





Jack Martin
Editor of WildTomato

Editorial Profile

WildTomato is The Magazine for Nelson and Marlborough. We are the magazine for locals, by locals, about locals: it's our greatest strength. We provide in-depth coverage of local interest stories, and features on the people, places and issues across the Top of The South (from Westport to Kaikoura upwards). We offer a great read, stunning photography and high production values. Based in Nelson WildTomato Media is a locally owned media company.



QUICK FACTS

CIRCULATION: 4,000+
READERSHIP: 32,000 *
FREQUENCY: Monthly
COVER PRICE: \$7.00
SUBSCRIPTION PRICE: \$70
ISSUES PER YEAR: 12

* estimated readership conservatively based on eight reads per copy

EDITOR: JACK MARTIN

editor@wildtomato.co.nz
(03) 546 3384

ADVERTISING MANAGER: RICHARD AINDOW

richard@wildtomato.co.nz
(03) 546 3387

DESIGN: KATIE HOAD

design@wildtomato.co.nz
(03) 546 3384

Reader Profile

Readership:

- 25+ years old
- Middle to upper socioeconomic groups
- 60:40 female/male audience
- Average yearly household income: \$80,000+
- Educated to graduate level, well read
- Owner or supporter of local business

WildTomato has acquired a reputation as an entertaining and intelligent read, and as such we have attracted an educated, affluent and discerning readership – many of whom have reached the top of their profession. Our readers are hugely proud of their region and enjoy reading about local people, places and issues. WildTomato readers are widely travelled and enjoy regular holidays in New Zealand and beyond. They have many leisure interests and enjoy their life, community and region to the fullest.

WildTomato.
THE MAGAZINE FOR NELSON & MARLBOROUGH

WildTomato Media Ltd

First Floor 243 Trafalgar Street, Nelson

PO Box 1901 Nelson 7040

P. 03 546 3387

E. richard@wildtomato.co.nz

W. www.wildtomato.co.nz

The Advertisers of WildTomato



26000 Vodka
Allan Scott
barDelicious
Bayleys Real Estate
Bays Joinery
BioPaints
BMW
Carpet Court
Cawthron Institute
CPR Roasters
European Marble Heating
Fashion Island
Forrest Estate

Fresh Choice
Grand Mezure Monaco
Harrington Hybrid Homes
Harvey World Travel
Honda (Bowater)

Hyundai (Bowater)
ITM
Jays on Bridge
Jennian Homes
Jens Hansen

Lacoste (Gustave's)
Lynfords
Mac's
Marshalls Fashions
Matthews Eyewear Eyecare

Matz Architecture
Mazda (Haven)
Mercedes (HC Prestige)
NetMaestro
Nissan (Haven)

Peugeot
Philips (Retravision)
Pomeroy's
Resort
Richmond Mall

Seifried
Spaziocasa
Tasman Glass
Taylors, We Love Shoes
The Linen Press
Thomas's
Toyota (Bowater)
Tressons
Visique Harrington Eyecare
Vodafone
Volkswagen (Haven)
Woollaston Estates

1) 32,000 people* read The Magazine for Nelson and Marlborough every month!

2) It costs just 4.7c per reader** to reach your kind of people across the Top of The South with a full page advert

3) WildTomato lets you present your brand how you always wanted it to look: high quality, full colour adverts with no additional design costs***

4) On average, readers of monthly magazines refer to that month's issue 6 times****: WildTomato exposes your brand for months at a time by design, not by chance.

- * estimated readership conservatively based on eight reads per copy
- ** based on readership figures and annual full page advertising rates (\$1495)
- *** WildTomato advertising rates include two hours of complimentary design time for free
- **** Source: Nielsen NZ National Readership Survey July 07 – June 08

To advertise now contact:

Richard Aindow - Advertising Manager | 03 546 3387 | 021 844 210 | richard@wildtomato.co.nz

WildTomato.

