



about alfresco

alfresco is designed as a 'coffee table' publication that readers are proud to leave lying around in their home and refer back to. It uses cover and text stock that reflects the desires of its audience.

Since April 2007, between 9,000 and 10,000 copies of **alfresco** have been printed each issue for a circulation of over 9,000 copies, of which, over 85% were individually purchased. A recent AC Nielsen Survey puts **alfresco's** readership between 65,000–75,000 people. More information about the AC Nielsen findings and reader demographic's can be found on pages 4 to 5.

alfresco is New Zealand's only dedicated garden design and outdoor living magazine.

It is targeted at people with higher household incomes who want their garden and outdoor areas to reflect the same degree of care and attractiveness as do their houses.

Where

alfresco sources stories from all over New Zealand, and occasionally overseas, carefully tailoring articles to meet the needs and interests of those in the cooler areas as well as the warmer north.

When

Historically a quarterly, the magazine has been shifted to a more frequent bi-monthly publishing schedule in response to reader demand for more garden design and outdoor living information and from advertisers for a more regular outlet for their marketing.

What

alfresco is primarily a design magazine, focusing on the hard landscaping which provides the backbone of a garden. It covers both professional and owner-inspired design, showcasing outdoor living areas such as courtyards and terraces, pools and spas, outdoor kitchens and dining areas, sheds and summer houses, and garden art and sculpture.

Why

alfresco was conceived to fulfill the need for a magazine focused on garden design rather than gardening tips and planting. It has responded to the wishes of its readers by providing the information they want in large, detailed photographs, clear, simple text, and enough ideas to keep their weekends busy right throughout the year.



our readers

Sex

40% male, 60% female.

Age

66% of readers are aged 25-54 and 23% are aged 55 plus. 10% of readers are 15-24 years.

Income

30% have a household income of \$100,000 or more and a further 16% have household incomes between \$80,000-\$99,000. These percentages are significantly higher than those for these income brackets for all New Zealanders ages 15+.

Loyalty

75% have purchased or subscribed to the magazine for more than two years.

Readership

Over 87% of readers show their copy to two or more people with 80% keeping their copies for future reference.

Advertisements Are Influential

The vast majority of readers rate the advertisements in **alfresco** to be interesting, informative, believable and relevant and 66% have been influenced in their choice of product or service by advertisements in **alfresco**.

Purchasing Power

43% have specifically purchased a product or service after seeing it advertised in **alfresco**.

Readers are passionate, creative people who want to have an input into their garden designs, whether in a hands-on fashion or by directing the ideas of professional landscapers and trades-people. More often women, they are predominantly aged from 25 to 54, are interested in all areas of design, and are discerning about the quality of the photographic and written information **alfresco** provides.



magazines work

Readers rate **alfresco's** editorial credibility very highly; they find it a better read than most other garden-oriented magazines and they rate the advertisements as interesting, believable and relevant. A majority have been influenced in choice of product or service by **alfresco** and many have purchased products and services after reading about them in the magazine.

Magazines are a powerful advertising medium and when a title has clear authority in its field, advertisements can achieve demonstrably higher levels of credibility and results and **alfresco** is the chosen magazine in New Zealand for its topic.

Accessibility

Magazines are readily available to readers, completely portable and there is no time limit of readership of advertisements.

Branding and Credibility

Magazines are an ideal branding vehicle, with brand names enjoying prolonged exposure compared to other media and readers perceive magazine advertisements to be more believable than those on TV. This credibility is heightened through 'one-on-one' dialogue and reader interaction.

Relevancy and Efficiency

Magazines are usually purchased because they are of particular use or interest to the reader. Advertisers who target a similar audience, to that of the publication, will enjoy more reach for their dollar with advertisements being seen several times by individual readers – potential customers.

Longevity

Magazines are less perishable than other media. Regularly published titles continue to accumulate readers for many weeks after publication.

Not passive and Interactive

Reader retention and recall is increased by readers setting their own pace and re-reading as required. Magazine advertisements result in 50% more cognitive associations than television. Further more, about 70% of New Zealanders have, at some stage, responded to an advertisement or promotion in a magazine.

