SPASIFIK

New Zealand's only magazine dedicated to both Maori & Pacific peoples

CONTENT:
Entertainment (music/movies/television/humour), current affairs, health, education, art, books, food, money, feedback and columns from across the Pacific

TARGET MARKET:
Anyone with a passion for the Pacific, regardless of race. Our market focus is diverse within a mainstream corporate/businesses and community based environment, reflecting New Zealand's diverse ethnicities. While distribution feedback indicate purchasers of the magazine SPASIFIK as being educated men and women in their 20s and 30s, surveys indicate a high pass-on rate for each individual copy with readers covering the full range of ages, from school students to retired. There is a rapidly growing middle class 'brown' population who appreciate the fact SPASIFIK showcases our people excelling beyond the boundaries we are stereotyped for. Those in lower socio-economic situations describe SPASIFIK as inspirational.

READERSHIP: 150,000
as at December 2008 and growing.

PRINT-RUN: 10,000
as at December 2008

DISTRIBUTION: Nationally
(Gordon & Gotch) 600 outlets from Kaitaia to Invercargill. International outlets throughout the Pacific

FIRST PUBLISHED: March 2004

FREQUENCY: Bi-monthly
(Jan-Feb, Mar-Apr, May-Jun, Jul-Aug, Sep-Oct, Nov-Dec)

ACHIEVEMENTS:

- named most exciting company in the Pacific Business sector by the National Business Review April 2006
- first magazine selected as one of the three finalists for Best Newsstand Magazine in its inaugural year at 2005 Qantas Media Awards
- Finalist for a second time for Best Newsstand Magazine 2008 Qantas Media Awards
- SPASIFIK Columnist Paea Wolfgramm named as Best columnist at the 2006 and 2008 Qantas Media Awards
- major supporters and sponsors of two of New Zealand's iconic Pacific events, Style Pasifika and the Pasifika Festival
- 1000 (approx) copies of SPASIFIK read in Air New Zealand lounges across the Pacific (including Honolulu, Nadi, Rarotonga, Los Angeles, Sydney, Brisbane, Melbourne, Auckland, Wellington and Christchurch) and on flights since the beginning of 2006
- More than 5,000 magazines to subscribers, including a large number of government departments, councils, libraries, schools and tertiary institutions
- effective partnerships with major Maori and Pacific media organizations (Maori Television, Tagata Pasifika, Niu FM and a number of iwi stations around the country) as well as mainstream (New Zealand Herald, Sunday News and Sunday Star-Times) which promote SPASIFIK
- doubling from an initial print run of 5000 to 10,000
- true nationwide presence with 600 outlets from Kaitaia to Invercargill selling SPASIFIK along with international presense in Australia, the US, the Cook Islands, Hawaii, Samoa, Tonga and Fiji
- growing core of regular advertisers who have benefited from their presence in SPASIFIK

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(Exclusive VIP log-in available to all advertising agencies. Contact us for details)