

MINDFOOD **STYLE**

2016 Media Kit



A NEW STYLE OF INTEGRATION

OVERVIEW

READER PROFILE

MAGAZINE

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CONTENT

SPECS



ISSUE No. 4

Shot on location
at Qasr Sarab
Desert Resort, Niwa
Desert, Abu Dhabi.
Model wears A/W16
Demonic Intent.

A NEW STYLE OF INTEGRATION

MiNDFOOD STYLE takes the reader into a unique integrated world, showcasing the latest fashion and style trends. Photographed locally and against global backdrops, MiNDFOOD STYLE's biannual magazine is the cornerstone – more than 250 glossy pages offer readers and advertisers fashion features from Paris, Milan, New York, London, Sydney and Auckland. Content is then integrated across multiple platforms showcasing such diverse locations as the Arabian deserts of Abu Dhabi, the colourful ghettos of Buenos Aires, the stockyards of Fort Worth in Texas and Houston's Nasa control centre. Content is brought to life with e-newsletters, videos on *style.co.nz*, and across social media platforms Facebook and Instagram with what's in store now and the new season.



ISSUE No. 1

Shot on location
French Bay Yatch
Club, Manukau
Harbour, Auckland.
Model wears
S/S14 Liam.

THE AUDIENCE

The MiNDFOOD STYLE audience has a high disposable income and follows new season trends in fashion, accessories, beauty, décor and travel. Our intelligent reader earns her own income and spends her salary on new season collections, with both local and international brands. Our readers are not slaves to fashion, instead they are stylish, informed and are prepared to wait and purchase the new season brands they adore. It's about quality and style over price.

In the top quintiles of annual spend – on clothes and shoes, at the hairdresser and on jewellery, beauty and fragrance, luggage, wine and spirits – MiNDFOOD STYLE readers have a strong personal sense of style and are smart, intelligent, stylish shoppers who want to know and understand current trends, which they will then interpret into their own current style offering. They are not slaves to fashion – for a MiNDFOOD reader, it's all about great personal style.

CONTENT

International in look and feel, local in flavour. A wonderful mix of both local and international fashion, beauty and décor features come together across the range of platforms of MiNDFOOD STYLE. Top models, photographers, stylists and producers bring together each season's new collections showcasing the latest in the world of style.

ISSUE No. 3

Shot on location at Nasa Houston, with moon lunar craft. Model wears Dior A/W15.





MAGAZINE

Divided into different sections, MiNDFOOD STYLE reports about the new season collections, Spring/Summer and Autumn/Winter seasons.

With more than 250 glossy pages, the magazine begins with The Edit, a section detailing the new season's looks with multiple shopping pages, fashion news and accessories updates. Both the décor and beauty sections deliver what's new in store and build on the theme of each issue.

Taking the reader into an almost magical travel location, page after page of fashion and accessories are showcased against a unique backdrop. Pull-out fashion guides are available for sponsorship as is bespoke curated content enhancing the integrated nature of MiNDFOOD STYLE.



ISSUE No. 3
Model wears new season Chanel Illusion D'Ombre in Rouge Noir, from the beauty pages S/S16.



DIGITAL

Style.co.nz is the go-to fashionable site within the New Zealand marketplace for anyone wanting news and in-depth coverage of the fashion world. Featuring both local and international content and backed by the successful MiNDFOOD, *Style.co.nz* showcases not only new season designer look-books, street fashion, designer interviews, accessories, beauty and décor updates, constant video and radio interviews bring the site alive for readers and advertisers alike.

ISSUE No. 3

We have lift off.
Taken from the
S/S16 issue shot in
Nasa Houston, model
wears new season
Louis Vuitton.



SOCIAL MEDIA

They click, they like, they recommend, they share and they swipe. Readers want intelligent, smart, stylish content and they want it now! Facebook, Instagram, Pinterest and Twitter are all part of the STYLE experience. Integration is the key to unlocking the potential of MiNDFOOD STYLE. Beautiful, relevant content across a range of multiple media, stylish platforms. Sign up now!

