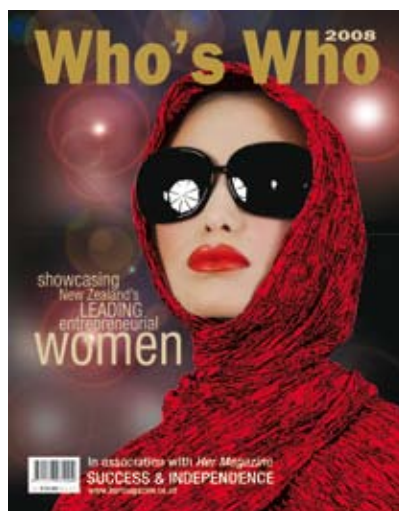
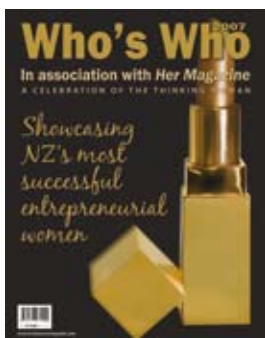


Who's Who

IN ASSOCIATION WITH *HER* MAGAZINE



MEDIA PACK ADVERTISING



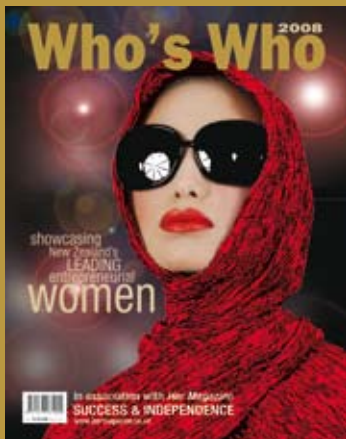
Advertising and Marketing

Phone 07 889 4053

Fax 07 889 4058

Email hersales@strettonpublishing.co.nz

PROFILE



Who's Who, published by Stretton Publishing Company Limited, is New Zealand's only magazine that celebrates the achievements of our high achieving entrepreneurial women.

Our target market is the woman who is wanting to grow her own operation, or who is eager to apply the information shared by the women we profile. The editorial offers the reader an insight into just how these entrepreneurs became so successful. Feedback from our readers confirms just how inspirational the content is.

"I just needed to share with you how motivational I found this year's Who's Who. At last I can see my way forward, with so much guidance from so many amazing women."

Janet Lightford - Account Manager

Who's Who also considers the life balance that our high achievers seek, accordingly it features articles on beauty, health, travel and a good dose of fashion - all very necessary parts of the make up of today's women.

Who's Who's annual release coincides with the annual Her Business Businesswoman of the Year Awards. The awards recognise and applaud women in business in New Zealand and acknowledges their positive contribution to the economy and their communities. This event continues to receive the support of our great partners Westpac, Estee Lauder, Hewlett Packard and Massey University.

Behind *Who's Who* is a strong team of committed individuals who share a common goal of making this publication a true and strong resource for women in business. Included in the team are the Her Business Networks, which operate throughout New Zealand. These networks provide a monthly forum for like minded women to listen to successful entrepreneurs; and to network and draw inspiration from others in the group. Currently there are 20 networks, each with an active database of over 1,000 women. All of the coordinators of these networks are successful business women in their own right.

MEET ANNAH STRETTON DIRECTOR

Annah Stretton features as a prominent name in the New Zealand fashion industry. With 30 Annah.S, Annah Stretton stores throughout New Zealand, and a 50% shareholding in the Hailwood Design brand, Annah's flair and love of fashion is obvious.

In December 2005, with a desire to share the business knowledge accumulated during her 16 years in business, Annah purchased *Her Business* magazine (as it was then known) and formed Stretton Publishing Company Limited. Following this foray into the world of publishing, Annah quickly purchased her second magazine, *pink magazine*, which is dedicated to the support of Breast Cancer initiatives; and in 2007, she launched her third publication, *Who's Who*, a publication that profiles New Zealand's highest achieving female entrepreneurs.

