

# STYLE

MEDIA KIT 2020

# STYLE

## WELCOME

### **CELEBRATING BESPOKE LUXURY AT HOME & AROUND THE WORLD**

It's about personal STYLE and taking the time to appreciate great design - in décor, fashion and accessories, in cultural moments and travel experiences.

From 2020 STYLE will be published quarterly, and each issue will take readers on a journey through the unique worlds of décor, fashion, accessories, beauty, culture and travel.

STYLE celebrates each season, showcasing people with a unique sense of STYLE, who are creating amazing things in their lives that inspire and make us all want to lead a life full of interest and intrigue.

**STYLE.CO.NZ**



# STYLE



**AUTUMN**



**WINTER**

## STYLE IS A WAY OF LIFE

Building on the success of the bi-annual publications, MINDFOOD STYLE and MINDFOOD DÉCOR, STYLE merges the best of both worlds in 2020 to deliver readers a one-of-a-kind print and digital experience that celebrates each season.

In response to New Zealand's burgeoning luxury market and demand from key partners, STYLE will relaunch in March 2020 as a quarterly publication bringing together both MINDFOOD DÉCOR and MINDFOOD STYLE magazines.



**SPRING**



**SUMMER**

# STYLE

## OUR UNIVERSE

**CORE DEMOGRAPHIC  
AGE**

25-59

**WEEKLY SPEND ON  
SKINCARE & MAKE-UP**

\$2.3M

**WEEKLY SPEND  
ON CLOTHING &  
FOOTWEAR**

\$780k

**LIVE IN METROPOLITAN  
AREAS**

63%

**INTEND TO TRAVEL  
INTERNATIONALLY IN  
THE NEXT YEAR**

52%

**WEEKLY SPEND  
ON JEWELLERY &  
WATCHES**

\$317k

**AVERAGE ANNUAL  
INCOME**

\$116.5k

**MORE LIKELY TO HAVE  
A PROFESSIONAL  
OCCUPATION**

60%



# STYLE

## STYLE.CO.NZ

The integration of STYLE across digital and social media platforms inspires a closer connection to - and higher engagement with - STYLE's inquisitive audience.

STYLE.CO.NZ will relaunch with a new digital team. Its digital footprint will feature a new look, both on the website and the social media platforms - becoming the go-to destination for the latest in décor, fashion, accessories, beauty, culture and travel.

Each week the STYLE EDM will be sent to an ever-growing audience and will feature the latest news, seasonal trends and must-have launches.

**STYLE.CO.NZ**



# STYLE

NEW EDITORIAL DIRECTION

## FASHION & ACCESSORIES

Each season STYLE travels to unique and inspiring destinations to bring key fashion and accessories trends to life.

STYLE works with leading photographers and stylists to create evocative fashion content for both print and digital platforms.

**THE LUXURY EDIT** The world's leading luxury fashion houses are at home within STYLE. As well as being woven into the pages of each issue, every issue of STYLE will feature an editorial shoot dedicated to the luxury looks of the season.

**ACCESSORIES** The season's most coveted accessories come alive each issue in exclusive photo shoots that showcase the newest must-have pieces for the discerning reader. Going behind the scenes, we also interview designers and creatives for a deeper look into the new accessories sure to become the most wanted of the season.

**STYLE.CO.NZ**



# STYLE

NEW EDITORIAL DIRECTION

## WATCHES & JEWELLERY

STYLE readers are passionate about the finer things in life, and watches and jewellery are no exception. Our readers spend over \$317k on watches and jewellery each week.

**BASELWORLD** In 2020 STYLE will travel to Switzerland, the home of Baselworld, to cover the latest international trends in watches and jewellery.

**JEWELLERY & WATCH SPECIAL** In addition to STYLE's always-on jewellery and watch coverage, the Winter issue of STYLE - on sale 22 June - will feature a jewellery and watch section with dedicated editorial shoots and coverage from Baselworld and beyond.

