

# SPASIFIK

sport & leisure

SPASIFIK Sport & Leisure is the only magazine in New Zealand specializing in the capture of sport, leisure and general interest content from New Zealand's growing Maori and Pacific population and the broader Oceania region. SPASIFIK Sport & Leisure will be visually appealing, informative and the perfect partner to the highly successful SPASIFIK magazine.

#### CONTENT

Sporting personality profiles, travel, fitness, nutrition, motoring, games, competitions, sports columns, and much more

#### TARGET MARKET

The large and growing numbers of our readership who participate and have a strong interest in sport (see Targeted objectives below)

#### BRAND READERSHIP: 150,000

as at December 2008 and rapidly growing.

#### PRINT-RUN: 10,000

as at December 2006 (expected to increase during 2007 due to addition of SPASIFIK Sport & Leisure)

#### DISTRIBUTION: Nationally

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

**FIRST PUBLISHED:** March 2007

to coincide with SPASIFIK Magazine's 3rd birthday – Issue 19

**FREQUENCY:** Bi-monthly

(Jan-Feb, Mar-Apr; May-Jun, Jul-Aug, Sep-Oct, Nov-Dec)

**TARGETED OBJECTIVES:**

- To further satisfy the huge interest and participation in sport with profiles and stories coming from angles that are unique, informative and entertaining
- To truly capture the growing cultural travel and tourism market in New Zealand and the Pacific
- To educate and inspire our readers in areas such as general fitness, nutrition, health and wellbeing
- To further strengthen the growing SPASIFIK brand and complement SPASIFIK magazine and SPASIFIKmag.com

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