Introduction

Lifestyle Publishing commissioned Nielsen Media Research to undertake research into the readers and likely readership of Alfresco Magazine. The methodology involved asking one question in the November Online Omnibus. The Omnibus has a sample of n=1,000 and is nationally representative. The question was asked as follows:

Have you read or looked into **alfresco** magazine in the last 2 months for **2 minutes** or more?

(Any printed copy, anywhere, whether it belonged to you or not for 2 minutes or more. It could have been in your home, someone else's home, or any other place at all, such as a hairdresser, doctor's surgery, at work, or on a bus, etc.)

The estimated readership of Alfresco Magazine is likely to be between 65,000 and 75,000 readers. This calculation is based on consideration of responses to the Online Omnibus, available information concerning the circulation of Alfresco and calculations on the readers per copy of magazines within the home, entertaining and gardening category. The full range provided by our Measurement Scientist was 54,000 to 88,000. Results suggest Alfresco readership would be closer to the mid-point.

Source: Independent research project conducted through the Nielsen Online Omnibus (November 2007)

Reader Insights

It is important to note that to be a 'reader' the magazine does not have to belong to or have been purchased by the individual respondent. The criterion is that the respondent has read or looked into the title for 2 minutes or more.

GENDER	
	% of readers
Male	40.3
Female	59.7

Gender

59.7% of readers are female and 40.3% male.

AGE	
	% of readers
15-24	9.8
25-39	29.1
40-54	36.6
55+	24.5

Age

65.7% of readers are aged 25-54 and 24.5% are aged 55 plus. 9.8% of readers are aged 15-24 years.

HOUSEHOLD INCOME	
	% of readers
\$19,999 or less	5.6
\$20,000 - \$39,999	6.0
\$40,000 - \$59,999	12.0
\$60,000 - \$79,999	13.6
\$80,000 - \$99,999	15.7
\$100,000 or more	30.4
Don't know	11.8
Prefer not to say	4.9

Income

Alfresco readers tend to have relatively high household incomes with 30.4% stating a household income of \$100,000 or more and a further 15.7% declaring a household income of \$80,000-\$99,999. These percentages are significantly higher than those for these income brackets for all New Zealanders aged 15+.

Household shopping

76.5% of readers indicate they are the person who is mostly responsible for most of the food, grocery and personal care shopping for their household, 20.3% are not the person who most often does the household shopping, but they do frequently buy food, grocery and personal care shopping for their household and 3.2% only sometimes buy, or participate in deciding on food, grocery and personal care shopping for their household.

Ethnicity

ETHNICITY	
	% of readers
European	79.5
Maori	11.9
Pacific Peoples	4.0
Other	4.7

79.5% of readers are of European ethnicity and 11.9% are Maori. Compared with all New Zealanders aged 15+ there is a skew towards readers being European. Pacific Peoples and Other ethnic groups (e.g. Asian, Indian etc) are under represented.

Area

REGION	
	% of readers
Auckland Cities	25.0
Other Auckland Region	1.1
Hamilton City	2.1
Other Upper North Island	31.9
Wellington Cities	12.5
Other Wellington Region	0.7
Other Lower North Island	3.7
Christchurch City	18.2
Dunedin City	2.7
Other South Island	2.1

The Upper North Island (31.9%), Auckland Cities (25.0%), Christchurch City (18.2%) and Wellington Cities (12.7%) are the most likely locations for Alfresco readers. This suggests the Northern Region (from Taupo North) is well represented but the Central Region (South of Taupo to the bottom of the North Island) may be under represented.



coming features

30 May/June 2008

Special features: Dress-ups: If your property is on the market you might need to dress up the garden. How to do a quick, effective job for those open days.

Practical features: Cover-ups: do you want less lawn, less soil? Cover it with gravel, chip, shells, pavers, concrete, stepping stones or even organic ground covers. **PLUS: Outdoor fireplaces and other warm places (shades/fenced areas). Tiled and concrete areas. Luxury lodges with beautiful gardens.**

Bookings: March 11, Material: March 24, On-sale: April 18

31 July/August 2008

Special features: Rock On: Gardening with serious rocks and stones – where to get them, how to handle them, design elements.

