



# Little Treasures®

NEW ZEALAND'S MOST-READ PARENTING TITLE

Media kit  
2017

**L**ittle Treasures is New Zealand's leading parenting title that has been side by side with Kiwi parents for 29 years. We have twice as many readers as our nearest competitor and we know those readers well, understand their needs and provide them with rich and engaging content that they trust and turn to again and again.

We also want to help you convey your message, by understanding your brand objectives and working with you to develop creative solutions that we know will resonate with audiences across all of our platforms.



*Hayley*

Hayley Barnett  
EDITOR



## getting to know...

### Little Treasures readers

**1** Little Treasures readers are females aged **20-39** who are thinking about having children, are **pregnant** or have children aged 0-4.

**2** Our readers have **91,000 children** aged 4 and under. We reach 37,000 more children under four, and 18,000 more children **under two** than our nearest competitor.

**3** Our readers are conscious consumers, they are thoughtful about the choices they make for their families and are the key decision makers. They are a **source of advice** and make recommendations for their friends and family.

In a week Little Treasures readers spend **\$11 million** on food, **\$179,000** on cleaning products, and **\$554,000** on clothing for themselves and their children

**4** Little Treasures reaches more household shoppers with kids than any other parenting title.

**5** As a result of seeing something in a magazine Little Treasures readers take action  
 \* 95,000 talk to someone about what they have read  
 \* 82,000 talk to someone about an advertisement they have seen and  
 88,000 seriously consider or actually buy something

\* 87,000 decide where to buy and  
 89,000 visit a website to find out more  
 \* 86,000 buy products reviewed and recommended





### Little Treasures

readers love hitting the malls with almost half having visited a **shopping** mall in the last week. She likes to **read** about and be amongst the first to try new **beauty** products and skincare, magazines, **books**, **food**, **health** products and gadgets.

**She likes to talk about cosmetics and beauty products with her friends**  
**83% (131,580) of readers ALWAYS read the Health & beauty pages (48% above average)**

- \* She is prepared to pay more for better quality beauty products
- \* 34% (56,000) of Little Treasures readers say that magazines give them inspiration and ideas around beauty (71% above average)
- \* She often buys after trying a beauty sample

### She manages to take some time for herself

- \* Almost half have managed to get to the gym or exercise class in the last week.
- \* She's 20% more likely than the average to have done some form of formal relaxation (yoga or meditation) in the last week.
- \* And almost 40% of Little Treasures readers (62,000) take vitamins or supplements

### She is sociable. In the last week she is much more likely than the average person to have:

- \* Tried a new recipe or done some home baking
- \* Gone out for brunch or to a friends for a dinner party
- \* Entertained at home or visited friends or family

### She cares about her home

- \* Little Treasures readers care about their home, 66% are more likely to be planning a major home improvement in the next year and they like to keep up to date with home improvement ideas.
- \* 75% (114,750) are more likely than the average home owner to be planning to install a DVS / HRV system into their homes in the next 12months.



UNLESS STATED OTHERWISE ALL THE DATA IS FROM THE NIELSEN CMI Q4 14 - Q3 15 DATA BASE OR THE ABC SITE.

## 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

### MAGAZINE 128 PAGES PLUS COVER

Readership **126,000** period ending June 2016  
(Q1 - Q4 16)

Circulation **8,771** (ABC, Apr15-Mar16)

Distribution **10,000+**

Online users - Website **50,000** UB per month

NZ monthly Facebook reach **210,825**

Instagram followers **1,608**

e-letter average send **39,512**

Bi-weekly e-newsletter sent every Tuesday

## directory

SIZE:	CASUAL	X2	X4	
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

## booking deadlines

ISSUE	BOOKING DEADLINE
Autumn	8 February
Winter	26 April
Spring	26 June
Summer	20 August
Special issue	9 October

## digital rate card

Please contact Amanda Clerke Advertising Sales Manager for options including website, eDM and social media

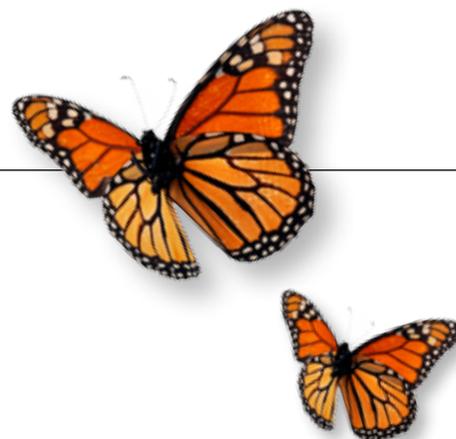
## contact details

**Amanda Clerke**  
Advertising Sales Manager  
mob: 022 676 4321  
tel: 09 360 3952 ext 746  
email: amanda@tangiblemedia.co.nz

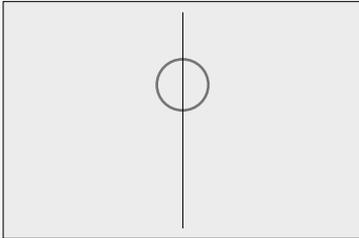
TALK TO US

HELLO!

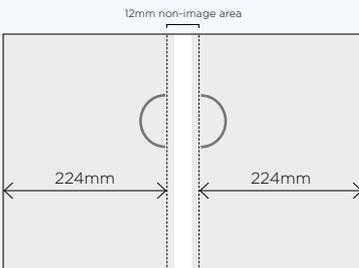
 INSTAGRAM @littletreasuresmag  
 FACEBOOK www.facebook.com/LittleTreasuresMag  
 EMAIL ltreesures@tangiblemedia.co.nz



# Advertisement sizes, shapes and technical data



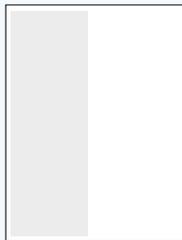
Double page spread  
460 x 300 (deep)\* - no allowance for gutters



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.

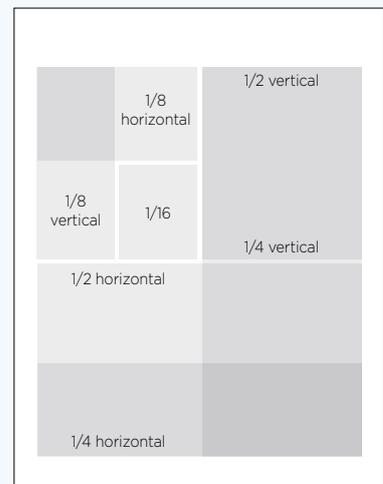
## DIRECTORY SIZES

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

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

**1/8 page**  
Vertical: 48 x 120 (deep)  
Horizontal: 99 x 58 (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

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- 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)
- 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
- 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

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion - except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- 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:

- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- 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.