With a female readership of 40,000 for *Who's Who* alone, and a hit rate of 25,000 per month and growing for the *Her Magazine* website, Annah's rare ability to overlay a natural creative flair with an analytical business approach sees her continue to succeed in both fashion and publishing.

READERSHIP

Regional Split



Age

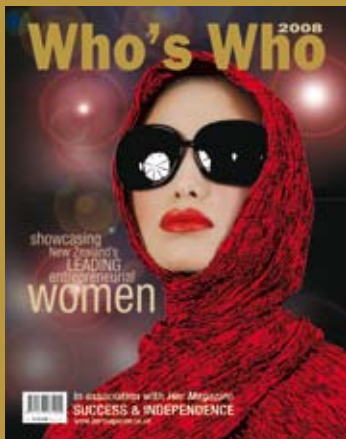
Aged Between 25 and 50 73%

Business

Self Employed 55%
 Employed in Executive positions 20%
 Are planning to start their own business 25%
 Income of \$70k plus 53%

General Statistics

Readers who never throw the magazine away 75%
 Have two children or more 72%
 Use skin care and beauty products daily 76%
 Spend up to \$50 a week on cosmetics and beauty products 90%



DISTRIBUTION

Who's Who currently has a distribution of 10,000, with a drive to grow to 15,000 within the next 12 months, and has a readership of 45,000.

Who's Who is distributed through the following channels;

- Throughout leading bookstores and supermarkets in New Zealand.
- In 27 Annah Stretton and Annah S. stores in New Zealand.
- The 20 Her Business networks have between 50-100 women attending the monthly meetings, all of whom belong to the network and receive the magazine.
- In Air New Zealand Koru lounges and Qantas Clubs throughout New Zealand.
- The publication is circulated at business conferences around New Zealand like Thrive, The Small Business Expo and the Franchise Expo.
- Annah Stretton speaks to over 200 groups of businesswomen per year and always takes copies of *Who's Who* to distribute to attendees.
- New Zealand Universities and other tertiary education providers receive issues of *Who's Who*.
- The annual *Bloom* Her Business Forum and Her Businesswoman of the Year Awards are sponsored and hosted by Stretton Publishing, increasing the visibility and popularity of the magazine.

WHY ADVERTISE IN WHO'S WHO?

The Market

New Zealand has over 117,000 female entrepreneurs, and there is no other magazine in the country specifically designed to showcase our highest achieving women in New Zealand.

Circulation

Who's Who has a mixture of paid and targeted circulation.

Reaching the Decision Makers

It is well documented that women make or influence over 80% of all consumer purchase decisions. There are vast numbers of women running successful businesses in New Zealand, which means there are many women with large disposable incomes. Women have become three consumers in one, they are buying for themselves, their families and household and their businesses. Not only will you be selling to these women but you will be selling to all those in their business and social circles as well.

Credibility:

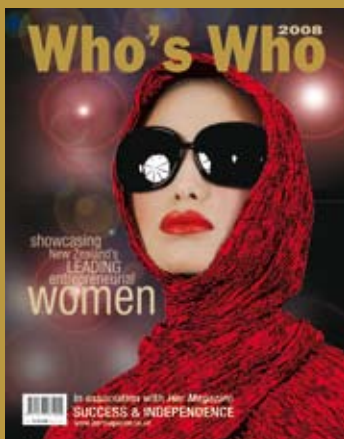
Who's Who has been published for three years now and continues to develop momentum as a publication that women aspire to, or seek inspiration from. As an advertiser you can leverage off these high achieving women, who truly are seeking the best in products and services.

Shelf life:

A title like this is definitely for keeping and will grace homes and offices indefinitely.

