

The lifestyle magazine for southern New Zealanders

SOUTH

MEDIA PACK



SOUTH IS...

- The lifestyle magazine for southern New Zealanders.
- A quality publication with a long life on reader's coffee tables.
- Distributed quarterly within the Otago Daily Times, and to cafes, hotels, motels, and information centres.
- The perfect vehicle for showcasing seasonal products and events.
- An exciting new way for advertisers to reach readers.

South is the quarterly lifestyle publication for the people of the southern South Island.

The four issues in 2022 were welcomed by the region's readers, with their great mix of stories on film, music, sport, fashion, books, drinks, and much more.

Full of quality editorial content tailored to the unique lifestyles found in Otago and Southland, SOUTH is inserted in the Otago Daily Times at the beginning of each season.

Through this distribution it reaches 28,000 households, and drops

to high volume locations reach thousands more readers.

Covering what's happening both in the urban centres and the regions, SOUTH features in-depth stories on the people, places, and things that those living here want to know about:

Food & wine / Travel / Festivals / Design & architecture / Fashion & beauty / Interior design / Business / Art & culture / Outdoor living / Adventure sport / Events / Fitness.

The print edition of South is augmented by both a website and social media presence.

South also presents excellent opportunities for seasonal advertising features:

Autumn

Home & living
Fashion,

Winter

Snow sports,
Dining, Wine

Spring

Weddings, Fashion,
Health and fitness

Summer

Holidays and festivals,
Outdoor living,
Christmas

SOUTH MAGAZINE ADVERTISING AND SPONSORED CONTENT RATES

- Inside front cover \$3250
- Back cover \$3000
- Inside back page \$2750
- Sponsored Content (Available for full page and half page sizes) + 20%
- Talk to your sales consultant for annual deals



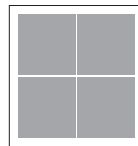
Full page \$2500



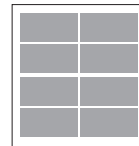
Third page \$950



Half page \$1300



Quarter page \$825

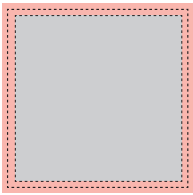


Eighth page \$400

All prices exclude GST

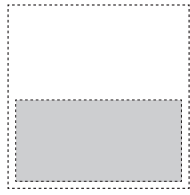
AD SPECS

Please supply artwork as PDF files with all type converted to outlines to: nic.dahl@alliedpress.co.nz

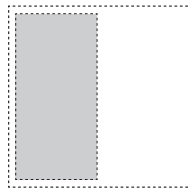


Full page: 245mm high x 230mm wide

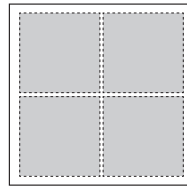
BLEED OPTION: + 12.5mm from type area (size above) to trim + 5mm bleed



1/2 page landscape: 120mm high x 230mm wide



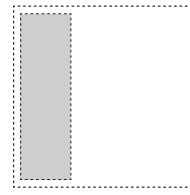
1/2 page Portrait: 245mm high x 112.5mm wide



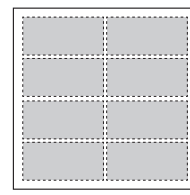
1/4 page: 120mm high x 112.5mm wide



1/3 page landscape: 85mm high x 230mm wide



1/3 page Portrait: 245mm high x 75mm wide



1/8 page: 57.5mm high x 112.5mm wide

TOPLINE READERSHIP

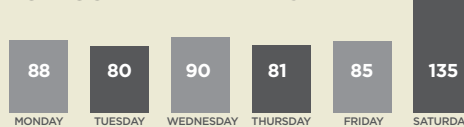
Otago Daily Times

93,000 AVERAGE ISSUE READERSHIP

180,000 WEEKLY COVERAGE

153,000 COMBINED READ THE ODT IN PRINT OR ONLINE (DAILY AVERAGE)

■ OTAGO DAILY READERSHIP (000s)

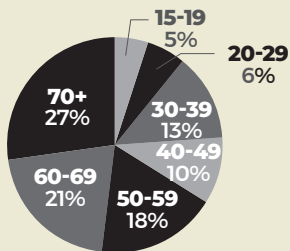


Source: Nielsen CMI Q1 21-Q4 21

OUR READERS

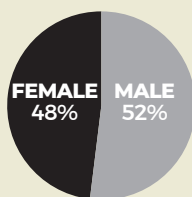
Otago Daily Times

■ AGE IN OTAGO



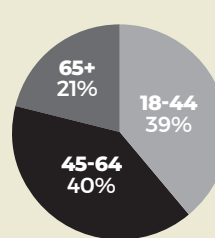
AVERAGE AGE:
53

■ GENDER



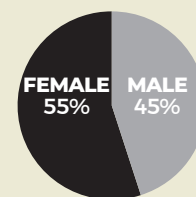
ODT.co.nz

■ AGE IN OTAGO*



AVERAGE AGE:
45

■ GENDER*



■ AVERAGE HOUSEHOLD INCOME

Otago Daily Times
\$94,565



■ PAID EMPLOYMENT

Otago Daily Times
64%



■ HOME OWNERSHIP

Otago Daily Times
66%

Source: Nielsen CMI Q1 21-Q4 21, All people 15+ in Otago
*Google Analytics, Feb-Apr 2022

DEADLINES for *SOUTH* MAGAZINE

2024	Published	Booking	Copy	Complete ads	
Autumn	2/3/2024	31/1/2024	7/2/2024	14/2/2024	
Winter	1/6/2024	1/5/2024	7/2/2024	8/5/2024	
Spring	31/8/2024	31/7/2024	7/8/2024	14/8/2024	
Summer	30/11/2024	30/10/2024	6/11/2024	13/11/2024	
2025	Published	Booking	Copy	Complete ads	
Autumn	1/3/2025	5/2/2025	12/2/2025	19/2/2025	
Winter	31/5/2025	7/5/2025	14/5/2025	21/5/2025	
Spring	6/9/2025	6/8/2025	13/8/2025	20/8/2025	
Summer	29/11/2025	5/11/2025	12/11/2025	19/11/2025	
2026	Published	Booking	Copy	Complete ads	
Autumn	28/2/2026	28/1/2026	4/2/2026	11/2/2026	

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