



Health | **Central** | **FutureFocus**
Informs. Inspires. Educates.

2019 MEDIA KIT



HealthCentral | FutureFocus

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HealthCentral FutureFocus: a new guide for health- conscious kiwis

An NZME publication, HealthCentral FutureFocus will have a print run of 92,000 copies and will be inserted into the New Zealand Herald, Northern Advocate, Bay of Plenty Times, Daily Post, Hawkes Bay Today, Wanganui Chronicle as well as the NZ Herald, attracting a combined average issue readership of 304,000 Monday–Friday readers.

Comprehensively covering three distinct annual themes to encourage lifelong learning, tips on health, trends and impartial advice, HealthCentral FutureFocus is also published as a dedicated section on HealthCentral.nz (New Zealand's leading independent and impartial health news site), which extends the national audience and advertising reach.

*Average issue readership 304,000 based on Nielsen CMI Q3 2017 to Q2 2018 AIR all people 15+.



An NZME custom publication | 2019

Issue 1: April 25

Family Health

- Before the baby - pre-natal health and wellbeing
- Pre-school and the bugs - keeping toddlers (and their families!) healthy
- How to get the most out of your family doctor
- Managing allergies and intolerances
- Sex, screens and teens - navigating adolescent health

Deadlines

Booking and material	April 5
Press-ready artwork	April 12

Issue 2: July 25

Diet & Exercise

- Moodfood and mindfood - the foods that affect the way we're feeling and thinking
- The fitness trends - from F45 to power yoga and everything in between
- Pilates - the benefits to your body and mind
- Coffee, wine and chocolate - the truth about our guilty pleasures
- The rise of veganism

Deadlines

Booking and material	July 5
Press-ready artwork	July 12

Issue 3: November 28

Managing Health

- Dental health - navigating the costs and systems of looking after your teeth
- Physiotherapists, chiropractors, osteopaths - what's the difference and who should you see?
- The Green Prescription - how does it work?
- Depression - recognising the signs
- Superfoods to the rescue - the foods that pack a healthy punch

Deadlines

Booking and material	November 8
Press-ready artwork	November 15



Advertising options

Size	Dimensions	Agency rate	Direct rate
DPS:1 full page editorial + 1 full page advertising	254mm(w) x 366mm(h) x2	\$10,000	\$8,000
Full page	254mm(w) x 366mm(h)	\$6,000	\$5,000
1/2 page	254mm(w) x 182mm(h)	\$3,360	\$2,800
1/4 page horizontal	254mm(w) x 90mm(h)	\$2,100	\$1,750
1/4 page island	126mm(w) x 182mm(h)	\$2,100	\$1,750

Supplied material

Please ensure all supplied material is 300dpi and CMYK. PDFs should have fonts embedded or text converted to paths/outlines and bleed supplied where required.

For in-house design

Send your text document and images attached via email. Images and logos should be as high quality as possible and attached as a TIFF, JPG or EPS file.

Rates

All rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

Terms and conditions

All advertising is booked under the current terms and conditions of NZME. Educational Media. www.nzme-ed.co.nz/about.

Find out more

 rob.tuitama@nzme.co.nz

 04 915 9783

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Or contact your local NZME media specialist