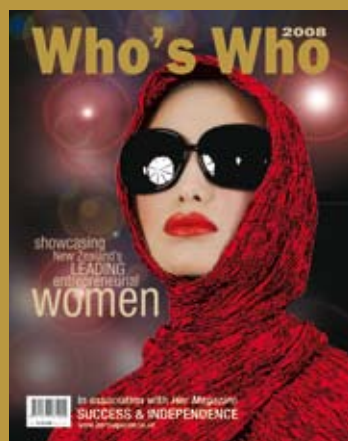
Events:

The annual Her Business Businesswoman of the Year Awards and nationwide Her Business Networks are another way in which *Who's Who* is promoted and positioned. These events are a chance for public acknowledgement and the sharing of ideas and success stories. The *Bloom* Her Business Forum is an exciting two day event, held in June in Auckland each year, focusing on establishing, building and marketing business in New Zealand, and has an impressive line-up of speakers that have strong knowledge of their field. The marketing and planning that goes into these events ensures we will get your message to this target group.



Who's Who

IN ASSOCIATION WITH HER MAGAZINE



Advertising Rates

Double Page Spread	\$6000
Full Page Advertisement	\$3000
Full Page Advertorial	\$2500
Half Page Advertisement	\$1200

Premium Positions

Inside Front Cover Double Page Spread	\$6500
Outside Back Cover	\$3500
Inside Back Cover	\$3500

The above rates are exclusive of GST

Other Opportunities

Bound Inserts	POA
Loose Inserts, Cost per 1000	POA
Tip-Ons	POA
Other opportunities on consultation	POA

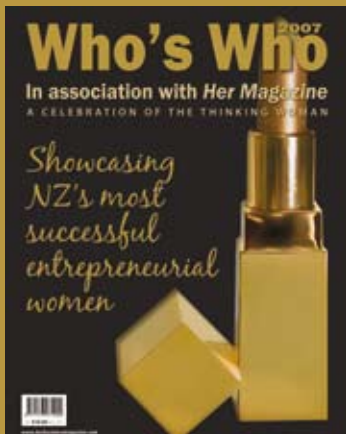
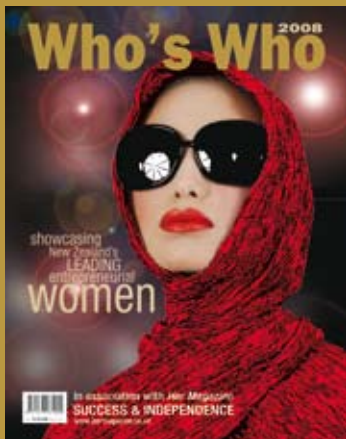
Deadlines - 2009

Booking Deadline	Friday, 29 May
Material Deadline	Friday, 5 June
On Sale	Monday, 22 June

There is a substantial discount available for all those wishing to advertise in both *Who's Who* magazine and *Her Magazine*.

Who's Who

IN ASSOCIATION WITH HER MAGAZINE



Advertising Specifications

SIZE TYPE	ACTUAL (mm)	BLEED (3mm)
Inside Front Cover Double Page Spread	448w x 300h	454w x 300h
Double Page Spread	460w x 300h	466w x 2300h
Full Page	230w x 300h	236w x 306h
Half Page Vertical	105w x 290h	no bleed
Half Page Horizontal	220w x 140h	no bleed

Material

ACCEPTABLE FILES

All files must be flattened. We only accept files in the following formats: TIFF, EPS and PDF. All files must be converted to CMYK with no spot colours.

UNACCEPTABLE FILES

Microsoft Word, PowerPoint, or any other word processing programme is unacceptable. No native based applications will be accepted. No files with resolution below 300 dpi will be accepted. Quark or InDesign files will not be accepted. Please export these files as an EPS or PDF file.

MEDIA

Ads must be submitted on PC-compatible CDs or DVDs or via email. We also accept files via Internet storage sites such as YouSendIt or FTP sites.

E-MAIL

Please send emailed ads to design@strettonpublishing.co.nz. We accept files up to 8 MB. *Her Magazine* is not responsible for misdirected emails.

Phone 07 889 4053
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Email hersales@strettonpublishing.co.nz