[STYLE.CO.NZ](http://STYLE.CO.NZ)



# STYLE

NEW EDITORIAL DIRECTION

## DÉCOR & DESIGN

STYLE's new editorial direction draws on the success of MiNDFOOD DÉCOR to inspire readers across all facets of décor and design.

**MILAN FURNITURE FAIR** Each year STYLE travels to Italy's Salone del Mobile.Milano to meet with the leading tastemakers and brands in the design world. Exclusive content is then deployed digitally and in the Winter issue, culminating in a Milan Design Special.

**KITCHENS & BATHROOMS** From fixtures and appliances to fresh new design thinking, STYLE will showcase talented designers who are changing the way we think about how we use our kitchens and bathrooms. Each Winter and Summer issue of STYLE will cover all the latest in kitchen and bathroom design.

**STYLE FOR THE HOME** New season fabrics, wallpapers and paint are showcased for the season and photographed in a creative setting each edition. Homes featured are those from creative industries that give the reader many more ideas for their own homes and lifestyles.

**STYLE.CO.NZ**



# STYLE

NEW EDITORIAL DIRECTION

## BEAUTY & WELLNESS

STYLE talks to a highly engaged, beauty-obsessed audience that looks to our print and digital offerings for the latest beauty advice.

Our readers trust our opinion and use STYLE as a valuable tool when investing in beauty products. Each week STYLE readers spend over \$2.3 million on fragrance and skincare.

Intelligent, in-depth beauty journalism that goes behind the scenes of game-changing products and trends is central to STYLE's beauty philosophy.

Additionally, given STYLE's growing male readership, from 2020 each issue will feature dedicated grooming pages.

**STYLE.CO.NZ**



# STYLE

NEW EDITORIAL DIRECTION

## CULTURE

From must-see art exhibitions to thought-provoking events, unique cultural experiences are an integral part of the STYLE reader's lifestyle.

STYLE works closely with renowned art galleries, theatres and museums to provide readers with exclusive features from New Zealand and around the globe.

As well as covering local and international exhibitions, film, literature and music will also be central to STYLE's new Culture chapter each issue.

The STYLE.CO.NZ team will have their fingers on the pulse, too, ensuring readers are kept up-to-date with the worldwide cultural scene.

**STYLE.CO.NZ**



# STYLE

NEW EDITORIAL DIRECTION

## TRAVEL

STYLE readers are jet-setters, with almost three quarters of the STYLE readership planning on travelling each year, and almost 50 per cent of STYLE readers intent on travelling internationally annually.

Every issue STYLE travels both near and far to discover up-and-coming travel destinations and itineraries – including where to stay, shop, drink and dine. City Guides showcase not only the best things to do in each destination, but also offer the reader those must-do experiences that only the most stylish of locals seem to know about.

**MOTORING** How our readers reach their destination is part of the journey. Each issue of STYLE features and reviews car launches and explores the latest innovations in the premium motoring industry.

**STYLE.CO.NZ**



# STYLE

## PARTNERSHIPS

The STYLE team are specialists in creating effective integrated content and advertising campaigns. We work closely with clients to create content that can be deployed across a range of channels. STYLE also works with clients to create one-of-a-kind experiential events throughout the country.

**PHOTOGRAPHY** Art directed and produced by STYLE, beautiful shoots are created through close consultation with the client and our talented creatives.

**ADVERTORIAL CREATION** The STYLE team works with clients to create engaging, bespoke content that delivers the desired result.

**VIDEO CONTENT** STYLE works with a talented team of videographers who are able to capture and create compelling moving image campaigns.

**EVENTS** From beauty masterclasses to intimate reader dinners, STYLE events attract engaged readers with high disposable incomes and varied interests. Events have been held in clients' stores, art galleries, restaurants and venues across the country.

