.*

**Little Treasures** readers are sociable. Almost half have been to a café in the last week, **52%** HAVE DONE SOME BAKING, **49%** HAVE TRIED A NEW RECIPE. IN THE LAST MONTH **46%** HAVE BEEN TO A DINNER PARTY.

**Little Treasures** readers still find time for themselves. They are 20% more likely than the average to have done some art or craft in the last week.

**85%** of our readers are the household shopper. They like trying new household products. In a week **Little Treasures** readers spend almost **$15 million on food and cleaning products.**

*Datasource Nielsen CMI Q3-13 - Q2-14.*

Little Treasures

## Booking deadlines

| ISSUE | BOOKING DEADLINE | MATERIAL DEADLINE (advertorials) | MATERIAL DEADLINE (supplied ads) | ON SALE |
|---|---|---|---|---|
| Feb/ Mar 2015 | 3 December | 5 December | 10 December | 26 January |
| Apr / May 2015 | 6 February | 11 February | 27 February | 16 March |
| Jun / Jul 2015 | 10 April | 15 April | 01 May | 18 May |
| Aug / Sep 2015 | 5 June | 10 June | 26 June | 13 July |
| Oct / Nov 2015 | 7 August | 12 August | 28 August | 14 September |
| Dec / Jan 2016 | 9 October | 14 October | 30 October | 16 November |

## Rate card

| SIZE | CASUAL |
|---|---|
| DPS | $10,345 |
| FP | $5,445 |
| 1/2 Page | $3,375 |
| 1/3 Page | $2,395 |
| Inside Front DPS | $12,400 |
| Outside back | $6,050 |

## Directory

| SIZE: | CASUAL | X3 | X6 | |
|---|---|---|---|---|
| 1/16 | $325 | $300 | $276 | |
| 1/8 | $585 | $541 | $497 | Horizontal or vertical |
| 1/4 | $1,053 | $974 | $895 | |
| 1/2 | $1,331 | $1,231 | $1197 | Horizontal or vertical |

## Contact details

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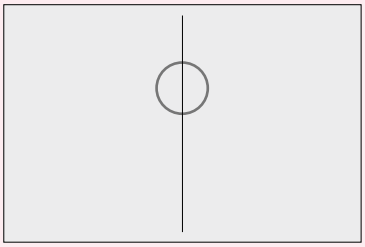
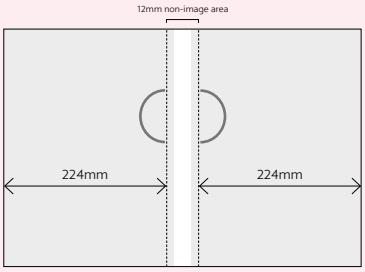
Little Treasures®

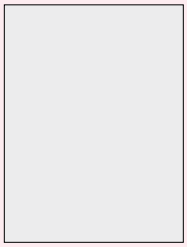
# Advertisement sizes, shapes and technical data



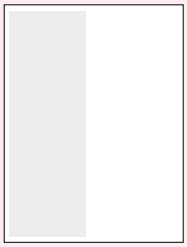
Double page spread
460 x 300 (deep)* – no allowance for gutters



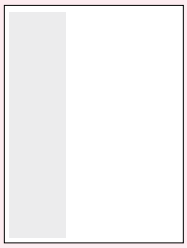

Inside covers
224 x 300 (deep)*
The IFC and IBC are a different size due to binding.
This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



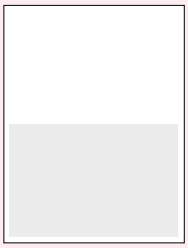
Full page
230 x 300 (deep)*



Half page vertical
**Floating:** 99 x 288 (deep)
**Bleed:** 111 x 306 (deep)
- trim 105 x 300 (deep)



Third page vertical
**Floating:** 62 x 288 (deep)
**Bleed:** 80 x 306 (deep)
- trim 74 x 300 (deep)



Half page horizontal
**Floating:** 218 x 141 (deep)
**Bleed:** 236 x 147 (deep)
- trim 230 x 153 (deep)

*Note: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.

## MECHANICAL

Size: 230 x 300 (deep)
Binding: Notch bound
Colour: CMYK

## SIZES

**Full page**
Trim: 230 x 300 (deep)
Bleed: 236 x 306 (deep)

**Double page spread**
Trim: 460 x 300 (deep)
Bleed: 466 x 306 (deep)

**Inside front cover (IFC), inside back cover (IBC) and opposing pages**
Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

Single page image area: 224 x 300 (deep)
Bleed: 230 x 306 (deep)

**Back cover**
Full page portrait

## MATERIAL FORMAT

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

**Using Acrobat Distiller**

1. Print document to file by selecting PostScript® File printer option in the print dialogue window
2. Select Adobe PDF or Acrobat Distiller PPD
3. Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
4. Select crop marks
5. Select composite CMYK output
6. Include all fonts
7. Set transparency flattening options to high resolution
8. Save to create the PostScript® file
9. Launch Adobe Acrobat Distiller
10. Select PDF/X1a as the default job options
11. Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

**Exporting from InDesign**

1. From the export options, select preset PDF/X1a
2. Select crop marks and 3mm bleed all round
3. Ensure font subsetting is set to 100%
4. Set transparency flattener options to high resolution

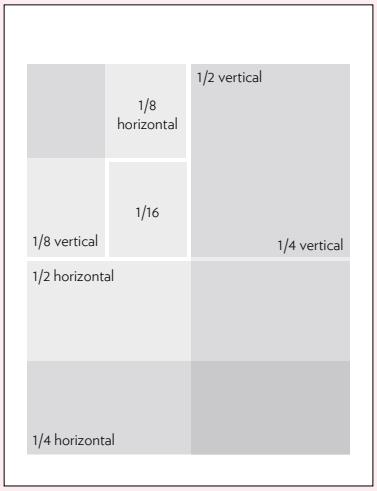
## SCREEN

175 lpi (screen ruling)

## PROOFS

A colour digital proof is to be supplied with all advertising material.

The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.




## DIRECTORY SIZES

**Half page**
Vertical: 99 x 243 (deep)
Horiztonal: 201 x 120 (deep)

**1/4 page**
Vertical: 99 x 120 (deep)
Horiztonal: 201 x 58 (deep)

**1/8 page**
Vertical: 48 x 120 (deep)
Horiztonal: 99 x 120 (deep)

**1/16 page** 48 x 59 (deep)

Tangible Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can immediately submit your advert via the quicksend web service: http://www.quicksend.co.nz By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit http://www.adstream.co.nz or call +64 9 9131479. The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.

# Terms and conditions

**CONDITIONS OF ACCEPTANCE OF ADVERTISING**
These conditions are deemed part of the contract issued by Tangible Media Ltd.

**CONTRACT ADVERTISING**
Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

**POSTPONEMENT OR CANCELLATION OF SPACE**
This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

**Material**

a) All advertising material shall be delivered to the Publisher without expense to the Publisher
b) Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
c) Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
d) Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

**RATE PROTECTION**
Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

**TERMS**
Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or masthead date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or masthead. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

**TAX AND LEVIES**
Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

**GENERAL**

a) The Publisher reserves the right to decline the insertion of any advertisement
b) The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
c) Casual displacement, rejection or omission of an advertisement does not invalidate a space order
d) While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

**TERMS OF ACCEPTANCE OF ADVERTISING COPY**
The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

a) is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
b) is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
c) is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.