



Her Magazine
Her Business Networks • Her Business Clubs

CONNECTING WOMEN IN BUSINESS

www.hermagazine.co.nz

PROFILE

Her Magazine is published by Stretton Publishing Company Limited and is one of New Zealand's leading business magazines celebrating entrepreneurial women.

Her Magazine has been providing relevant and informed editorial for women in the small to medium size business sector for over 14 years. These businesses make up 95% of New Zealand businesses, and over 60% of these are owned by women.

Her Magazine is aimed at the decision makers, women who have been brave enough to see a gap in the market, who have a vision, and act on it by starting their own ventures. *Her Magazine* is for all women seeking success and independence. *Her Magazine* is a reference, research and educational tool for all women.

The editorial is a combination of inspirational stories of successful entrepreneurial women in New Zealand offering readers insight into how they have become successful, along with strong business information from industry leaders, detailing everything from marketing to finance. It is business know-how that can easily be put into practice.

Of equal importance, *Her Magazine* encourages readers to have a healthy work/life balance, including sections like Time Out and Wellbeing.

In conjunction with the magazine, there is the annual *Bloom* Her Business Businesswoman of the Year Awards. After 14 years these awards have become an industry icon. The awards recognise and applaud women in business in New Zealand and acknowledge their positive contribution to the economy and their communities.

The *Bloom* Her Business Conference is also designed to assist businesswomen achieve their goals, having the overall objective of business enhancement and growth, whilst balancing work and lifestyle. We have many great sponsors like Westpac, Massey University, Estee Lauder, Hewlett Packard and AJ Park.

Behind *Her Magazine* is a strong team of committed individuals who share a common goal of making this publication and these networks a place for women to be inspired and to inspire others. The team includes the 20 Her Business Networks, which operate throughout New Zealand. With monthly meetings of between 50 - 100 women in each area, these meetings provide a forum for like minded women to listen to successful entrepreneurs speak each month, and to network and draw inspiration from others in the group. All of the coordinators are successful local business women in their own right.



MEET THE DIRECTOR: ANNAH STRETTON

It was with absolute surprise and delight that Annah received her New Zealand Order of Merit in January 2008. Annah was equally 'gobsmacked' when awarded the Veuve Clicquot Award in March 2009. It was no surprise however that she was awarded these honours for her services not only to fashion but to business and the community as well.

This multi-talented entrepreneur continues to look for new challenges in an array of business fields.

It was with her insatiable need to be challenged that Annah purchased the *Her Business* magazine (now renamed *Her Magazine*). Because of her insatiable need to be challenged Annah did have a clear vision for the magazine and the associated Her Business Networks. Stretton Publishing was formed and two other magazine titles soon emerged, *pink magazine* (a biannual publication that supports breast cancer initiatives) and *Who's Who* (an annual title that celebrates New Zealand's high achieving women.)

In mid-2007 Annah published her first book – *From Rag Trade to Mag Trade*. The book captures Annah's effervescent personality, documenting her amazing journey through life and business to date. It also catalogues the regular business questions she is asked when mentoring, providing readers with an excellent level of real support.



her BUSINESS NETWORKS

NETWORKS

Want to grow your business network? Want to build brand awareness? Or learn key business tips from people who know? Or simply brainstorm with like-minded women in business? Then the Her Business Networks are for you.

The Her Business Networks operate throughout New Zealand for women employed in professional roles or who are self-employed as business owners. Her Business Networks provide opportunities for like-minded women to get together, to encourage and learn from one another through regular meetings.

THE MEETINGS

Meetings are informal, with networking, socialising, trading, sharing, and mentoring being key ingredients. At each meeting there is a presentation by a guest speaker who has achieved national or international success in their field, allowing attendees to learn from their experiences and story.

When and Where?

It all depends on your location. All of our networks meet monthly, most in the evenings from around 5.30 p.m. Meetings run for about two hours. Visit our website www.hermagazine.co.nz for information on network locations and upcoming meetings.

NETWORK MEMBERSHIP

Our meetings are open to all women in business, but Network members receive a discount on both local and national network meetings and events. Network members also benefit from a variety of promotional opportunities specific to their network, ranging from member's display tables, speaking spots at the meetings, and directory listings on local newsletters and websites. Each Her Business Network membership comes with a 12-month subscription to Her Magazine.

To join the Her Business Network, visit www.hermagazine.co.nz or use the subscription form found at the end of this brochure.

CLUBS

For those looking for further ways to grow their business, the Her Business Club offers national promotion through *Her Magazine*.

As well as all the benefits of membership to the Her Business Network, Her Business Club members receive an exclusive Club Member's Promotional Package valued at well over \$1,000.

PROMOTIONAL OPPORTUNITIES

As members of the Her Business Network our Club members receive:

- Discounted entry to all local and national network activities
- A variety of local promotional opportunities with their network

As Club members they will also receive:

- A Club Profile published in an issue of *Her Magazine*
- An advert in the Her Directory section of *Her Magazine*
- A listing on the www.hermagazine.co.nz Professional Business Directory – for the duration of your membership
- A listing in the Club Directory section of *Her Magazine* – for the duration of your membership.

CLUB MEMBERSHIP

Only Her Business Club members receive the promotional package. All the benefits offered in this package, with the exception of the Her Directory, are exclusive to Club Members and cannot be purchased outside of club membership.

Each Club membership includes a 12-month membership with a local Her Business Network and a 12-month subscription to Her Magazine.

