

LOOK

Eastern Bay - 2010 media kit



“The greatest discovery of my generation is that a human being can alter his life by altering his attitudes of mind.”

**William James
(1842 - 1910)**

a privately owned and fully integrated media bureau and pre-press operation.

the Intermedia team has been involved in advertising, design and publishing for more than 20 years, producing stylish publications for a wide range of New Zealand clients.

Tabloid publications have been at the forefront for Intermedia and has become their team’s passion for most of that time, including such titles as *Home Insight*, *Extra Inner City*, *Extra Central Auckland*, *Extra Northshore & Hibiscus Coast*, *Extra Nor-West Auckland & Property Market*.

Intermedia has also produced many publications for a number of top agencies throughout New Zealand which has given the team great insight into the changing world of tactile and online media.

Intermedia were the first to introduce a blend of property and property related advertisers together with fortnightly distribution in place of weekly, saving clients thousands of dollars annually; this made ‘*Extra*’ Inner City property the number one publication for residential property in the area from 1996 - 2004 when all the titles were sold to Kerry Packer’s ACP Media Group in the spring of that year.

“Mere longevity is a good thing for those who watch Life from the side lines. For those who play the game, an hour may be a year; a single day's work an achievement for eternity”

Gabriel Heatter



LOOK

Intermedia is back with **LOOK** a low cost but stylish direct advertising publication for Eastern Bay of Plenty businesses who want to reach not only resident clients but prospective customers visiting our beautiful district.

LOOK's stylish finish and eye-catching front cover gives each edition a magazine appearance that encourages residents to **LOOKOUT** for it in their mailbox and the whole household wanting to read it from cover to cover.

Experience has shown us that our magazine style of publication significantly extends the shelf life of each issue beyond that of other publications. Local businesses need only advertise once a month, saving much needed funds in these demanding times.

LOOK is delivered directly to urban and rural mailboxes and selected outlets in the Eastern Bay and available at all participating businesses. **LOOK** will be available in cafes, lawyers' and accountants' offices, dentist and doctors' rooms, hairdresser and barber shops.

We want you to have a publication that becomes a coffee table piece for an ad-spend that is a fraction of the cost of glossy magazines and newspapers.

In a nutshell, we want your advertising budget to decrease and your advertising profile to increase beyond your wildest expectations.

So **LOOK** out for **LOOK**

LOOK Our Readers

Our core reader target is Eastern Bay of Plenty residents & visitors 18 - 80 years

BROADER REACH All ages.

CIRCULATION 20,000 including urban and rural delivery, retail and news outlets.

READERSHIP - 60,000 (a conservative estimate) readers monthly.

THE PUBLICATION

LOOK will bring its readers interesting articles, incredible offers of the best products and services from Eastern Bay of Plenty's top businesses.

A large format tabloid, 275mm x 375mm in size, stitched and trimmed so it won't fall apart on the first read, and printed on 52gsm paper stock. The publication has a modern design, an easy to read and navigate layout and typefaces that are reader friendly.

"Adversity cause some men to break; others to break records.

William A. Ward

AVAILABLE SOON

LOOK is delivered to households monthly and available at selected outlets throughout the Eastern Bay of Plenty.

LOOK, will also be available online.



lookfood

Global Thai

You must try, Global Thai...

Phip, the Restaurant Manager sure knows how to handle that tuk-tuk. The three wheeled rickshaws, so much a part of the Bangkok scene has arrived in little old Whakatane and it's causing a stir.

accommodate separate private functions in their adjoining conference room.

The other two couples were waiting for us, chatting with Christine, the restaurant proprietor, about her Thai homeland and enjoying a drink or two at the restaurant bar.

I was not surprised to see about forty other diners, their goodness! I had booked, obviously Global Thai Restaurant is the place to be.

There is something very reassuring about dining in a busy restaurant. The restaurant, handily located in the centre of town, above the Post Office, looks into the sea-bays which gives it a certain mystique. Going by its popularity for reasonably priced luncheon or dinner, word has got around... "You must try Global Thai."

As we satted into the evening with a Mead and Sauvignon Blanc, we began to peruse the impressive menu.

I had you not, Global Thai restaurant boasts two menus, allowing them to cater for every dining preference. You can choose, Western or Thai cuisine. You'd our early choice the former, we chose from the Thai menu.

In the words of our friends... 'Awesome' ...'Fabulous' and 'Try the prawn and avocado entrée, numm'.

Watching meals being prepared in an open kitchen, lets you know that there are no secrets and certainly adds to the entertainment. Do not be alarmed if you witness an occasional burst of flame, it's just the experienced chefs working their magic.

