

SPASIFIK

PACIFIC AND MAORI PROUD

Him & Her Feature – Don't Miss Out!

Men and women are equal, yet distinct. They have distinct health and beauty needs and the way they see fashion. Often they have different views on relationships, family values and parenting. Although modern day society sees men and women able to work across all industries, they often bring different strengths to their jobs and careers. Their personalities as consumers also differ.

In this country there are approximately 1 million people who identify as Maori or Pacific Island. More than 455,000 are male, and more than 470,000 are female. SPASIFIK and SPASIFIKmag.com are the country's leading print and website publications targeting this burgeoning population. We can help you market your products and services directly to this niche.

As we did with our 27-page Health feature in Jan/Feb and our 23-page Money & Business feature in March/April, SPASIFIK will bring readers a feature dedicated to Him and Her. We look at:

- New Zealand's growing Maori and Pacific population
- Where Maori and Pacific men and women fit in today's multicultural society
- Unearth statistics relating to trends, societal views, product preferences, family values and more...
- His and Hers health, fitness and beauty/grooming
- His and Hers fashion
- His and Hers careers
- His and Hers relationships
- His and Hers trends
- His and Hers attitudes to money
- Him and Her as consumers

Take advantage of our heavily discounted advertising packages and be part of our in-depth, informative and entertaining feature. Those reading this in print and/or on the web are those you will both want to and need to reach.

Advertising Contact:

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Option 1

Double Page Spread (DPS) print ad in him/her feature

8 weeks skyscraper banner
Online editorial
VIP sub
Print sub
\$4800 direct/\$5280 agency

Option 4

Half Page (HP) print ad (vertical or horizontal) in him/her feature

4 weeks skyscraper banner
Online editorial
VIP sub
Print sub
\$1700 direct/\$1860 agency

Option 2

Full Page (FP) print ad in him/her feature

8 weeks skyscraper banner
Online editorial
VIP sub
Print sub
\$3000 direct/\$3300 agency

Option 3

Quarter Page (QP) print ad in him/her feature

2 weeks skyscraper banner
Online editorial
VIP sub
Print sub
\$660 direct/ \$720 agency

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