

# fishHead

WELLINGTON'S MAGAZINE

2011  
MEDIA  
PACK



# FishHead - Wellington's Magazine

Received enthusiastically by Wellingtonians in its first year, FishHead is the premium magazine that tells Wellington's story. Focusing exclusively on Wellington, Wairarapa and Kapiti, this independent publication is ideally placed to provide the magazine locals our proud of and call their own. Let's celebrate our region together!

## Editorial Profile

An editorially-driven magazine, FishHead includes features on the issues that matter, interviews with Wellingtonians who make the city jump, stunning photography, provocative columns, reviews that pull no punches, fashion, health, food, drink and more. In short, everything you need to know about Wellington, Kapiti and Wairarapa.

## Why FishHead will work for you

- We look fantastic! FishHead lets you present your brand how you always wanted to – high-quality, full-colour adverts with no additional design costs<sup>†</sup>
- We are popular! 54,000 people<sup>§</sup> read each issue of Fish Head
- We get people hooked! Readers come back to their magazine time and time again. On average, women pick up one issue five times; for men it's six!
- We have staying power! FishHead will expose your brand over many months; you get to throw your net wider and for longer
- We are affordable! It costs just 3.2c per reader\* to reach your kind of people in Wellington and beyond with a full-page advert

\* Based on estimated readership figures and annual full-page advertising rates (\$1,745)

<sup>†</sup> FishHead advertising rates include two hours of complimentary design

<sup>§</sup> Estimated advance readership based on 9 reads per copy. Surveying to begin 2011.

<sup>‡</sup> Source: Millward Brown, UK



## What you will find in FishHead

**Topical Features**  
**Food & Drink**  
**Fashion & Beauty**  
**Columns**  
**Interviews**  
**Active**  
**Travel**  
**The Arts**  
**Reviews**  
**Politics & Satire**  
**Health**

## Quick Facts

**READERSHIP:** 54,000\*

**CIRCULATION:** 6,000+

**FREQUENCY:** Bi-Monthly

**COVER PRICE:** \$8.50

**12 ISSUE SUBSCRIPTION:** \$69.00

**ISSUES PER YEAR:** 6

**DISTRIBUTION:** Minimum 55% to subscribers and retail. Other relationships include 1,000 4 star plus hotel rooms containing FishHead in prestigious locations such as The Quality Hotel, The Museum Hotel, The Intercontinental and Paremua Lodge Martinborough, and promotional mailings to selected partner databases.

\* Estimated advance readership based on 9 reads per copy.

WT Media Ltd is a member of the Magazine Publishers Association





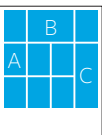


## Reader Profile

- 30+ years old
- Middle/Upper socioeconomic groups
- 60% female, 40% male
- Average yearly household income: \$100,000+
- University educated

Our readers are widely travelled, passionate about their region and enjoy the good things in life. They care deeply about their people, issues, arts and places, and are rightly proud of New Zealand's capital.

# Advertising Rates (per issue)

		Casual	3 Issues -10%	6 Issues -20%	12 Issues -30 %
	Double page spread* 285 mm x 444 mm	3,495	3,145	2,795	2,445
	Double page Business Profile	3,995			
	Double Inside Front Cover	3,995			
	Full Page* 285 mm x 222 mm	2,495	2,245	1,995	1,745
	Full page Business Profile	2,895			
	Inside Back Cover Back Cover	2,895 3,495			
	1/2 Page Landscape 130 mm x 202 mm	1,495	1,345	1,145	995
	1/2 Page Portrait 265 mm x 98.5 mm	1,495	1,345	1,145	995
	Events or Snapped 65 mm x 202 mm		995	895	795
	1/4 Page 130 mm x 98.5 mm		995	895	795
	Regular Directory (A) 67 mm x 47 mm			395	345
	Landscape Directory (B) 67 mm x 98.5 mm			595	495
	Portrait Directory (C) 139 mm x 47 mm			595	495
Inserts	Per Issue		* Must include a 5 mm bleed & crop marks.		
	Fixed	995	All dimensions are height x width.		
	Loose	995			



## The Details

1. All FishHead rates are per issue and GST exclusive.
2. Guaranteed locations in FishHead are available for a 10% loading fee.
3. All FishHead rates are non agency-commission bearing.
4. WT Media Ltd reserves the right to refuse supplied advertising if it does not reach house standards.
5. Full terms and conditions are supplied at time of booking.
6. FishHead advertising rates include two hours complimentary in-house design (after which fees apply)

For more information and bookings contact:  
 GENERAL MANAGER:  
 RICHARD AINDOW  
 richard@fishhead.co.nz  
 (04) 384 3670 or 021 844 210



# FishHead Dates

		<b>ISSUE</b>	<b>ADVERTISING DEADLINE</b>	<b>ON SALE</b>
April/May	2011	7	Fri 25th Feb	Mon 21st Mar
June/July	2011	8	Fri 29th Apr	Mon 23rd May
August/September	2011	9	Fri 1st Jul	Mon 25th July
October/November	2011	10	Fri 26th Aug	Mon 19th Sept
December/January	2011	11	Fri 28th Oct	Mon 21st Nov
February/March	2012	12	Fri 6th Jan	Mon 30th Jan
April/May	2012	13	Fri 2nd Mar	Mon 26th Mar
June/July	2012	14	Fri 27th Apr	Mon 21st May



FishHead is produced by WT Media Ltd, a small independent media company that also produces WildTomato Magazine in Nelson and Marlborough. WT Media Ltd offers additional discounts for bookings in both titles - contact Richard Aindow on 04 384 3670 for more details.

# Supply of Material

- Artwork should be supplied via email to [design@fishhead.co.nz](mailto:design@fishhead.co.nz)
- All supplied artwork must be CMYK (no RGB colours).
- Artwork to be supplied at 300 dpi.
- Artwork must be supplied as a high-resolution PDF (no jpeg or tiff files)
- Convert paths to outlines.
- Photographs for advertising must be supplied at a minimum file size of 1MB.
- Our printer's presses and proofing devices are calibrated and conform to the ISO Coated Fogra39 print standard. For precise results, a high-resolution laser proof must be supplied with finished artwork. Contact FishHead for more details on colour-matching.

## FishHeads

**GENERAL MANAGER:**

RICHARD AINDOW

[richard@fishhead.co.nz](mailto:richard@fishhead.co.nz)

(04) 384 3670 or 021 844 210



**EDITOR:** BEN CHRISTIE

[editor@fishhead.co.nz](mailto:editor@fishhead.co.nz)

(04) 384 3670 or 021 844 215



**PUBLISHER:** JACK MARTIN

[jack@fishhead.co.nz](mailto:jack@fishhead.co.nz)

(03) 546 3384 or 021 844 240

