

livingwell

SALES
PRESENTER
2017





WELCOME

Living Well is the “owned media” channel for Green Cross Health pharmacies. Green Cross Health supports 46 medical centres and over 340 pharmacies under the Unichem and Life Pharmacy banners and is passionate about the role that pharmacy plays in providing professional health care and advice, products and services to communities throughout New Zealand.

Living Well magazine delivers quality content to position Unichem and Life Pharmacies as the first port of call for health and beauty needs throughout New Zealand.

With more than \$220 million of sales across Unichem and Life Pharmacies each year, *Living Well* provides an unparalleled opportunity to drive awareness and sales while delivering genuine value to our shared consumer base.

Grant Bai
Chief Executive Officer
GREEN CROSS HEALTH



EDITOR'S BIO

Karyn Henger began her career in journalism in the late 1990s, working in daily newspapers and then moving into the magazine industry. She was a staff writer for the iconic *New Zealand Woman's Weekly* and has written for many of New Zealand's favourite women's lifestyle titles. She was the deputy editor and then editor of *Little Treasures* parenting magazine for a number of years before taking up her position as editor of *Living Well*. A mother of three, Karyn has a special interest in family health and wellness and strives to delve into the issues that matter to Kiwi women most.

Karyn Henger
Editor
LIVING WELL



CONTACT DETAILS

Karyn Henger
Editor
karyn@tangiblemedia.co.nz

SECTIONS:

Living Well is divided into four sections:

Upfront

Newsy bites of information about new health and wellness products, the latest in health trends and tips and advice.

Lifestyle

Lengthier features about lifestyle health and wellness issues and trends at the forefront of New Zealanders' minds. Includes a focus on family, relationships and fitness.

Health

Seasonal health stories, Q&As, solution-based features and columns from health experts.

Beauty

The latest in make-up and skincare products and trends.

Regular features:

- Short and sweet
- Fitness trends
- Family
- Seasonal health
- Story on pregnancy/fertility/new motherhood
- Ask the expert
- How to...
- Giveaways page
- Health/nutrition trend

THE AUDIENCE

Focusing on the core values of care + advice and creating content that will reflect this and seasonal issues, *Living Well* is a magazine for the busy New Zealand woman who strives to look after herself and her family, and for whom healthy living and looking good are an important part of life.



She enjoys trying new health, nutrition and beauty products (particularly anti-ageing and products derived from nature) and will often purchase after trying a sample.

She is also a keen magazine reader and is much more likely than the average female to:

- seriously consider or actually buy something she has seen in a magazine (+13%)
- go online or phone an 0800 number to find out more about a product or service (+23%)

We can deliver you this valuable audience of New Zealand women through *Living Well*, which is a combination of great content creation and intelligent marketing solutions.



Launched in January 2015 and printed three times a year. *Living Well* is mailed directly to high value consumers identified through our Living Rewards database. Further copies are distributed through Unichem and Life Pharmacies.

In New Zealand, there are 216,000 women aged 25-54 who sit in the *Living Well* target audience.

These women are 17 times more likely than the average person to have shopped at a Life or Unichem Pharmacy in the last month; 89,000 of them in the last month (41%)

The average age of the *Living Well* reader is 40 and her average household and personal incomes are significantly higher than the national female average at \$125,770 (55% higher) and \$46,300 (59% higher) respectively.

PROMOTIONS

There are exclusive advertorial opportunities in each issue of Living Well. Tell us what you'd like to promote and we'll compose the feature. The spots will be sold on a first in, first serve basis.

Health & Beauty

EXAMPLE ONE: HOW TO...

Each issue, a different topic. E.g. How to take your supplements. eg. support iron absorption with Vit C. Info from your expert.

Secrets from the olive grove

Get a fresh-picked daily boost with Olive Leaf Extract

EXAMPLE TWO: BEHIND THE SCENES

We tell the story behind your product – its point of difference, efficacy, where its ingredients come from, how it's created.

There are interesting stories behind every product. Whether we profile the brainbox behind your brand or tell the story behind your product – where it comes from, why it's been created and the purpose it serves – let us tell your story. Crafting captivation is what we do. Storytelling that sells.

