

*It's Fashion Quarterly's
thirtieth birthday*

and, as well as celebrating three decades,
we're planning a stellar fashion and beauty issue.

Do join us

READERSHIP 216,000
CIRCULATION 23,592*

NEW ZEALAND
FASHION QUARTERLY
Q

No. 1 read fashion magazine in New Zealand for 30 years.

* Nielsen NIS April 09 - March 10. ABC July-Dec 2009. CS1420 06/10

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Birthday
issue

NEW ZEALAND
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Advertising Opportunities

• BRAND ADVERTISING (VID APPLICABLE)

Full page	\$6,500
DPS	\$13,000



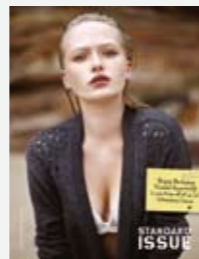
• SPONSORED EDITORIAL SHOOT (INCLUDING PRODUCTION, NO LOGO)

Full page	\$5,500
DPS	\$11,000



• 30TH BIRTHDAY WISH ADVERTISING (30% DISCOUNT)

Full page	\$4,500
DPS	\$9,000



• DIRECTORY: A VARIETY OF SIZES

Minimum 6 x 1	\$470
Maximum Quarter Page	\$1,340



Deadlines

Cover Date	Spring 2010
On Sale Date	16 August 2010
Booking Deadline	16 July 2010
Cancellation Deadline	2 July 2010
Material Deadline	21 July 2010
Inserts to Printer	2 August 2010

Features

- **NEW ZEALAND'S BEST-DRESSED** — of all time
- **THE 30 BEST STYLING TIPS** from those who know
- **ARE WE READY FOR THE RETURN OF THE 90s?** A look back at what the decade offered and how to do it all again in 2010
- **BECOME A FASHION TOURIST** We travel the world in search of fashion's greatest exhibitions
- **FASHION'S NEW FASHION** Cathrin Schaer predicts what the next decade will bring to the fashion industry

Fashion

- **THE NEW DEMURE** The season's most elegant offerings
- **CLEAN AND SIMPLE** The return of minimalism with the focus on beautiful construction
- **MAD ABOUT PASTELS** Spring's best soft, sherbet shades.
- **THE CLASH** The update on prints
- **SPORTSWEAR** When *Fame* meets ballet

Beauty

- **CANDY COLOURS** There's no escaping them — but why would you want to?
- **TAUPE** It's bronze updated
- **THE RETURN OF TEN ICONIC BEAUTY LOOKS** and what's new about them. From cream lipstick to liquid eyeliner and matt makeup, everything's on the comeback trail
- **FRINGE DWELLERS** How to wear them
- **SHINE ON** Hair's best friend is shine. We've got the lowdown



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