To join the Her Business Club visit www.hermagazine.co.nz or use the subscription form found at the end of this brochure.

BENEFITS FOR NETWORK AND CLUB MEMBERSHIP ■ ■

HOW CAN THE HER BUSINESS NETWORKS BENEFIT YOU?

1. CONNECTION

Meet like-minded women in business and gain access to essential contacts and organisations that can help you to get your business off the ground or expand your existing business. The Her Business Networks allow you to bounce problems and ideas around, and develop new concepts and solutions.

2. INSPIRATION & MOTIVATION

You'll share and learn from the successes, strategies and experiences of other women in business. You'll read about many of them in *Her Magazine* and then have the opportunity to hear their story first hand at our meetings. Learn from their triumphs and challenges, ask questions and glean advice from their experiences.

3. EDUCATION & INFORMATION

We strive to be the leading provider of business education, information and inspiration, and your inclusion in our national conferences and events (at exclusive members' rates) will maximise your business and personal potential. We bring you speakers who share real stories, examples and case studies along with their challenges and strategies and how you can apply these to balance business, family and you!

4. PROMOTION

Promote your business, build both your brand and awareness of your brand, and find new customers. Club members receive added promotional opportunities within *Her Magazine*.

5. RECOGNITION & CELEBRATION

You will have the opportunity to enter and attend the Her Business Businesswoman of the Year Awards. These awards provide you with the opportunity to gain recognition for your achievements, and to celebrate the success of other women in business throughout the country.

6. DEDICATION

Her Magazine has been published since 1995 and more than 14 years later, we're even more committed to and passionate about helping you build a successful business and develop your personal potential so that you can achieve your dreams.

Read more about the benefits of becoming a member on the next page!



BENEFITS FOR NETWORK AND CLUB MEMBERSHIP

GAIN CONFIDENCE AND LEARN NEW SKILLS BY NETWORKING AND BUILDING RELATIONSHIPS · OVERCOME ISOLATION AND MEET POSITIVE ROLE MODELS · SHARE IDEAS AND TRADE WITH OTHER PROFESSIONAL BUSINESS WOMEN · BE SUPPORTED BY AND SUPPORT OTHER BUSINESSWOMEN · USE THIS OPPORTUNITY TO REFER BUSINESS TO OTHER BUSINESSWOMEN

Network and Club members receive:

- An annual subscription to *Her Magazine* (valued at \$107.40) - It is the essential companion for women in business!
- Monthly meetings at a discounted rate (up to \$100 per year)*
- Discounted entry to national network activities
- Promote your business with brochures on our information tables at each monthly meeting
- Discounted 10-minute promotional spot and entrance to monthly meetings (save \$50)*
- The opportunity to promote your business at each event at our members' table

**Network rates and benefits may vary between networks*

Club members also receive these additional benefits:

- An exclusive Club Member's promotional package valued at well over \$1000
- A business profile run in the Club Profiles section of an issue of *Her Magazine*
- Your business listed in the *Her Magazine* directory throughout your subscription
- A business card-sized advert in the Her Business Directory of *Her Magazine* (to feature in the same issue as your Club Profile)
- Have your business listed in our on-line business directory at www.hermagazine.co.nz

Investment

Her Business Network Individual	1 Year	\$189.00
Includes one subscription to <i>Her Magazine</i>		
Her Business Network Corporate*	1 Year	\$495.00
Includes three subscriptions to <i>Her Magazine</i>		
Her Business Club Individual	1 Year	\$399.00
Includes one subscription to <i>Her Magazine</i>		
Her Business Club Corporate*	1 Year	\$695.00
Includes three subscriptions to <i>Her Magazine</i>		

**Corporate Membership includes any three people from a business.*

Remember all business memberships and subscriptions are 100% tax deductible

To join

The following options are available:

- Use the subscription form found on the next page
- Subscribe online at www.hermagazine.co.nz
- Contact your nearest network coordinator. A full listing of Network Areas and coordinator contacts are available on our website.



her

SUCCESS & INDEPENDENCE

SUBSCRIPTION FORM

Yes, I would love to subscribe to Her Magazine, Networks & Clubs



	For Me	A Gift		Special Offers!#	
Her Magazine (only)	<input type="checkbox"/>	<input type="checkbox"/>	2 Years	3rd Year Free	\$214.80
	<input type="checkbox"/>	<input type="checkbox"/>	16 months	at 12 month price	\$107.40
Her Business Network Individual Includes one subscription to Her Magazine	<input type="checkbox"/>	<input type="checkbox"/>	1 Year		\$189.00
	<input type="checkbox"/>	<input type="checkbox"/>	2 Years	Save \$40	\$338.00
Her Business Network Corporate* Includes three subscriptions to Her Magazine	<input type="checkbox"/>	<input type="checkbox"/>	1 Year		\$495.00
	<input type="checkbox"/>	<input type="checkbox"/>	2 Years	Save \$100	\$890.00
Her Business Club Individual Includes one subscription to Her Magazine	<input type="checkbox"/>	<input type="checkbox"/>	1 Year		\$399.00
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Her Business Club Corporate* Includes three subscriptions to Her Magazine	<input type="checkbox"/>	<input type="checkbox"/>	1 Year		\$695.00
	<input type="checkbox"/>	<input type="checkbox"/>	2 Years	Save \$200	\$1190.00

*Corporate Memberships include any 3 people from a business. Remember all business memberships and subscriptions are 100% tax deductible.

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Age Bracket: under 25 26-35 36-45 46-55 56-65 66+

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