LABOUR OF LOVE

Many a fledgling Kiwi business begins at home around the kitchen table, but few go on to become highly successful international companies. This year marks 20 years since the inception of natural skin care company Linden Leaves and its founder and executive chairwoman Bright Blair could not be prouder.

EXAMPLE THREE: MEET THE BRAND

Profile the brainbox behind your brand. In most cases this example requires two pages. Everyone has an interesting life or brand story.

KEY DATES

Issue	Booking deadline	Material deadline	Issue date
Autumn #7	BRAND AD 20 January 17 ADVERTORIALS 15 January 17	BRAND AD 2 February 17 ADVERTORIALS 15 January 17	7 March
Winter #8	BRAND AD 25 May 17 ADVERTORIALS 18 May 17	BRAND AD 1 June 17 ADVERTORIALS 18 May 17	8 July
Spring #9	BRAND AD 1 September 17 ADVERTORIALS 28 August 17	BRAND AD 11 September 17 ADVERTORIALS 28 August 17	9 October

RATES*

DISPLAY ADVERTISING	Casual rate	2x rate (per issue)	3x rate (per issue)
	Double page spread	\$ 9,300	\$ 8,600
Full page	\$ 5,200	\$ 4,810	\$ 4,680
Third page	\$ 2,545	\$ 2,350	\$ 2,290

LIVING WELL PROMOTIONS	Casual rate	2x rate (per issue)	3x rate (per issue)
	Double page spread	\$ 10,080	\$ 9,320
Full page	\$ 5,720	\$ 5,290	\$ 5,140

(Price includes design / editing. Writing, photography, styling, talent is quoted per promotion)

INTEGRATED CONTENT

Product feature (photo + approx. 60 words)
\$1,040



SPECIAL POSITIONS

Inside front cover	\$5,720
Inside back cover	\$5,720
Outside back cover	\$5,970

*Rates are not commission bearing and exclusive of GST

FOR ALL ADVERTISING ENQUIRIES, PLEASE CONTACT SANDY FRASER:

E: sandy.fraser@tangiblemedia.co.nz **P:** +64 (0)9 966 1076 **M:** +64 (0)21 288 4088

ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA

MECHANICAL

Size: 210mm wide x 275mm high
Binding: Perfect bound
Colour: CMYK

SIZES

Double page spread (DPS)

Trim: 420mm wide x 275mm high
Bleed: 3mm all sides
Single page
Trim: 210mm wide x 275mm high
Bleed: 3mm all sides

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

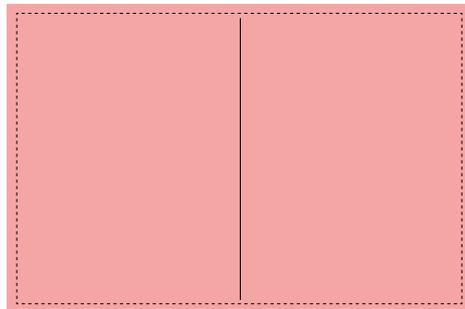
- 1 From the export options, select preset PDF/X-1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

SCREEN

175 lpi (screen ruling)

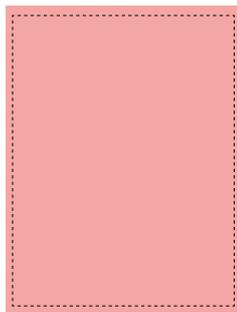
PROOFS

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



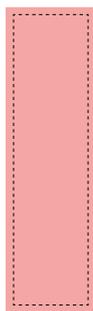
Double page spread advert

Trim: 420mm wide x 275mm high
 Bleed: 3mm all sides



Full page advert

Trim: 210mm wide x 275mm high
 Bleed: 3mm all sides



Third page advert

Trim: 62mm wide x 260mm high
 Bleed: 3mm all sides

Print run: 75,000

CONDITIONS OF ACCEPTANCE OF ADVERTISING

Contract conditions per 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 cannot be effected after 5pm on last day / month, 2 months prior to publication.

Material

- a) Advertising material shall be delivered to Publisher without expense
- 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. "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 mast-head 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 mast-head. 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 ad
- 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, omission of an ad does not invalidate an 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 law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this clause in accepting the ad 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.

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.