THE MAGAZINE FOR NELSON & MARLBOROUGH

WildTomato Media Ltd

First Floor 243 Trafalgar Street, Nelson

PO Box 1901 Nelson 7040

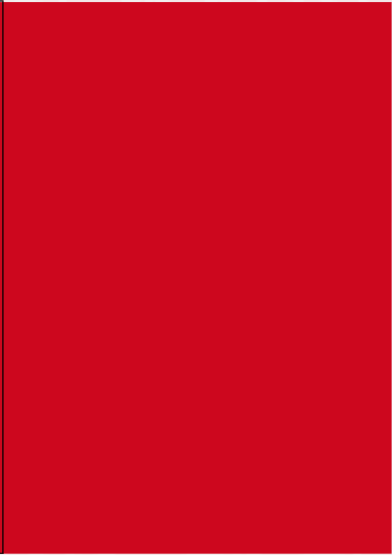
P. 03 546 3387

E. richard@wildtomato.co.nz

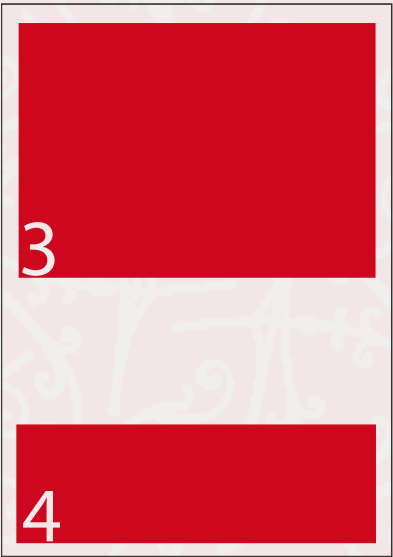
W. www.wildtomato.co.nz



1

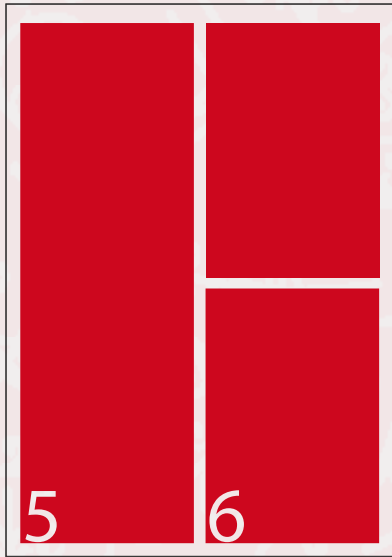


2



3

4



5

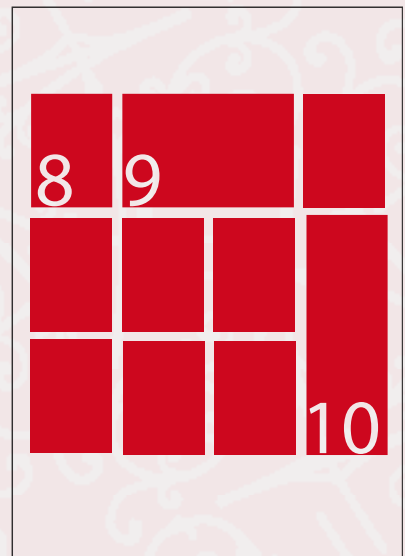
6



7

- | | |
|--|---------------|
| 1. DOUBLE PAGE SPREAD: | 480 x 340 mm* |
| 2. FULL PAGE: | 240 x 340 mm* |
| 3. HALF PAGE - HORIZONTAL: | 220 x 157 mm |
| 4. EVENTS PAGE: | 212 x 70 mm |
| 5. HALF PAGE - VERTICAL: | 107 x 320 mm |
| 6. QUARTER PAGE: | 107 x 157 mm |
| 7. SNAPPED: | 240 x 64 mm* |
| 8. BUSINESS DIRECTORY: | 50 x 70 mm |
| 9. DOUBLE BUSINESS DIRECTORY - HORIZONTAL: | 102 x 71 mm |
| 10. DOUBLE BUSINESS DIRECTORY - VERTICAL: | 49 x 148 mm |

*must have 3mm bleed and crop marks



8

9

10

WildTomato.

THE MAGAZINE FOR NELSON & MARLBOROUGH

WildTomato Media Ltd

First Floor 243 Trafalgar Street, Nelson

PO Box 1901 Nelson 7040

P. 03 546 3387

E. richard@wildtomato.co.nz

W. www.wildtomato.co.nz

Advertising Rates

SIZE	ANNUAL COMMITMENT			
	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Double page spread	3,200	2,990	2,795	2,595
Full page	1,850	1,735	1,595	1,495
Half page	1,040	975	895	845
Quarter Page/ Events/Snapped	-	795	735	685
Double directory	-	-	450	395
Directory	-	-	295	245
One page business profile	2,250	-	-	-
Two page business profile	3,375	-	-	-
Back cover	2,895	-	-	-
Inside back cover	2,250	-	-	-
Double page inside front cover	3,750	-	-	-
Fixed inserts (per issue)	950			
Loose inserts (per issue)	950			

Also available to all WildTomato advertisers are subscription and cover competition offers - these are advertised free of charge other than than the product or service provided. Please ask for more details

- 10% loading applies to all guaranteed positions.
- Prices are GST exclusive and are per issue.
- Broken space is limited; WildTomato does not guarantee placement of these sizes.
- WildTomato reserves the right to refuse supplied advertising if it does not reach house standards.
- Terms and conditions are supplied at time of booking.
- WildTomato advertising rates include 2 hours of complimentary inhouse design.
- Subsidised photography is available on request.
- The 3, 6 and 12 issue rates are an annual commitment. Exact placements are at the discretion of the advertiser subject to WildTomato advertising terms and conditions.

Deadline & Release Dates

MONTH	ISSUE NUMBER	ADVERTISING DEADLINE	RELEASE DATE
April 09	33	13.03.09	30.03.09
May 09	34	09.04.09	30.04.09
June 09	35	08.05.09	28.05.09
July 09	36	12.06.09	29.06.09
Aug 09	37	10.07.09	30.07.09
Sept 09	38	14.08.09	31.08.09
Oct 09	39	11.09.09	28.09.09
Nov 09	40	09.10.09	29.10.09
Dec 09	41	13.11.09	30.11.09
Jan 10	42	11.12.09	31.12.09
Feb 10	43	8.01.10	28.01.10

Supply of Material

- A high resolution laser proof should be supplied with finished artwork.
- All art work must be CMYK; no RGB colours.
- Adverts to be supplied at 300 dpi.
- Artwork must be supplied as a high resolution PDF; no jpeg or tiff files.
- Convert paths to outlines.
- Artwork can be supplied;
 1. on CD or DVD to postal address PO Box 1901, Nelson, 7040
 2. or via email to design@wildtomato.co.nz
- Photos must be supplied at a file size greater than 1MB.

WildTomato.
THE MAGAZINE FOR NELSON & MARLBOROUGH

WildTomato Media Ltd

First Floor 243 Trafalgar Street, Nelson

PO Box 1901 Nelson 7040

P. 03 546 3387

E. richard@wildtomato.co.nz

W. www.wildtomato.co.nz