



PROFILE

pink magazine is an annual title published by Stretton Publishing Company Ltd, and is New Zealand's only lifestyle magazine that focuses on breast cancer.

pink magazine was initially launched to coincide with Breast Cancer Awareness month in October 2005. It is now published annually in October.

pink magazine is an informative and inspiring publication with an assortment of educational and lifestyle articles. It tells the stories of those courageous men and women who have battled breast cancer, it keeps its readers informed with articles written by experts in the health industry, and all this is balanced with fashion, health, wellbeing, and beauty sections.

pink magazine is aimed at people who have had breast cancer, those who have supported or come into contact with someone with breast cancer and those who wish to be more informed about this disease. Breast cancer is New Zealand's biggest cancer killer of women. Proceeds from each magazine sold goes to supporting breast cancer initiatives and the crucial work they do.

More than one in ten women will develop breast cancer at some stage in their lives. Over 2,500 new cases of breast cancer are diagnosed each year. That's about 50 women per week. For every woman who is diagnosed, many people are affected – husbands, partners, children, family, and friends. With statistics like these, it is easy to see the need to increase awareness of breast cancer in New Zealand.



600-700 women die of breast cancer each year in New Zealand - that is almost 14 women per week.

You'll Never Walk Alone



READERSHIP

The following information is taken from reader-based data.

Reasons for purchasing pink magazine

- 19% have breast cancer
- 23% have someone close to them with breast cancer
- 30% self awareness and education
- 21% curiosity, magazine looked great on the shelves
- 7% other

Readers who ticked 'other' had these reasons

working in the health sector

\$1.00 from every purchase is donated to breast cancer initiatives

Respondents Age

| | |
|----------|-----|
| Under 18 | 2% |
| 19-24 | 7% |
| 25-30 | 2% |
| 31-40 | 17% |
| 41-50 | 30% |
| 51-60 | 27% |
| 61-70 | 15% |
| 70+ | 0% |

Respondents Personal Income

| | |
|-------------------|------|
| < \$20 000 | 3.4% |
| \$20 000-\$30 000 | 14% |
| \$31 000-\$40 000 | 29% |
| \$41 000-\$50 000 | 23% |
| \$51 000-\$60 000 | 10% |
| \$60 000+ | 20% |

76% of respondents are earning in full or part time employment

Does the respondent have children?

| | |
|-------------|-----|
| children | 78% |
| no children | 22% |



DISTRIBUTION

pink magazine distributes 15,000 magazines throughout New Zealand per issue.

pink magazine is distributed throughout

- Supermarkets and bookstores
- Air New Zealand Koru Lounges throughout New Zealand
- pink magazine subscribers.
- Roche, a company that produces a breast cancer drug imperative to New Zealand women's treatment, sponsors 4,000 copies of pink magazine and distributes them to doctor surgeries, breast clinics, and hospitals nationwide.
- pink magazine is sold throughout New Zealand in all 27 Annah Stretton and Annah.S stores.
- Each issue is supported with retail promotions in Whitcoulls and Paper Plus, interviews on Good Morning, The Breeze and Newstalk ZB, EasyMix and retail window promotions nationally, television and billboard advertising, as well as an email PR campaign.

Cover Price - \$9.00

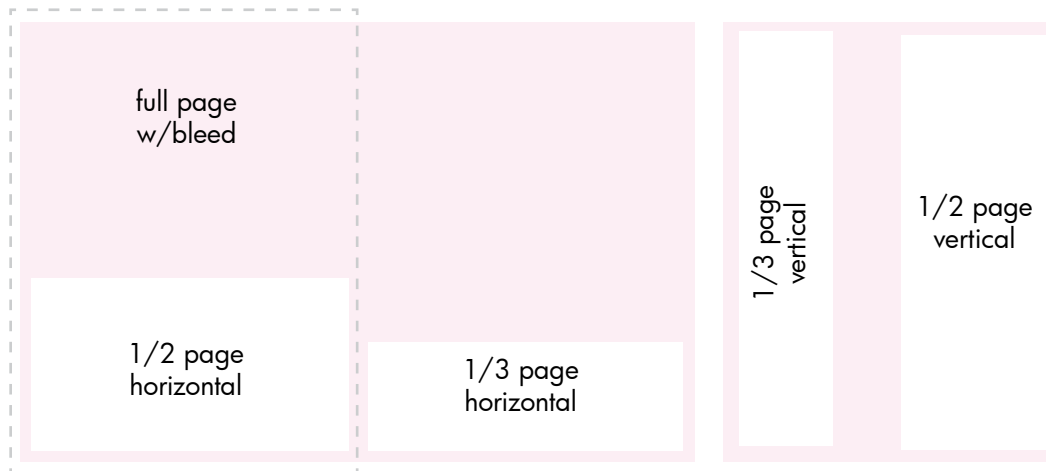


"If you think you are too small to make a difference, you've never been in bed with a mosquito!"
Anita Roddick, Founder of The Body Shop

You'll Never Walk Alone

SPECIFICATIONS

| SIZE | ACTUAL (mm) | BLEED (3mm) |
|---------------------------------|-------------|-------------|
| Inside Cover Double Page Spread | 452w x 300h | 458w x 306h |
| Double Page Spread | 460w x 300h | 466w x 306h |
| Full Page | 230w x 300h | 236w x 306h |
| 1/2 Page Vertical | 105w x 290h | N/A |
| 1/2 Page Horizontal | 220w x 140h | N/A |
| 1/3 Page Vertical | 67w x 290h | N/A |
| 1/3 Page Horizontal | 220w x 90h | N/A |



MATERIAL SUBMISSION

ACCEPTABLE FILES

All files must be flattened. We only accept files in the following formats: TIFF, EPS and PDF. All files must be converted to CMYK with no spot colours.

UNACCEPTABLE FILES

Microsoft Word, PowerPoint, or any other word processing programme is unacceptable. No native based applications will be accepted. No files with resolution below 300 dpi will be accepted. Quark or InDesign files will not be accepted. Please export these files as an EPS or PDF file.

MEDIA

Ads must be submitted on PC-compatible CDs or DVDs or via email. We also accept files via Internet storage sites such as YouSendIt or FTP sites.

E-MAIL

Please send emailed ads to **pink@strettonpublishing.co.nz** which will accept files up to 8 MB. Please contact us if you wish to send larger files. *pink magazine* is not responsible for misdirected emails.



ADVERTISING RATES

| | |
|---------------------------------------|--------|
| Inside front cover double page spread | \$9500 |
| Double page spread | \$8000 |
| Outside back cover | \$5000 |
| Inside back cover | \$4800 |
| Full page | \$4500 |
| Half page | |
| Third page | |
| Inserts | POA |

The above rates are non-commission bearing, and are exclusive of GST

DEADLINES

October 2012

| | |
|----------|--------|
| Booking | Aug 24 |
| Material | Sept 7 |
| On-Sale | Oct 1 |

CONTACT DETAILS

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