



# ORANGA Life

## 2022 MEDIA KIT

ADVERTISING [jody.pearson@stuff.co.nz](mailto:jody.pearson@stuff.co.nz)

EDITORIAL [emma.chamberlain@stuff.co.nz](mailto:emma.chamberlain@stuff.co.nz)

Brought to you by **Stuff**

# Welcome to life

Wellbeing, He Ora, Food, He kai, Style, He Tāera

New Zealand's favourite guide to living well



In our complex and often tumultuous world, finding a way to thrive can be tricky. We all know we need to eat well, avoid stress and have a little fun along the way, but it's easy to get sidetracked by life's curveballs - relationship woes, an anxious teen, too little time!

Life's mix of advice and inspiration helps readers live their best lives, helped along by recipes for healthy dinners and indulgent baking, stories about new local cafes or restaurants, style and beauty advice, and thoughtful solutions to life's problems from our wellbeing writers and columnists.

It's the perfect companion for whatever comes your way.

EDITOR Emma Chamberlain



YONKOS Life



# Reader Profile

Life is New Zealand's midweek lifestyle magazine for the lower North Island, Canterbury and Waikato. Inserted every Wednesday into The Dominion Post, The Press and The Waikato Times, it offers contemporary features and advice on wellbeing, food, style and beauty.

This 16-page lift-out has an editorial focus on conscious living, and has themes such as sustainability and garden-to-table cooking. It highlights the best of a region's cafes and restaurants and New Zealand's thriving artisan food scene, and relies on trusted experts to deliver practical wellbeing advice. The founders of Ensemble, 2022's Best Digital Brand, are behind Life's beautifully-presented style and beauty editorial.

Readership	Average Household Income	Main Household Shopper	Own a property	Say Magazines are their time out	Actually buy something they've seen in a magazine	Talk to someone about something they've read in a magazine	Like to keep up with the latest fashion	Intend to go on holiday in the next 12 months
The Press <b>113,000</b> Male: 63,000 Female: 50,000 Average Age: 55	<b>\$101,614</b> Personal Income of \$100k+: <b>21,000</b>	<b>54,000</b>	<b>85,000</b>	<b>25,000</b>	<b>48,000</b>	<b>74,000</b>	<b>18,000</b>	Within NZ: <b>95,000</b> Overseas (4+ nights): <b>28,000</b>
The Dominion Post <b>139,000</b> Male: 76,000 Female: 63,000 Average Age: 49	<b>\$123,615</b> Personal Income of \$100k+: <b>33,000</b>	<b>75,000</b>	<b>99,000</b>	<b>28,000</b>	<b>53,000</b>	<b>78,000</b>	<b>40,000</b>	Within NZ: <b>122,000</b> Overseas (4+ nights): <b>28,000</b>
Waikato Times <b>76,000</b> Male: 42,000 Female: 34,000 Average Age: 48	<b>\$109,913</b> Personal Income of \$100k+: <b>12,000</b>	<b>38,000</b>	<b>51,000</b>	<b>11,000</b>	<b>29,000</b>	<b>40,000</b>	<b>18,000</b>	Within NZ: <b>61,000</b> Overseas (4+ nights): <b>20,000</b>

# Content

## Brand Pillars

### Wellbeing

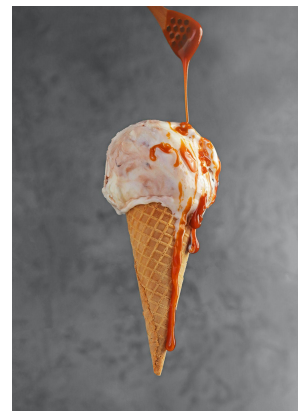
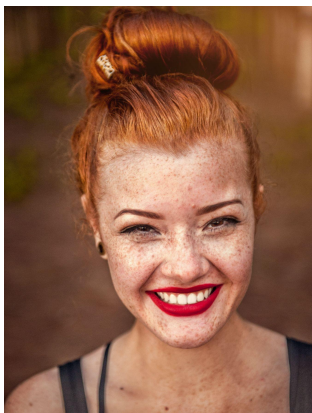
Life's writers and columnists tackle everything from anxiety and work stress to poor sleep and problematic relationships, and bring readers human stories of hope and accomplishment to inspire them.