We could not fault the food presentation, every generous portion was colourful, exciting and delicious. In the words of our friends... 'Awesome'... 'Delicious' and 'Try the prawn and avocado entrée, numm'!

After a wonderful evening topped off by a Tuk-tuk ride under the stars, we determined to 'save the work'. You must try, GLOBAL THAI.

Global Thai Restaurant & Bar
Above the Whakatane Post Office in the centre of town

Opening Hours:
Lunch Mon - Fri: 11:30am to 2:00pm
Dinner Mon - Sat: 5:30pm to late
Kitchen closes 9:00pm

Tel 07 308 8000

14 look | Current to 10th February 2010

An example of a **LOOK** section within the publication.

CUSTOM MADE

We will create a fresh approach to communicating your message to prospective clients which will enhance your advertising display campaigns.

All CUSTOM-MADE campaigns are overseen by **LOOK** Editor-in-Chief and Creative Director.

"A strong positive mental attitude will create more miracles than any wonder drug."

Patricia Neal

CONTACTS

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LOOK Editorial Pages

Should you request an advertisement to appear on a **LOOK** feature page or next to one, please add 25% loading to the advertised rates.

N.B. All advertising in LOOK is taken on 3 issues notice to cancel contract basis.

CONTRACT RATES

RATECARD

Inside Front Cover	\$1250
Double Page	\$1895
Outside Back	\$1450
Cover	-
Full Page	\$995
1/2 Page (H/V)	\$650
1/3 Page (H/V)	\$495
1/4 Page (H/V)	V \$375 - H \$465
1/6 Page (H/V)	\$325
1/8 Page (H/V)	\$285

TERMS & CONDITIONS

1. In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:

a. That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or which breaches the Fair Trading Act 1986; that is defamatory or indecent or which otherwise offends against generally accepted community standards; that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights; that breaches any provision of any statute, regulation, by-law or any other rule or law, and

b. That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority inc. ("ASA") and with every other code or industry relating to advertising in New Zealand, and

c. Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us.

2. The advertiser agrees to indemnify us against our losses or costs arising directly or indirectly from any breach of those warranties by the advertisers and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.

3. By supplying or placing an advertisement for publication the advertiser grants us a perpetual, royalty free license to reproduce the advertisement in any print or electronic advertisement media we offer advertisers now or in the future. 4. Where the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the

advertiser acknowledges that we own the copyright in such work and that such work is not work for which a commissioning payment has been made or agreed.

5. We may refuse to publish, or withdraw an advertisement from publication, without having to give a reason.

6. We must publish the advertisement on the next available magazine issue if there is an error or delay in publication of the advertising as booked.

7. We may correct or amend advertising to conform to style or for other genuine reason.

8. We may take orders for advertising in specific spaces (space orders) The space may be used only by the advertiser for advertising of the advertiser's usual business and may not be transferred by the advertiser to another person or entity.

9. The guarantees contained in the consumer Guarantees Act 1993 are excluded where the advertiser acquires, or holds himself out as acquiring, goods or services for the purpose of a business.

10. The advertiser must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.

11. To cancel an advertisement a cancellation number must be obtained from us.

12. The charge for an advertisement will be in accordance with the published ratecard applying at the time for the publication, unless both parties agree otherwise in writing. Rate card adjustments will apply to space orders with effect from

advertising appearing 28 days after the rate adjustment is published on our ratecard. Rates for space orders apply for the whole space and are not reduced if the whole space is not used.

13. Advertising placed by advertisers who are not New Zealand residents will be zero-rated for GST purposes. GST will be applied at the standard rate to advertising placed by non resident agents for New Zealand resident principals.

14. If payment for advertising is not made by the due date (which is the 7th day from delivery/publication date, unless we specify in writing otherwise) the advertiser will be liable at market rates and all costs of recovery, commissions and collection fees.

15. After cancellation deadline a 100% media placement cancellation fee applies.

16. Intermedia reserves the right to alter casual rates at any time. Forward booking contracts are given rate protection for the period covered by the bookings (subject to clause 12).

17. Accredited Advertising Agencies: Commission of 15% plus 5% prompt payment discount will be allowed on space invoices paid on or before the last working day of the month following statement date.

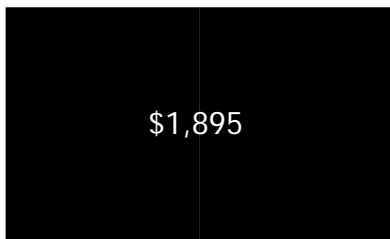
18. Rates are exclusive of GST and are quoted in NZD.

