



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. \$1.20 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

\$1.20 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 30 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 windows 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



ADVERTISING RATES

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

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

DEADLINES

October 2010

Booking	Aug 13
Material	Aug 27
On-Sale	Oct 4

SPECIFICATIONS

Size	Trim (w x h)	Image	Bleed
Full page	230 x 300	210 x 280	236 x 306
DPS spread	460 x 300	440 x 280	466 x 306

CONTACT DETAILS

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