



OVERVIEW

FACE VALUE is a unique full-colour 'coffee-table' A4 magazine, published and mass distributed throughout Whangarei District twice a year. The first edition (64pp) was successfully published in **Winter 2014 (30,175 copies delivered free** to household addresses, businesses and RD addresses). The second edition (30,350 copies) was published in **February 2015**. The third edition (30,000) was published in **November 2015**. The fourth edition (30,371) was published in **July 2016**.

FACE VALUE is locally owned and operated – by Steve Challis, founding editor and publisher of the well-regarded lifestyle publication *Scene Magazine* (100 editions published 2003-2013).

FACE VALUE features **insightful articles and attractively designed pages** (on 75gsm gloss art paper with a heavier cover), plus a limited amount of display advertising. It is easy to read and worth keeping, because it is **information-based, topical, local and relevant**. It has longer shelf life (3-6 months) than typical 'feature supplements' or newsprint publications. **FACE VALUE** is published in **hard copy** and **online**: www.facevaluemagazine.co.nz

EDITORIAL PROFILES

FACE VALUE consists of **branded editorial**, ie company profiles, images and/or display advertising, about leading Whangarei businesses – from all sectors – and the people who are the faces of those businesses. Owners, operators, directors, managers and their customer service teams. From iconic family-owned operations to new or emerging local businesses.

TARGET MARKETS / KEY DEMOGRAPHICS

Consumers: Interesting content that is local, topical and relevant gives **FACE VALUE** broad appeal to Whangarei district's **adult residents** (population base 77,000), new arrivals and visitors.

Householders, families, farmers, consumers, etc. Ages 20-80, both genders, across most (if not all) socio-economic sectors and lifestyle choices.

Businesses: **FACE VALUE** is an excellent long-life B2B publication that creates networking opportunities for businesses to engage with (and learn from) each other. Of interest to all socio-

economic groups and income levels, but skewing towards well-educated, aspirational and productive income-earners.

HARD COPY AND ONLINE

Printed version: wide A4 (297mm deep x 215mm wide) on **75gsm gloss art** paper. Saddle-stitched. **Full colour** throughout. Minimum 64pp up to 68pp.

Website: www.facevaluemagazine.co.nz Online from date of distribution. Readers can view pdfs in page-flip format and download the complete contents of **FACE VALUE** magazine as double-page spreads. All branded editorials and display advertisements are **hyperlinked** to individual company websites.

HIGH CIRCULATION AND REACH

A minimum **30,000 copies** are delivered **FREE** via Reachmedia throughout Whangarei district; to **City and suburban household letterboxes; P O Box and Private Bags**; and **all RD addresses** in Whangarei district that accept unaddressed mail. Also **hand delivered to city offices, cafes, waiting rooms, hotels and motels**, etc.

TIMING INTO MARKET

The fifth edition of **FACE VALUE** is scheduled for publication in **Summer 2017**, with a targeted 'window' of early February.

SPACE BOOKINGS

Bookings are being accepted now. Premium placements positions are negotiable.