

# MULTI MEDIA MAGAZINES MEDIA KIT



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## WHO ARE WE – ONLINE AND PRINT

Established in 1996, Multi Media Magazines represents Eye Magazine and Chinese Eye Magazine. Each publication is a high-quality glossy magazine that is carefully curated by a dedicated team. Our publications are available to read online; however, we do understand the luxury of print read with both publications being printed on high gloss. A keen understanding of the luxury market drives the success of each publication as well as our popular annual events.

## IT'S A LUXURY TO READ

*eye* Eye Magazine was launched in 1996 as a lifestyle quarterly. In 2019 Eye Magazine launches as a bi-annual publication focused on fashion, beauty, lifestyle and motoring. Eye Magazine has built a strong base of loyal clients who repeatedly use the publication to reach their target audience. This is because Eye Magazine understands what drives, motivates and inspires its readers.

*eye* 视野 Launched in 2016, Chinese Eye Magazine, 100% in Mandarin, is a lifestyle magazine released annually focused on fashion, beauty, cuisine, motoring, travel and life style. New Zealand is growing and we all need to grow with it. It is important to Eye that the new Chinese Eye Magazine understands what drives, motivates, inspires, relaxes, interests and entertains its readers and puts New Zealand's top products and services at the forefront of this rising market.



## DISTRIBUTION

Eye Magazine and Chinese Eye Magazine are distributed to business class lounges of Air NZ, Quantas, Air China, China Southern and Emirates. Our magazines are posted directly to a database of affluent New Zealand subscribers and for sale on our website. They are also supplied to select four and five star hotels, businesses and Corporate Cabs

## New Covid-19 Distribution

Post Covid-19, we will be focusing on local and nationwide distribution. We want to support New Zealand companies and creatives so our focus now turns to delivery in our own backyard.

Your advertising will be presented to NZ rather than our usual global distribution

- Affluent New Zealand homes in Auckland, Wellington, Christchurch, Queenstown and Dunedin
- Four and five star Hotels
- Corporate Cabs
- For sale on our website



## AD FORMATS

### EYE MAGAZINE

| TYPE  | TEXT AREA | BLEED AREA | TRIM SIZE |
|---|-----------|------------|-----------|
| <b>DOUBLE PAGE SPREAD</b><br><small>(allow 7mm clearance for spine)</small> | 420 x 275 | 470 x 313  | 460 x 303 |
| <b>FULL PAGE</b>  | 190 x 262 | 240 x 313  | 230 x 303 |
| <b>HALF PAGE VERTICAL</b>   | 95 x 252  | 120 x 302  |           |
| <b>HALF PAGE HORIZONTAL</b>   | 190 x 124 | 240 x 149  |           |
| <b>QUARTER PAGE</b>   | 95 x 124  | 120 x 149  |           |

### CHINESE EYE MAGAZINE

| TYPE  | TEXT AREA | BLEED AREA | TRIM SIZE |
|---|-----------|------------|-----------|
| <b>DOUBLE PAGE SPREAD</b><br><small>(allow 7mm clearance for spine)</small> | 380 x 275 | 430 x 307  | 420 x 297 |
| <b>FULL PAGE</b>  | 170 x 241 | 220 x 307  | 210 x 297 |
| <b>HALF PAGE VERTICAL</b>   | 82 x 247  | 107 x 313  |           |
| <b>HALF PAGE HORIZONTAL</b>   | 170 x 120 | 220 x 153  |           |
| <b>QUARTER PAGE</b>   | 82 x 120  | 107 x 153  |           |

## STATS

### PARTNERSHIP WITH SKY KIWI

|                             |               |
|-----------------------------|---------------|
| REGISTERED USERS            | 230K          |
| INDEPENDENT IP VISITS       | 80,000 DAILY  |
| PAGE VIEWS                  | 800,000 DAILY |
| IMPRESSIONS FOR CHINESE EYE | 97K +         |

### VISITORS BY COUNTRY

|                |     |
|----------------|-----|
| NEW ZEALAND    | 63% |
| AUSTRALIA      | 14% |
| CHINA          | 12% |
| UNITED STATES  | 5%  |
| UNITED KINGDOM | 4%  |
| CANADA         | 2%  |

### FIGURES FROM NIELSEN

(CMI OCT 18 – SEPT 19)

- 3.6 MILLION NEW ZEALANDERS HAVE READ A MAGAZINE IN THE PAST YEAR (85% OF ALL PEOPLE AGED 10+): THAT'S UP 2.8% YEAR ON YEAR.
- 1.3 MILLION NEW ZEALANDERS HAVE READ MAGAZINE CONTENT ONLINE IN THE LAST MONTH, UP 13% YEAR ON YEAR, AND 20% IN THE PAST TWO YEARS
- 1.25 MILLION NEW ZEALANDERS HAVE SUBSCRIPTIONS IN THEIR NAMES

### SOCIAL MEDIA

|   |      |
|---|------|
|  | 8k+  |
|  | 37k+ |
|  | 3k+  |

### PROVEN RESULTS

|                 |                                   |
|-----------------|-----------------------------------|
| 85%             | Repeat clients for 24 years       |
| 24,000 - 30,000 | Magazines printed and distributed |
| 12-24 months    | Market retention                  |
| 9,000           | Newsletter subscribers            |

## EDITORIAL CALENDAR



### EYE COLLECTOR'S EDITION 3

**Booking deadline:** April 30

**Ad material deadline:** May 8

**Distribution:** June

### CHINESE EYE (2020/2021)

**Booking deadline:** August 10

**Ad material deadline:** August 31

**Distribution:** October

### EYE COLLECTOR'S EDITION 4

**Booking deadline:** November 15

**Ad material deadline:** December 1

**Distribution:** December