

Best of Times

Active living in later life



OVERVIEW

Best of Times is an engaging, nostalgic and inquiring magazine distributed free to more than 23,000 residents of retirement villages in New Zealand. It covers a wide range of topics specifically for people planning and enjoying their retirement, including:

- Health and mobility
- Food and nutrition
- Sport, leisure and entertainment
- Volunteers in the community
- Yesteryear living, fashion and technology
- Homes and gardens
- Retirement villages

Retirees of today want to remain engaged, active and focused on personal fulfilment and development. They are keen participants in society – they demand more from their Third Age than their parents and grandparents did.

Best of Times engages with the older people of today by understanding their interests and acknowledging their achievements.

READER FOCUS

- More than 23,000 over-55s.
- Big consumers of health and travel.

Best of Times

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INTRODUCTION

Best of Times is about good living in the Third Age.

Best of Times is engaging, nostalgic and inquiring, and covers a broad range of issues about active living in later life.

"I see 'activity' as encompassing hearts and minds as much as the body," says editor Alex Staines. "This means I love to write articles about history, people's lives, Kiwi ingenuity, leisure, the environment and technology, as well as health, nutrition and retirement village issues."

It's about enjoying life, sharing stories, and staying young – and maybe a little wild – at heart!

FACTS AT A GLANCE

- Quarterly: March, May, September, November.
- *Best of Times* enjoys high reader interaction.
- Through an exclusive partnership with the Retirement Villages Association, *Best of Times* is delivered to the door of each residence in all RVA villages. (It does not simply end up in a pile in the foyer.)
- Reaches a stable, educated and affluent audience – people who are focused on health, leisure and investments.
- *Best of Times* is an APN publication – from the same stable as the Listener, *New Zealand Herald* and the *NZ Woman's Weekly*.

Alex Staines

Editor
Best of Times

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DEADLINES 2012

Booking and material deadlines are 10 days prior to publication date. Cancellations are accepted up to three days after booking deadline.

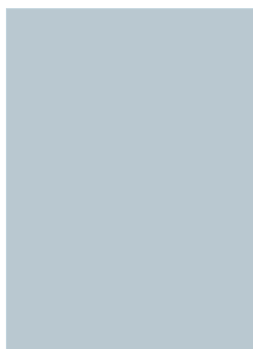
PUBLICATION	BOOKING	MATERIAL	PUBLISHED
Autumn	3 February	10 February	March
Winter	3 May	8 May	May
Spring	3 August	6 August	September
Summer	26 October	30 October	November



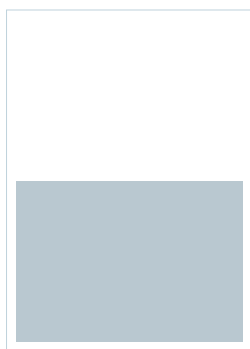
Plus puzzles, health, giveaways, finances, winter warmers, the year 1938, and more ...

Bronwen
Wilkins

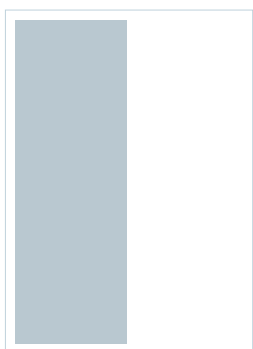
P +64 4 471 1600
F +64 4 471 1080
E ads@bestoftimes.co.nz



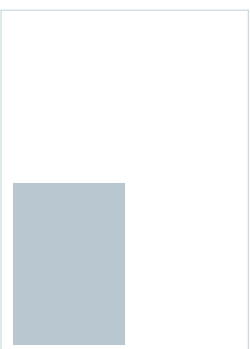
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(add 5mm bleed to trim)



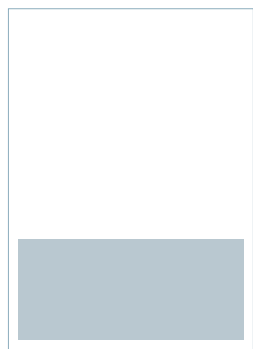
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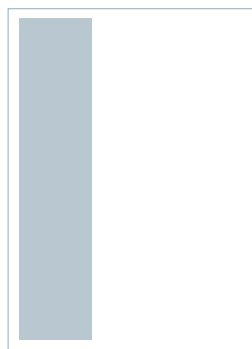
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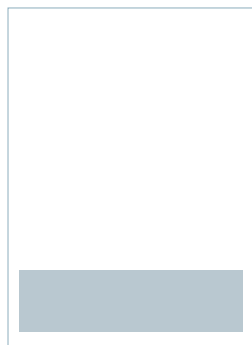
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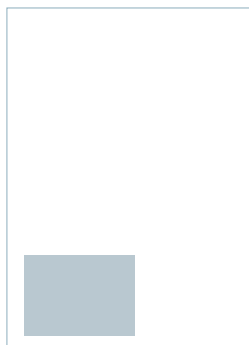
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190mm (w) x 90mm (h)



