



**N**ext  
Media Kit



## EDITOR'S PROFILE

Christina is known for her passion for women's issues and as a strong advocate of modern media that inspires women in positive ways. Next's sophisticated portrayal of real women and intelligent mix of storylines make it one of the most empowering magazines in the southern hemisphere.

"Next's tradition of celebrating real New Zealand role models resonates with smart women," says Christina. "It's also a 100% New Zealand magazine, providing our readers with a strong sense of place. Combined, these factors make for a magazine with true heart and soul."

Christina has 20 years' journalism experience, including editing *Fashion Quarterly* and publishing *citymix* magazine. Married with two children, she knows firsthand the pleasures and pitfalls of life as a modern Kiwi woman.

"Modern Kiwi women are incredible," she says. "We're part of a global generation that is reinventing what it means to be in your 30s, 40s and 50s. We're busy balancing family, friends, relationships, work and finances. Yet we look, feel and think younger than ever before."

"Today's modern woman wants, indeed needs, time for herself. Next offers her just that. Page after page of ideas and inspiration just for her – from topical issues to fashion updates, skincare solutions to personal passions."

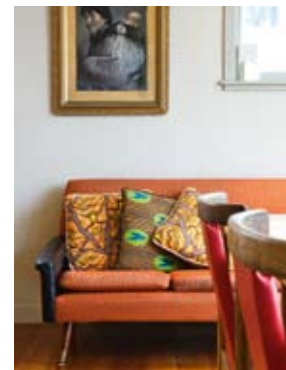
"The Next reader proves glamorous and intelligent aren't mutually exclusive. She's very smart and looks to Next to keep her up with the play. She's also affluent, appreciates aesthetics and cares about her appearance. Plus she loves having fun and feeling sexy. I love her attitude."

"For her Next is like that girlfriend she can trust. The one who inspires her with great attitude and challenges her with new ideas. Who doesn't love a friend like that?"

## Christina Sayers Wickstead

Editor





The **Next** reader proves that glamorous and intelligent are not mutually exclusive.

**Next** readers take care of their appearance more than any other magazine reader.

## NEXT READERS ARE:

- N Women predominately aged 30-59
- N Looking for stimulation, relaxation and inspiring ideas
- N Smart, intelligent, thinking women who are 52% more likely to be in the top 3 occupational groupings than the typical NZ female
- N 1 in every 2 readers has a tertiary qualification
- N 31% of those working are business decision-makers
- N 22% of readers (who work) have their own business
- N Connected to social issues and the world around them
- N Affluent – average household income of \$101,037 (24% above NZ average)
- N 20% more likely to have investments of \$100k+
- N More than 1 in every 2 readers belongs to the top 3 socio groupings
- N 25% more likely to travel overseas compared to the typical New Zealander
- N 62% of readers regularly drinks wine with their meals
- N 1 in every 2 readers loves reading and trying new recipes (53% more likely compared to typical New Zealander)
- N Socially active – visits art galleries, attends concerts and plays, dines out and spends time with her friends
- N The Next reader proves that glamorous and intelligent aren't mutually exclusive
- N More likely to take care of her appearance than any other magazine reader\*
- N Spends more money than the typical NZ woman on clothing and beauty products:
  - 54% above the average female for makeup
  - 50% for facial skincare
  - 31% for body skincare.

**Source: Nielsen NRS (Apr-Mar 10)**  
 + All 18+, Highest indexing magazine with readership 100,000+



## ADVERTISING RATES

### Premium Position

- N** Inside front cover \$17,569
- N** Outside back cover \$9,400
- N** First double-page spread \$15,950
- N** First full page \$8,250

### Standard

- N** Double-page spread \$14,500
- N** Full page \$7,500
- N** Half-page horizontal\* \$4,660
- N** Half-page vertical\* \$4,660
- N** Third-page horizontal \$4,200
- N** Third-page vertical \$4,200

## NEXT DIMENSIONS

	TYPE AREA (mm)	TRIM (mm)	BLEED (mm)
Double-page spread	250 x 390	275 x 420	285 x 430
Full page	250 x 180	275 x 210	285 x 220
Half-page horizontal bleed	120 x 180	135 x 210	145 x 220
Half-page vertical bleed	250 x 85	275 x 100	285 x 110
Third-page horizontal bleed	75 x 180	90 x 210	100 x 220
Third-page vertical bleed	250 x 55	275 x 73	285 x 83

**NB:** All guaranteed positions will carry a 10% loading.

\* Please note there is a limit of broken space we can accept. ACP Media cannot guarantee placement for broken space. Publisher reserves the right of final approval of all magazine advertisements. Rates do not include Goods and Services Tax (GST). GST of 12.5% will be added to the above rates with invoicing. All rates quoted are in NZ dollars

## CIRCULATION

53,286

## READERSHIP

349,000

## FREQUENCY

Monthly

## COVER PRICE

\$7.80

Source: Nielsen National Readership Survey Apr 09 - Mar 10. NZ Audit Bureau of Circulation Jul-Dec 09