

WildTomato.

THE MAGAZINE FOR NELSON & MARLBOROUGH

2011
MEDIA
PACK



WildTomato - Nelson Marlborough's Magazine

WildTomato is the magazine for Nelson and Marlborough. We focus on inspiring journalism, stunning photography and high production values. WildTomato Media Ltd is an independent and locally owned media company.

WildTomato features interviews with the people who make our region tick, stunning photo essays, and stories on the issues that matter. The departments contain provocative columns, reviews that pull no punches, fashion, health, food, drink, and more.

Why WildTomato will work for you

- We look good! WildTomato lets you present your brand how you always wanted to – high-quality, full-colour adverts with no additional design costs†
- We are popular! 24,000† people read WildTomato each month
- We get people hooked! Readers come back to their magazines time and time again. On average, women pick up one issue of their magazines five times; for men it's six times‡
- We grow old gracefully! WildTomato will expose your brand over many years; you get to throw your net wider and for longer

* Based on estimated readership figures and annual full-page advertising rates (\$1,465)

† WildTomato advertising rates include two hours of complimentary design

‡ Source: Nielsen Magazine Readership



What you will find in WildTomato

Topical Features
Food & Drink
Fashion
Columns
Interviews
Active
Travel
The Arts
Reviews
Health

Quick Facts

CIRCULATION: 3,500+

READERSHIP: 24,000*

FREQUENCY: Monthly

COVER PRICE: \$8.50

ANNUAL SUBSCRIPTION: \$69.00

ISSUES PER YEAR: 12

DISTRIBUTION: Minimum 50% to subscribers and retail. Other relationships include premium accommodation providers and promotional mailings to selected partner databases.

* Nielsen Magazine Readership

WT Media Ltd is a member of the Magazine Publishers Association





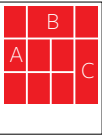


Reader Profile

- 30+ years old
- Middle/Upper socioeconomic groups
- 60% female, 40% male
- Average yearly household income: \$80,000+
- University educated

Our readers are widely travelled, passionate about their region and enjoy the good things in life. They care deeply about their people, issues, arts and places.

Advertising Rates (per issue)

		Casual	3 Issues -10%	6 Issues -20%	12 Issues -30 %
	Double page spread* 285 mm x 444 mm	3,395	3,045	2,795	2,375
	Double page Business Profile	3,495			
	Double Inside Front Cover	3,995			
	Full Page* 285 mm x 222 mm	2,095	1,885	1,675	1,465
	Full page Business Profile	2,595			
	Inside Back Cover	2,595			
	Back Cover	3,095			
	1/2 Page Landscape 130 mm x 202 mm	1,295	1,165	1,035	895
	1/2 Page Portrait 265 mm x 98.5 mm	1,295	1,165	1,035	895
	Events or Snapped 65 mm x 202 mm		895	795	695
	1/4 Page 130 mm x 98.5 mm		795	715	635
	Regular Directory (A) 67 mm x 47 mm			295	245
	Landscape Directory (B) 67 mm x 98.5 mm			445	395
	Portrait Directory (C) 139 mm x 47 mm			445	395
Inserts	Per Issue		* Must include a 5 mm bleed & crop marks.		
	Fixed	1,495	All dimensions are height x width.		
	Loose	1,295			



The Details

1. All WildTomato rates are per issue and GST exclusive.
2. Guaranteed locations in WildTomato are available for a 10% loading fee.
3. All WildTomato rates are agency non-commission bearing.
4. WT Media Ltd reserves the right to refuse supplied advertising if it does not reach house standards.
5. Full terms and conditions are supplied at time of booking.
6. WildTomato advertising rates include two hours complimentary in-house design (after which fees apply)
7. Subsidised freelance photography is available on request.
8. WT Media Ltd reserves the right to rerun a previously submitted artwork if no response to the advertising deadline is met.
9. The three, six and 12-issue rates are an annual commitment. Advertisements must be taken within 12 months of booking but exact placements are at the discretion of the advertiser (subject to WT Media Ltd's advertising terms and conditions).

For more information and bookings contact:

ADVERTISING MANAGER:

RACHAEL FRAINE

rachael@wildtomato.co.nz

(03) 546 3387 or 021 844 241



Key WildTomato Dates

		Issue	Advertising Deadline	On Sale
January	2011	54	Fri 3rd December	Thu 30th December
February	2011	55	Fri 14th January	Mon 31st January
March	2011	56	Fri 11th February	Mon 28th February
April	2011	57	Fri 11th March	Thu 31st March
May	2011	58	Fri 8th April	Thu 28th April
June	2011	59	Fri 13th May	Mon 30th May
July	2011	60	Fri 10th June	Thu 30th June
August	2011	61	Fri 15th July	Mon 1st August
September	2011	62	Fri 12th August	Thu 1st September
October	2011	63	Fri 9th September	Thu 29th September
November	2011	64	Fri 14th October	Mon 31st October
December	2011	65	Fri 11th November	Thu 1st December
January	2012	66	Fri 9th December	Thu 29th December

Supply of Material

- Artwork should be supplied via email to design@wildtomato.co.nz
- All supplied artwork must be CMYK (no RGB colours).
- Artwork to be supplied at 300 dpi.
- Artwork must be supplied as a high-resolution PDF (no jpeg or tiff files)
- Convert paths to outlines.
- Overprints to be turned off.
- Photographs for advertising must be supplied at a minimum file size of 1MB.
- Our printer's presses and proofing devices are calibrated and conform to the ISO Coated Fogra39 print standard. For precise results, a high-resolution laser proof must be supplied with finished artwork. Contact WildTomato for more details on colour-matching.



WildTomato

EDITOR:

JACK MARTIN

editor@wildtomato.co.nz

(03) 546 3384 or 021 844 240



ADVERTISING MANAGER:

RACHAEL FRAINE

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DESIGN:

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(03) 548 1679