1/3 page vertical
65 (w) x 280mm (h)



Banner ad
190mm (w) x 70mm (h)



1/8 page vertical
92mm (w) x 70mm (h)

DISPLAY ADVERTISING RATES

Ad size	Dimensions (size in millimetres)	Price (excludes GST)
Double page	400 (w) x 277 (h)	\$6750
A4	Full page 210 (w) x 297 (h) (trim) Bleed 5mm all round Type area = 190 (w) x 277 (h)	\$4000
Half page - horizontal	190 (w) x 135 (h)	\$2650
Half page - vertical	92 (w) x 280 (h)	\$2650
Third - horizontal	190 (w) x 90 (h)	\$1800
Third - vertical	65 (w) x 280 (h)	\$1800
Quarter page	92 (w) x 135 (h)	\$1500
Banner ads	190 (w) x 70 (h)	\$1500
Eighth page	92 (w) x 70 (h)	\$750

SPECIAL COVER POSITIONS

Inside front	\$5040
Inside back	\$5040
Outside back	\$5250
Gatefold available	POA

Multiple bookings pricing available on request.
Non-standard ad sizes attract a 25 per cent loading.
Tip-ons, posters, false covers are available on request.

MECHANICAL SPECIFICATIONS

Format

210mm wide x 297mm high.

Bleed

Full page, 5mm all sides.

(Text must not go outside image area of 185mm wide x 255mm high.)

File types

EPS (text converted to paths/outlines), TIFF, PDF files accepted. If sending your artwork as a PDF file, make sure all the fonts are embedded or text converted to paths/outlines. If colour, ensure all photos are CMYK.

For in-house design, send your text document and images by email. The images and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file. APN Educational Media prefers that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time.

INSERTS

Casual

* \$250 per thousand

3+ issues

* \$230 per thousand

* Per double sided A4 sheet, additional paging, or varying sizes pricing is available on request.

All advertising rates exclude GST.

Accredited agency commission 20 per cent.

Note: all advertising is booked under the current terms and conditions of APN Educational Media www.apn-ed.co.nz/page/about-us.aspx

NEW ZEALAND'S 65+ POPULATION

2007 Statistical Volume (Statistics NZ)

- 46,326 males and females receive additional income from interest, dividends, rent and other investments.
- 35,304 65+ are self-employed or working in a business they own.
- New Zealand's life expectancy has been increasing steadily for the last century.
- \$1.69 million per annum is spent by the government on personal care and home management for older people in villages.
- 42.1 per cent of males and females 65+ hold a bachelor degree or higher education qualification.
- More than 78 per cent own their own homes with no mortgage.
- Medium level of investments held outside of property 65+ is \$38,000.
- Medium net worth is \$212,000.
- 38 per cent of 75+ are highly active and 53 percent of 75+ physically active.
- 45 per cent of households have access to one motor vehicle, 32 per cent of households have access to two or more motor vehicles.



Don't believe us? Believe our readers!

Here is some of the unsolicited correspondence we have received from readers about *Best of Times*.

PAT ON THE BACK

"Wow! What a magazine you have sent to us, and for free! I just couldn't believe the high standard you have achieved in the first issue. It really is amazing! I am looking forward to the next one to see if you are able to improve on a very good read. Well done to all of the contributors and writers. You have all excelled yourselves. Give yourselves a pat on your collective backs and take a week off."

Retirement village reader from Chatsford

ADVERTISING WORKS AFTER JUST ONE WEEK

"Your readers would love to know that we have now sold 27 bottles of our Dig This Organic Fertiliser just from issue No 1. We are amazed at the response."

The gardening gurus, Eion and Ann Scarrow

COVER TO COVER

"Thank you for your great interesting new magazine. I will look forward to reading the next one cover to cover."

Reader from Summerset Village, Taupo

EVERY WAY

"We were very pleased to receive copies of the first issue of *Best of Times* in our village. Congratulations! Pictorially and from the literary point of view, it is excellent in every way."

Village resident, Manukau



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