

INVESTIGATE



This media kit is interactive. Click on any cover to view **digital versions** of the magazines, their stories and advertisers.

The Investigate brand includes our fortnightly digital newspaper **TGIF Edition**, which offers all the advantage of print display ads, but with the immediate connectivity of online (ads are hyperlinked).

TGIF goes out to up to 40,000 households at a time

Rates for TGIF ads are extremely competitive, and **available here**

media

NZ's leading news magazine

IN BRIEF:

INVESTIGATE has been this country's most talked-about news & lifestyle magazine for ten years since its inception in 2000.

We've broken more stories than any other title in that time, and that commitment to cutting edge journalism is reflected in a much higher pick-up rate for Investigate than other similar titles*.

WHO READS US?

We're the only current affairs monthly with a male skew, 54% to 46% female**.

In Nielsen's **occupation demographic**, Investigate runs 2nd only to Air New Zealand's Kia Ora with the highest ratio of professional and executive readers, but in other sections Investigate is almost identical to North & South.**

WHY ADVERTISE IN INVESTIGATE?

Because we can deliver you a **national premium readership**, at a much more campaign-efficient price than our competitors can., and we put in the extra mile for clients who work with us.

We're not just 'selling' space; we **want** our clients to succeed.

And they do.

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*Nielsen 2009 NRS "Magazine Pick-Ups"

**Nielsen NRS Q308 to Q209

INVESTIGATE's rates deliver more readers per dollar than other major magazines. **Call Ian Wishart today on 09 420 5075 to book or email ian@investigatemagazine.com (more overleaf >)**

INVESTIGATE



our readers

Average Readership	64,000 people*
Magazine pick-up rate	2.4 times overall average 2.8 Household shoppers 2.6 Women 2.4 Men

Essentially, one ad in Investigate is seen up to 153,000 times (r'ship x pick-up rate). Women, and shoppers, pick up Investigate more frequently. By way of comparison, Metro's pick-up is only 1.9 times.

Readership segments**

22% are in AB quintile as measure by Roy Morgan,

41% are classified as 'big spenders'

22% have personal incomes exceeding 60K (we have three times as many people in the 90 to 100K personal income bracket as the average of a number of magazines, and our share of people with personal incomes exceeding \$130,000 is 50% higher than the average)

25% are in the "Visible Achievement" values segment, which Roy Morgan says, "consists of people who are visible success stories. These are people who have 'made it' in whatever field they are involved in and who are confident in their own abilities and positions. They work for financial rewards and job stimulation. Yet despite being successful, they retain traditional values regarding home, work and society. Their family is very important to them and they place great emphasis on providing them with a high quality environment. This segment enjoys golf and fishing, and love attending professional sporting events. They also enjoy the culture of the live theatre and love entertaining friends and family"

"Psychographic elements driving change and choice in this segment:

"Confidence, competence and productivity, visible success stories A desire for recognition of personal achievement and the value of hard work A belief that family life is important with high expectations for children and the family Working for financial reward, job stimulation and power of the position Maintaining traditional values about home, work and society Finding the 'win/win' or else it's 'I win, you lose' "

Nielsen NRS Q308 to Q209

**Roy Morgan Readership analysis for Investigate 2008

(More detailed breakdowns from Morgan and Nielsen can be provided on request, including direct comparisons with other titles in key performance indicators) [VIEW RATES>](#)

readers

INVESTIGATE



media

ratecard 2010

	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
DPS	\$4,100	\$3,900	\$3,750	\$3,600
FULL PAGE	\$2,190	\$1,950	\$1,890	\$1,800
HALF PAGE	\$1,290	\$1,250	\$1,190	\$1,050
1/3 PAGE	\$790	\$750	\$690	\$630
IFC DPS	\$5,100	\$4,950	\$4,850	\$4,600
OBC	\$2,690	\$2,490	\$2,390	\$2,290
Other FIXED or PREMIUM positions: plus 10%				

THE CONCEPT: A breakthrough magazine reaching both men and women in a unique way, requiring no environment sacrifices for advertisers but instead delivering twice the demographic for the price

THE SPECS:

DPS 285mm tall by 434mm wide, plus 4mm bleed
 Full 285mm tall by 217mm wide, plus 4mm bleed

ON SALE DATES:

FEB 25 Jan MAR 22 Feb APR 22 Mar MAY 19 April
 JUN 24 May JULY 21 Jun AUG 19 July SEP 23 Aug
 OCT 20 Sep NOV 18 Oct DEC 22 Nov JAN 20 Dec

Files can be supplied as high-res pdfs to
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cc_ian@investigatemagazine.com

ART DEADLINE: end of 1st week of month