### Food

Life features recipes themed around what is in season, including garden-to-table columns and recipes from Nadia Lim. It also has food trend columns from Stuff food editor Emily Brookes, and profiles on producers and personalities in the local hospitality scene.

### Style

Ensemble provides Life's style and beauty coverage. Led by co-founder and Stuff style editor Zoe Walker Ahwa, Ensemble is Aotearoa's freshest destination for fashion, beauty and female-led conversations. It features a mix of beauty product reviews from columnist Harriet Pudney, and trend and style advice from Zoe as well as New York-based Kiwi stylist Kathryn Neale.



# Contributors



**Nadia Lim**

One of New Zealand's most beloved chefs, Nadia Lim writes a weekly column about life on the Lim family farm in Central Otago. She covers everything from sustainable agriculture to growing food with kids, and includes the easy, delicious recipes she is famous for.



**Karen Nimmo**

A psychologist with more than 20 years' experience, Nimmo has a particular flair for advice that is easy to action. A popular columnist online and in print, she tackles humanity's fundamental problems with wit and wisdom.



**Harriet Pudney**

As a 30-something beauty obsessive based in Melbourne, Harriet Pudney gives makeup and skincare advice with a dose of pop culture.



**Kathryn Neale**

New York-based New Zealander Kathryn Neale has photographed Rihanna for Vogue and styled many a Netflix show. Whether she's back in Brooklyn or in her hometown of Wellington, Neale deftly mixes her eye for a new trend with her stylist's expertise for a fresh take on what to wear.

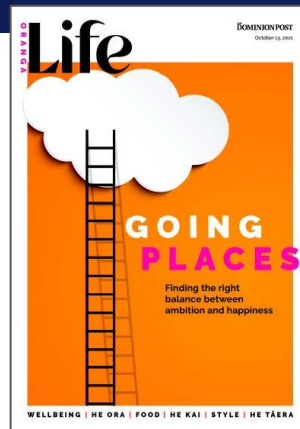
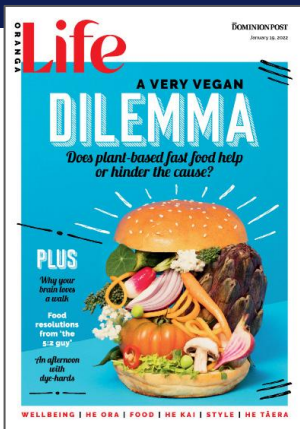


**Zoe Walker Ahwa**

Zoe Walker Ahwa is the co-founder of fashion and culture website Ensemble, and the style editor at Stuff. She was previously the editor of Fashion Quarterly and Simply You magazines, associate editor of Viva and deputy editor of Next.



# How to get engaged



## 1. Advertising placement

Position your brand in a premium magazine-style environment. Choose from a range of display advertising sizes, from the inside front cover double page spread to a quarter page.

### Benefits

Gain exposure with an affluent audience, in a credible and highly engaging environment. Premium positioning and relevant placement near Home, Food, Style, Beauty, Design and Wellbeing sections will put you ahead of your competitors.

## 2. Sponsored content creation

Share your message through paid storytelling placement, created by Stuff's award-winning commercial content team and with input from the Life editor. Consider repurposing the print piece to digital sponsored content on Stuff.co.nz.

### Benefits

Our team of content creators know how to connect and engage with Kiwis. This is our sweet spot, and we will work with you to ensure that your USP and messaging is delivered in an engaging, integrated way.

## 3. Bespoke sponsorship

Integrate your brand presence, messaging and product exposure across key sections. We are actively looking for foundation partners who are keen to form new, innovative partnerships.

### Benefits

Forge a deeper relationship with our editorial and commercial teams, ensuring that together we create a compelling, larger sponsorship solution that will set you apart from the rest.