ISSUE No. 2
Photographed
on Orchid Road,
Hong Kong, for the
A/W15 issue,
model wears new
season Prada.



ISSUE No. 3
Model wears new
season Trelise
Cooper in San
Antonio Texas
Botanical Cactus
Gardens
S/S16 issue.

E-NEWSLETTERS

We push, the readers pull – they love receiving weekly updates around new store openings and offerings, latest store drops, interviews and global updates in the world of fashion. Want to know who the new designer of Dior is? Or about the new must-have piece from the Karen Walker collection? What Trelise Cooper homewares looks like? Which NZ designer is opening Newmarket? Sign up now, you're missing out!

ISSUE No. 3

Model wears
new season
Prada A/W15
photographed
in Paris.

EVENTS

Pop up and they will come! MiNDFOOD STYLE has an audience that enjoys a night out, and its platforms offer a range of different opportunities for clients and advertisers to get up close and personal with MiNDFOOD STYLE readers. A new store opening, a product trial, sampling opportunities ... our readers are engaged and like the involvement of complete integration.



MAGAZINE ADVERTISING SPECS

DOUBLE-PAGE SPREAD

Trim: 450mm x 297mm
Safe Type: 440mm x 287mm
With Bleed: 460mm x 307mm

FULL PAGE

Trim: 225mm x 297mm
Safe Type: 215mm x 287mm
With Bleed: 235mm x 307mm

HALF-PAGE VERTICAL

Trim: 112mm x 297mm
Safe Type: 102mm x 287mm
With Bleed: 122mm x 307mm

HALF-PAGE HORIZONTAL

Trim: 225mm x 148mm
Safe Type: 215mm x 138mm
With Bleed: 235mm x 158mm

THIRD-PAGE VERTICAL

Trim: 83mm x 297mm
Safe Type: 73mm x 287mm
With Bleed: 93mm x 307mm

THIRD-PAGE HORIZONTAL

Trim: 225mm x 99mm
Safe Type: 215mm x 89mm
With Bleed: 235mm x 109mm

CROP MARKS



DIGITAL ADVERTISING SPECS

MREC (MEDIUM RECTANGLE)

300 x 250px

LEADERBOARD

728 x 90 px

SKYSCRAPER

160 x 600px

SUPER SKYSCRAPER

304 x 811px

WALLPAPER/SKINS

460 x 1200px

(safe zone: 140px from edge)

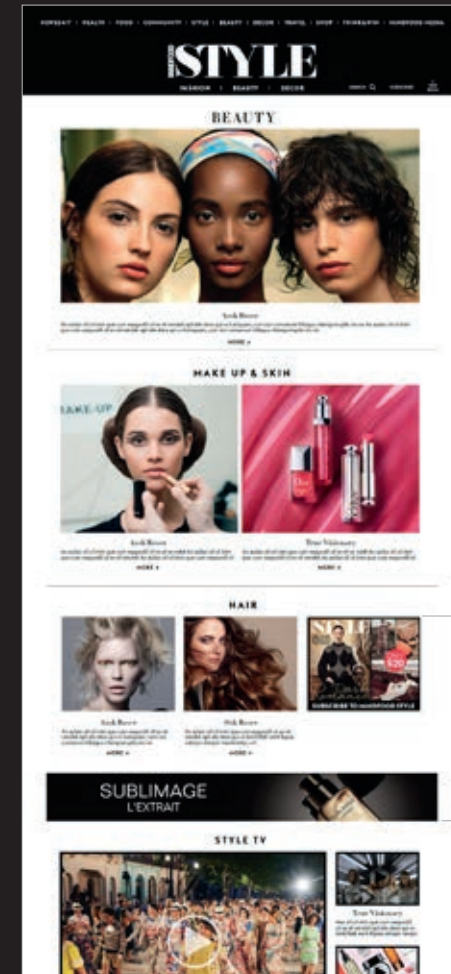
FILE FORMANT

JPEG or GIF. Max file size: 100KB



**SKIN
FILLER
SPACE
(320px)**

**SKIN SAFE
SPACE (140px)**



MREC

LEADERBOARD