**STYLE.CO.NZ**



# STYLE

## ADVERTISING RATES SPECIFICATIONS & DEADLINES

### DEADLINES & ON-SALE DATES

DEADLINES	AUTUMN 2020	WINTER 2020	SPRING 2020	SUMMER 2021
ADVERTISING MATERIAL	28-Feb	29-May	28-Aug	13-Nov
ADVERTISING BOOKING	26-Feb	27-May	26-Aug	11-Nov
ADVERTORIAL BOOKING	14-Feb	15-May	14-Aug	30-Oct
CANCELLATION	31-Jan	1-May	31-Jul	16-Oct
ON-SALE DATE	23-Mar	22-Jun	21-Sep	7-Dec

STYLE.CO.NZ

### PRINT RATES

ADVERTISEMENT	RATE
DOUBLE PAGE SPREAD	\$14,750 + GST
FULL PAGE	\$7,500 + GST
HALF PAGE (H/V)	\$4,300 + GST
THIRD PAGE (H/V)	\$2,860 + GST
INSIDE FRONT COVER, DPS	\$17,700 + GST
OUTSIDE BACK COVER	\$9,000 + GST

Print rates exclude GST and are in NZD.  
Co-created content and advertorials will be quoted separately.

### DIGITAL RATES

ADVERTISEMENT	RATE
RUN OF SITE CAMPAIGN (MREC, LEADERBOARD, SKINS)	\$30 cpm
CATEGORY EXCLUSIVE (MREC, LEADERBOARD, SKINS)	\$60 cpm
HOMEPAGE TAKEOVER (MREC, LEADERBOARD, SKINS)	\$120 cpm
SPONSORED FEATURE INCLUDING FACEBOOK + EDM	\$4,000
STYLE E-NEWSLETTER LEADERBOARD, MREC OR INCLUSION	\$500

# STYLE SPECIFICATIONS

## MAGAZINE

### DOUBLE-PAGE SPREAD

Trim: 450mm x 297mm  
Safe Type: 440mm x 287mm  
(excluding 20mm gutter)  
With Bleed: 460mm x 307mm

### FULL PAGE

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

### HALF-PAGE VERTICAL

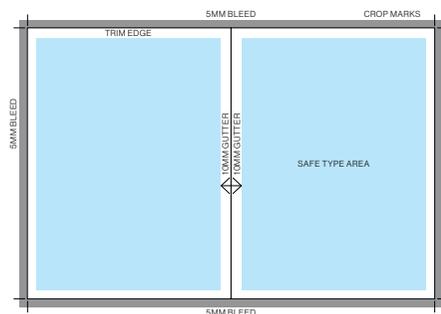
Trim: 112mm x 297mm  
Safe Type: 102mm x 287mm  
With Bleed: 122mm x 307mm

### HALF-PAGE HORIZONTAL

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

### THIRD-PAGE VERTICAL

Trim: 75mm x 297mm  
Safe Type: 65mm x 287mm  
With Bleed: 85mm x 307mm



### THIRD-PAGE HORIZONTAL

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

### Please ensure all material supplied:

- Includes Crop Marks
- Includes 5mm Bleed on all sides
- Exported as Print Ready PDF
- DPS ads to be supplied as two individual left and right hand pages

## DIGITAL

### LEADERBOARD

728 x 90, .jpeg, animated GIF, HTML5

### MOBILE LEADERBOARD

320 x 50, .jpeg, animated GIF, HTML5

### MREC

300 x 250, .jpeg, animated GIF, HTML5.  
Max file size is 50kb

### SKINS (WEBSITE ONLY)

Supply 2 separate files, each one to be  
460w x 1200h, .jpeg, animated GIF. Max  
file size 80-100kb.

### SKIN SAFE SPACE

140px in from the edge of content area.  
This is the space that will be viewed on all  
browsers.

### SKIN FILLER SPACE

320px of the skin's width filler space. How  
much of this space is viewed will depend  
on the browser. Try to avoid putting any  
text in this area, just an image.

### SOCIAL MEDIA & CONTENT

Please supply images in a .jpeg, or .tiff  
file, minimum 5MB. Please supply logos in  
vector .eps or .ai files.



# STYLE

## ADVERTISING CONTACTS

### SALES ENQUIRIES

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