# Booking Deadlines

## Bookings deadline:

Friday, 4pm week prior  
(5 days prior to publication date)

## Print ready material:

Tuesday, 2.30pm  
(week of publication date)

## Sponsored content:

Requires a 10 working day period, from the time of receiving the brief, in advance of the print ready material deadline.

## Publication deadlines:

For booking, artwork and publishing deadlines refer to [advertise.stuff.co.nz/advertising-specs-rates-deadlines](https://advertise.stuff.co.nz/advertising-specs-rates-deadlines). Advertisements cancelled after the booking deadline will incur a cancellation fee. Deadlines will vary around public holidays.

## Cancellation fees:

Depending on the time of cancellation, a cancellation fee of up to 100% of the advertisement cost applies to any advertisements cancelled after the booking deadline has passed.



# Pricing

**Sponsored Content** requires an additional \$1,000 per full page or \$500 per half page.

**Bespoke imagery** is an additional cost.

Size/Position	National	The Press The Dominion Post	Waikato Times
Inside Front Cover	\$7,700	\$4,000	\$2,300
Double page spread (DPS)	\$12,800	\$6,400	\$3,500
Full Page	\$7,000	\$3,500	\$2,000
Half Page	\$4,300	\$2,750	\$1,320
Quarter Page Horizontal (2x8)	\$2,000	\$1,300	\$750
Quarter Page Vertical (4x4)	\$2,000	\$1,300	\$750
Outside Back Cover	\$7,700	\$4,000	\$2,300

**PRICING IS IN NZD AND EXCLUDES GST.**

Commission of 10% is payable on the above rates to agencies accredited with PMAA

\*Advertisements include bleed





# Page Specs

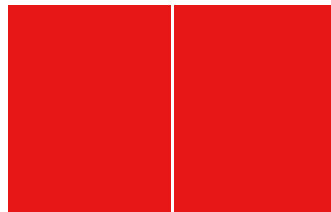
Life magazine uses a modular advertising system with units based on 8 x 8 grid.

The ad sizes illustrated are available in Life magazine.

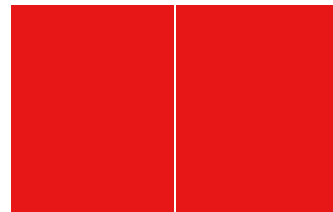
## Note:

Final trimmed page is: 390mm x 280mm

Gutter: 20mm



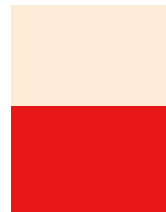
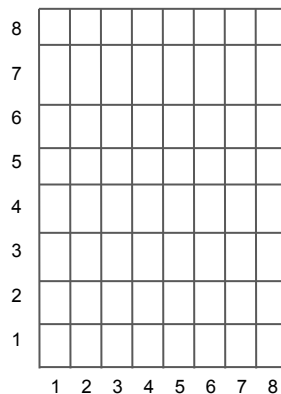
**8 x 16 Double page spread**  
366mm x 531mm



**8 x 16 Double page spread**  
With bleed 395mm x 550 mm



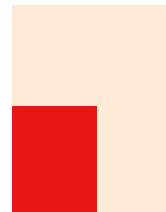
**8 x 8 Full page**  
366mm x 254mm



**4 x 8 Half page**  
182mm x 254mm



**2 x 8 Quarter page**  
90mm x 254mm



**4 x 4 Quarter page**  
182mm x 126mm

## Technical specs:

For technical artwork and delivery specifications refer to [advertise.stuff.co.nz/user-guides-resources](http://advertise.stuff.co.nz/user-guides-resources)

## PDF Job options

To create PDFs for our technical specifications, magazine Distiller Job Options are available to load into InDesign's Adobe PDF presets. Distiller Job Options can be downloaded from [advertise.stuff.co.nz/user-guides-resources](http://advertise.stuff.co.nz/user-guides-resources)



ORANGA **Life**

We can't wait to work with you!

For more information please contact  
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**Stuff**