

herbusiness

An Intelligent Read For All Women

her Business magazine is published by **Stretton Publishing Company Limited** and is **NZ's leading magazine**, designed specifically **for women in business**. If your goal is to be self-employed, start your own business, grow your business, become an entrepreneur or follow your dreams, **you'll love Her Business magazine**.

Her Business magazine will continually inspire you! We share the stories and success strategies of the country's most **inspiring businesswomen**. We include **business management tips** and **business advice** to help your organisation flourish and prosper and articles to help you grow personally and to realise your potential so you can be, do or have whatever you choose.

We also operate the **Her Business Network** throughout New Zealand. The **annual Her Business Awards** is an industry icon after eight years of recognising women in business in New Zealand, celebrating their successes and acknowledging the positive contribution they are making to the economy and their communities. **Her Business Workshops** are also designed to assist businesswomen in achieving their goals, with an overall objective of enhancement and growth, while balancing business with lifestyle.

Behind the **Her Business Magazine** and **Networks** we have a strong group of people committed to growth and success, a publishing office in Morrinsville and local coordinators based all over the country. All Her Business Network coordinators are successful businesswomen in their own local areas, with the coordination of their local network a passion of choice.



Meet Annah Stretton...

THE LEADER: Working now with over 100 women, Annah Stretton takes on huge levels of responsibility daily.

Not unaccustomed to making important decisions that could affect her huge work force, she continues to thrive on every challenge placed before her as her business enters yet another phase of growth, including international recognition and exporting throughout the world.

Her leadership style is easily categorised as decisive and direct, yet she embraces her team with great pride and works hard to inspire the women around her to be confident, challenged and independent.

FAMILY & COMMUNITY MEMBER: Amongst every busy day, two people remain the center of Annah's focus — Sam, her 17-year-old daughter, and Edward, her 15-year-old son. Both children are regularly involved in Annah's work activities but she is also fiercely defensive of the time she makes for all their school and personal activities.

Want a job done? Give it to a busy person! An adage easily applied to Annah, who is heavily involved with community work inside and outside the rag trade. Current involvements include trustee of the Waikato Breast Cancer Trust, mentoring fledgling business and working actively as a Fashion Industry NZ Board chairperson, speaking to women's and business groups throughout the country.

THE DESIGNER: Based in the Waikato, Annah Stretton has emerged from a background of wholesaling mainstream garments to become a leading force in New Zealand-based fashion design.

With substantial growth since 2004 Fashion week, Annah now has export orders to clients throughout Australia, the UK, Ireland and Europe.

With a platform of 28 of her own sites in New Zealand, this well-established vertical retailer has this new export focus well under control.



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About *Her Business* Magazine

Launched	1995
Frequency	Monthly
Distribution	Controlled circulation
Cover price	\$8.95
Format ..	217mm wide x 275mm high
.....	96 pages plus
Circulation	10,000

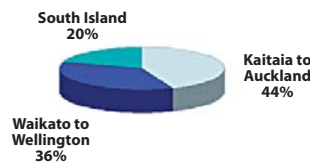
Her Business is embraced by the growing number of New Zealand women who strive for excellence in business. The editorial focuses on the needs of New Zealand women in business. This is achieved through profiles, columns on legal and financial issues, sales and marketing advice and articles on work/life balance. *Her Business* also aims to inspire with stories and success strategies from the country's leading businesswomen.

Whether the goal is to become self-employed, expand a small business or develop a large multi-national company, *Her Business* provides valuable assistance to its readers in an effort to help them achieve their goals.

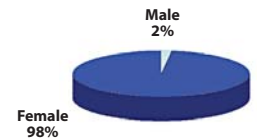
In addition to the magazine *Her Business* interacts uniquely with its readers through the *Her Business Networks* throughout New Zealand, the *Her Business Clubs* in Business Week, and the Businesswoman of the Year Awards.

About *Her Business* Readers

Regional Split



Male/ Female Split



Age

Aged Between 26 and 45	63%
Aged between 46 and 55	29%

Business

Income of \$50k plus.....	49%
Self Employed.....	44%
Business Owners or managers.....	36%
Employ 1-5 people.....	59%
Employ more than 5 people.....	17%
Plan to employ more staff in the next 12 months.....	21%
Length of time in business (31%: 2yrs) (21%: 5-10 yrs) (13%: Over 10yrs)	

Circulation and Readership

- o Stocked in the 30 Annah.S and Annah Stretton stores throughout the country
- o Distributed to 10 *Her Business* Network groups across New Zealand. These groups have upwards of 50 women for rural areas and 100 women for city areas and meet monthly.
- o A total of 10,000 magazines printed currently each month and growing.
- o An estimated total readership of around 30,000 people.
- o Any back issues of the magazine are given away as free gifts to Annah.S and Annah Stretton customers who spend over \$500. This supply is usually exhausted two weeks after stores receive them.
- o Copies of *Her Business* are given to large business and lifestyle conferences held throughout the country, 100-200 copies at a time.
- o *Her Business* Owner and Editor, Annah Stretton, speaks to large women's groups twice a month on average. Copies of *Her Business* are given out at each of these occasions. This includes regular addresses to the Waikato and Auckland Chamber of Commerce.
- o 200 copies of *Her Business* are distributed amongst 'Servilles' hairdresser customers each month.
- o *Her Business* is distributed to Westpac and Ernst & Young's female clientele.
- o Current advertisers include Ernst & Young, Westpac, Sky Cinemas, Morton Estate Wines, Epsom, Wilson's Guides, Saab, Kemblefield Wines and Viva Radio amongst others.
- o New subscriptions for the first issue with Stretton Publishing were up 1450% on the previous months subscriptions.