19. VID and multi-buy discounts are available. Please contact your Intermedia Representative for details.

20. Guaranteed position on the outside back cover (OBC), inside front cover (IFC) is subject to availability at the time of booking and Intermedia reserves the right to move these bookings if a subsequent OBC or IFC gatefold, insert or false cover is booked.

LOOK

LOOK *publication specifications*



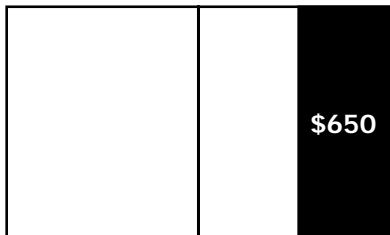
DOUBLE PAGE SPREAD

Trim: 550mm X 375mm



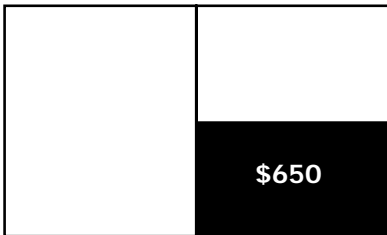
FULL PAGE

Trim: 275mm X 375mm



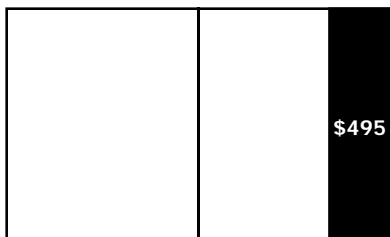
HALF PAGE VERTICAL

Trim: 135mm X 375mm



HALF PAGE HORIZONTAL

Trim: 275mm X 174mm



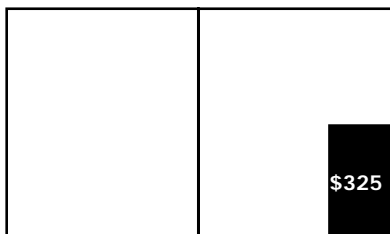
THIRD PAGE VERTICAL

Trim: 91mm X 375mm



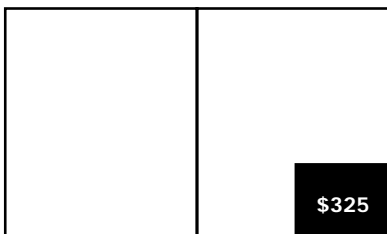
THIRD PAGE HORIZONTAL

Trim: 275mm X 122mm



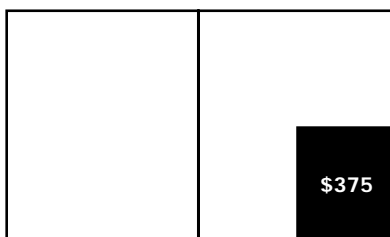
SIXTH PAGE VERTICAL

Trim: 91mm X 185mm



SIXTH PAGE HORIZONTAL

Trim: 135mm X 122mm



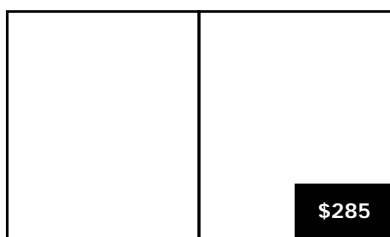
QUARTER PAGE VERTICAL

Trim: 135mm X 185mm



QUARTER PAGE HORIZONTAL

Trim: 275mm X 92mm



EIGHTH PAGE HORIZONTAL

Trim: 135mm X 92mm

DELIVERY

Intermedia require all advertising material be supplied in Adobe PDF file colour composite format, with all images and fonts embedded. Graphic designers, please allow for dot gain on our web-offset coldset press.

Allow 12mm inside of trim sizes, or a 5mm bleed.

The reproduction of advertising supplied by other methods, such as on disk, cannot be guaranteed.



LOOK

DATES and DEADLINES

Title Issue	No.	Deadline	PDF Supplied	Issue Date
LOOK	8	22/07/2010	27/07/2010	03/08/2010
LOOK	9	23/08/2010	27/08/2010	01/09/2010
LOOK	10	23/09/2010	30/09/2010	05/10/2010
LOOK	11	21/10/2010	26/10/2010	02/11/2010
LOOK	12	23/11/2010	27/11/2010	02/12/2010
LOOK	13	15/12/2010	21/12/2010	30/12/2010

For bookings phone (07) 219 0372 or Email: info@lookmagazine.co.nz



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