Practical features: Outbuildings: Garden sheds, garages, sleepouts, summer houses, pool houses, even dog kennels. What you can have, costs, permits, prefabs and made to measure.

PLUS: Planning indoor/outdoor living. Far North regional feature.

Bookings: May 9, Material: May 16, On-sale: June 22

32 September/October 2008

Special features: Garden tools: What you need from secateurs to bob cats. Tools you can buy or hire, what they do and how much they cost. How to make the right choices.

Practical features: Pergolas and garden woodwork. Pools: swimming, spa and decorative. Lawn care, maintenance, laying, grasses

PLUS: A continuation on creating an indoor/outdoor living flow. Training and education: A look at landscape design and horticultural courses for 09

Bookings: July 21, Material: July 28, On-sale: August 24

33 November/December 2008


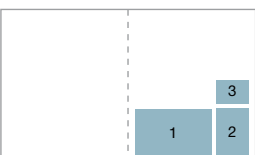
Special features: _____

Practical features: _____

PLUS: Bay of Plenty/Hawke's Bay regional feature

Bookings: September 19, Material: September 26, On-sale: October 26

Advertising and editorial complement each other in the magazine each having a high perceived integrity – but the lines are not blurred to ensure this stays constant.

SIZE	SPECIFICATIONS	FULL COLOUR RATE		
<p>Double Page Spread</p> 	<p>Image Area: 460mm wide x 300mm high</p> <p>Full Bleed: Add 3mm to all four sides</p>	x1	x3	x6
<p>Full Page</p> 	<p>Image Area: 230mm wide x 300mm high</p> <p>Full Bleed: Add 3mm to all four sides</p>	x1	x3	x6
<p>Half Page Horizontal and Vertical</p> 	<p>Horizontal: 200mm wide x 132mm high</p> <p>Vertical: 97mm wide x 270mm high</p>	x1	x3	x6
<p>Third Page Horizontal and Vertical</p> 	<p>Horizontal: 200mm wide x 97mm high</p> <p>Vertical: 63mm wide x 270mm high</p>	x1	x3	x6
<p>Quarter Page</p> 	<p>Vertical: 97mm wide x 132mm high</p>	x1	x3	x6
<p>Strip Advert</p> 	<p>Horizontal: 200mm wide x 40mm high</p>	x1	x3	x6
<p>Garden Shed Adverts</p> 	<p>Size 1: 130mm wide x 80mm high</p> <p>Size 2: 60mm wide x 80mm high</p> <p>Size 3: 60mm wide x 37.5mm high</p>	x1	x3	x6

Inserts are available from \$240 per 1,000 copies inserted for a single page and from \$260 for a double page. Please enquire, rates vary according to insert size and weight.



supplying artwork

Lifestyle Publishing 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.

If you're not already set up with Quickcut, visit their web site: www.quickcut.co.nz, where you can register and immediately download the QuickPrint PDF Lite pre-flight software for free. Please note that Quickcut is a chargeable service based on the size of the ad checked and sent. If you have any questions or would like more information phone David McCarthy on (09) 913 1479.

We also accept adverts supplied via email or on cd but the reproduction quality cannot be guaranteed.

All adverts should be supplied as CMYK, PDFs with all fonts embedded and images at a minimum of 300dpi.

Lifestyle Publishing Ltd will take no responsibility for the reproduction of any advertisements supplied in a format other than specified. If the advertisement is colour critical, you must supply a colour correct Cromalin or digital proof. We accept no responsibility for colour, or missing information, without a proof.

Artwork can be sent to us via:

Post: alfresco, PO Box 14109, Panmure, Auckland

Courier: alfresco, 51a Riverlea Ave, Pakuranga, Auckland

Email: design@alfresco.co.nz

If you can't make up your own advert, we offer a full service at low rates (\$50/hr). Any production charges will be agreed to before work is started.