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Why advertise in *Her Business* magazine?

The market: New Zealand has had a 37% increase in the number of self-employed women over the last three years*. We have 117,700 female entrepreneurs in New Zealand. *Her Business* magazine is the perfect link between this inspirational group and the people that would like to reach them.

Credibility: *Her Business* magazine has been running for over 8 years now and continues to develop momentum and trust with its readers. As an advertiser you can leverage off the 10 years of work that has gone into developing this brand to give your product or service instant credibility.

Events: The annual *Her Business* Businesswoman of the Year Awards and nationwide *Her Business* magazine Networks ensure our readers trust the magazine and culture. These events are a chance for public acknowledgement, sharing ideas and success. The marketing and planning that we put into these events serves to ensure we get your message to this target group.

Shelf life: An earlier readership survey has shown us that 73% of our readers retain copies of *Her Business* for over a year. This not only spreads the reach of your advertising dollar but also ensures that your advertisement has sustained longevity.

Circulation: *Her Business* magazine has developed an extremely robust readership and a strong following. *Her Business* has one of the highest circulations out of any business magazine in New Zealand. In effect your advertising is guaranteed to get in front of a huge target audience.

Reach decision makers: With 80% of our readers owning or managing a business, you will reach those who have the power to make decisions. This group has huge influence over purchasing. If you sell to them, you arguably sell to all they influence.

Service: Our *Her Business* Sales Consultant, Carmel, specialises in this title and is happy to work with you to establish innovative opportunities and creative solutions to increase your effective reach, both in print and online.

*Source. Unitec Global Entrepreneur Monitor 02.

Her Business Deadlines

Issue	Booking Deadline	Copy Deadline	On sale
May 2006	April	April 7	April 24
June 2006	May	May 5	May 22
July 2006	June	June 12	June 26
August 2006	July	July 10	July 24
September 2006	August	August 7	August 21
October 2006	September	September 11	September 25
November 2006	October	October 9	October 24
December 2006	November	November 6	November 21
January 2007	December	December 4	December 18
February 2007	January	January 15	January 29

Her Business
Sales Consultant

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Her Business
Editor

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Her Business Rates*

Ad size	Casual	3 month	6 month	12 month
Double Page Spread	\$4,580	\$4,350	\$4,125	\$3,665
Full Page	\$2,540	\$2,415	\$2,285	\$2,030
Half Page	\$1,660	\$1,575	\$1,495	\$1,325
Directory 1/4 Page	\$882	\$840	\$795	\$705
Directory 1/8 Page	\$350	\$333	\$306	\$268

* Rates exclude GST

Other Opportunites

Special Positions	POA
CD or DVD on cover (Excl CD cost).....	POA
CD inside magazine (Excl CD Cost)	POA
Cover Gate Fold (Inside DPS).....	POA
Split cover option.....	POA
Run-ons (Excl Item cost).....	POA
Tip-ons (Page Specific)	POA
Bound Inserts.....	POA
Loose inserts Cost per 1000	
2 pages.....	POA
4 pages - 18 pages	POA

Rates exclude GST

Her Business Advertising Specifications

Full Page

Actual Size	217mm wide x 275mm deep
Bleed Size (3mm bleed)	223mm wide x 281mm deep

Half Page (Vertical)

Actual Size	108.5mm wide x 275mm deep
Bleed Size (3mm bleed)	114.5mm wide x 281mm deep

Directory 1/4 Page

Actual size (no bleed).....	104mm wide x 133mm deep
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Directory 1/8 Page

Actual size (no bleed).....	104mm wide x 65mm deep
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Email Files

Booking copy: herbusinesssales@xtra.co.nz - Advertising copy: herbusiness@xtra.co.nz

Discs

CD or DVD. Ads should also be accompanied by a high resolution digital proof. No responsibility is taken for ads not supplied with proofs, or for ads with substandard proofs (ie. laser proofs).

File Format

We accept files in EPS, PDF, and TIFF formats. All files must be supplied in CMYK. All fonts must be embedded within the file. All illustrator files should have all type converted to curves (paths, outlines etc.). Please ensure that files contain no stray text paths or RGB/spot colour objects. Please note we are PC based.

Images

Any picture elements within adverts must be CMYK, TIFF, EPS or JPEG. Minimum resolution for images is 300dpi. All images MUST be CMYK.

Size

Adverts must be supplied to the exact size outlined here. Where relevant ads must include 3mm bleed and crop marks.



Her Business Sales Consultant

Carmel Dowling
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◀ **217 mm** ▶
plus 3mm bleed

▲ **275 mm** ▼
plus 3mm bleed

Run of Magazine
Full page Advert
\$2540

◀ **104 mm** ▶
no bleed

▲ **65 mm** ▼
no bleed

Directory
1/8 page Advert
\$350

◀ **104 mm** ▶
no bleed

▲ **133 mm** ▼
no bleed

Directory
1/4 page Advert
\$882

◀ **108.5 mm** ▶
plus 3mm bleed

Run of Magazine
1/2 page Advert
\$1660

▲ **275 mm** ▼
plus 3mm bleed

Please note: Not Actual Size