

MULTI MEDIA MAGAZINES

# MEDIA KIT DIGITAL PRINT



MULTIMEDIAMAGAZINES.CO.NZ  
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# ABOUT US

Established in 1996, Multi Media Magazines represents Eye Magazine and Chinese Eye Magazine. Each publication is a high-quality magazine that is carefully curated by a dedicated team. We have grown and expanded immensely since our beginning and have successfully worked with converging media to remain relevant in the digital world.

Our publications are available to read online however, we do understand the luxury of print with both publications being printed on high gloss paper. A keen understanding of the luxury and lifestyle market drives the success of each publication as well as our popular annual events.

## IT'S A LUXURY TO READ

Eye Magazine and Chinese Eye Magazine are of a global standard to all readers anywhere in the world (Eye Magazine averaging 50,000 hits and Chinese Eye averaging 100,000 hits per month). The online magazine has live links directed back to the clients websites or social media platforms and is trackable. Multi Media Magazines website is the first class "go to" website for a fashionable living. Chinese Eye and Eye is available complimentary online with Skykiwi. We love what we do.



# WHAT WE DO



*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.

**PANIC  
PR.NZ**

Need help to wave your flag? Ask about our sister company PANIC PR NZ - public relations and marketing specialists.



# DISTRIBUTION

Eye Magazine and Chinese Eye Magazine are distributed to business class lounges of Air NZ, Qantas, Air China and Emirates. Eye Magazine and Chinese Eye Magazine are posted directly to a database of affluent New Zealand subscribers, for sale on [multimediamagazines.co.nz](http://multimediamagazines.co.nz), Mags4u, [isubscribe](http://isubscribe) and online at [issuu](http://issuu). They are also supplied to select 4 and 5 star hotels, businesses and in corporate cabs.



# STATS

READERSHIP

over 2 Million

## PARTNERSHIP WITH SKY KIWI

REGISTERED USERS

230K

INDEPENDENT IP VISITS

8,000 DAILY

PAGE VIEWS

800,000 DAILY

IMPRESSIONS FOR CHINESE EYE

97K +

## VISITORS BY COUNTRY


NEW ZEALAND	65%
AUSTRALIA	9%
CHINA	10%
UNITED STATES	9%
UNITED KINGDOM	5%
CANADA	2%


## ONLINE TRAFFIC - ISSUU


UNIQUE VISITORS	72K
PAGE IMPRESSIONS	1.1M
PAGES PER VISIT	8.4
AVERAGE READING TIME	18.03 MIN
AVERAGE CLICK	1.9K

## SOCIAL MEDIA

(4 platforms combined)

 7k+

 35k+

 3k+

## PROVEN RESULTS

85% Repeat clients for 25 years

24,000 - 30,000  
Magazines printed and distributed

12-24 months  
Market retention

9,000 Newsletter subscribers



# ADVERTISING RATES

<b>INSIDE FRONT COVER</b>	\$6,500
<b>DOUBLE PAGE SPREAD PRIME POSITION</b>	\$8,000
<b>DOUBLE PAGE SPREAD</b>	\$7,500
<b>OUTSIDE BACK COVER</b>	\$10,000
<b>FULL PAGE SINGLE RIGHT HAND POSITION</b>	\$6,500
<b>FULL PAGE SINGLE</b>	\$5,500
<b>HALF PAGE HORIZONTAL OR VERTICAL</b>	\$2,500
<b>QUARTER PAGE</b>	\$1,500
<b>PRODUCT PLACEMENT (EACH)</b>	\$500
<b>WEBSITE ADVERTISING BANNER AT TOP OF THE PAGE 3 MONTHS MINIMUM BOOKING</b>	\$1,000

Time payment available on bookings, terms and conditions apply.

All prices exclude GST. Standard rates are commissionable 20% to advertising agencies.

All advertising once signed is irrevocable.



# SPECS

	TEXT AREA	TRIM AREA	BLEED SIZE
DOUBLE PAGE SPREAD	380 x 275	420 X 297	430 x 307
FULL PAGE	170 x 257	210 X 297	220 x 307
HALF PAGE VERTICAL	82 x 275	102 x 297	112 x 307
HALF PAGE HORIZONTAL	180 x 120	210 x 148	220 x 158
QUARTER PAGE	82 x 126	102 X 146	112 X 156

## ANNUAL DEADLINES

### EYE WINTER BI ANNUAL COLLECTORS EDITION

Booking Deadline **20 April**

Material Deadline **20 May**

Distribution Date **June**

### CHINESE EYE ANNUAL

Booking Deadline **20 August**

Material Deadline **20 September**

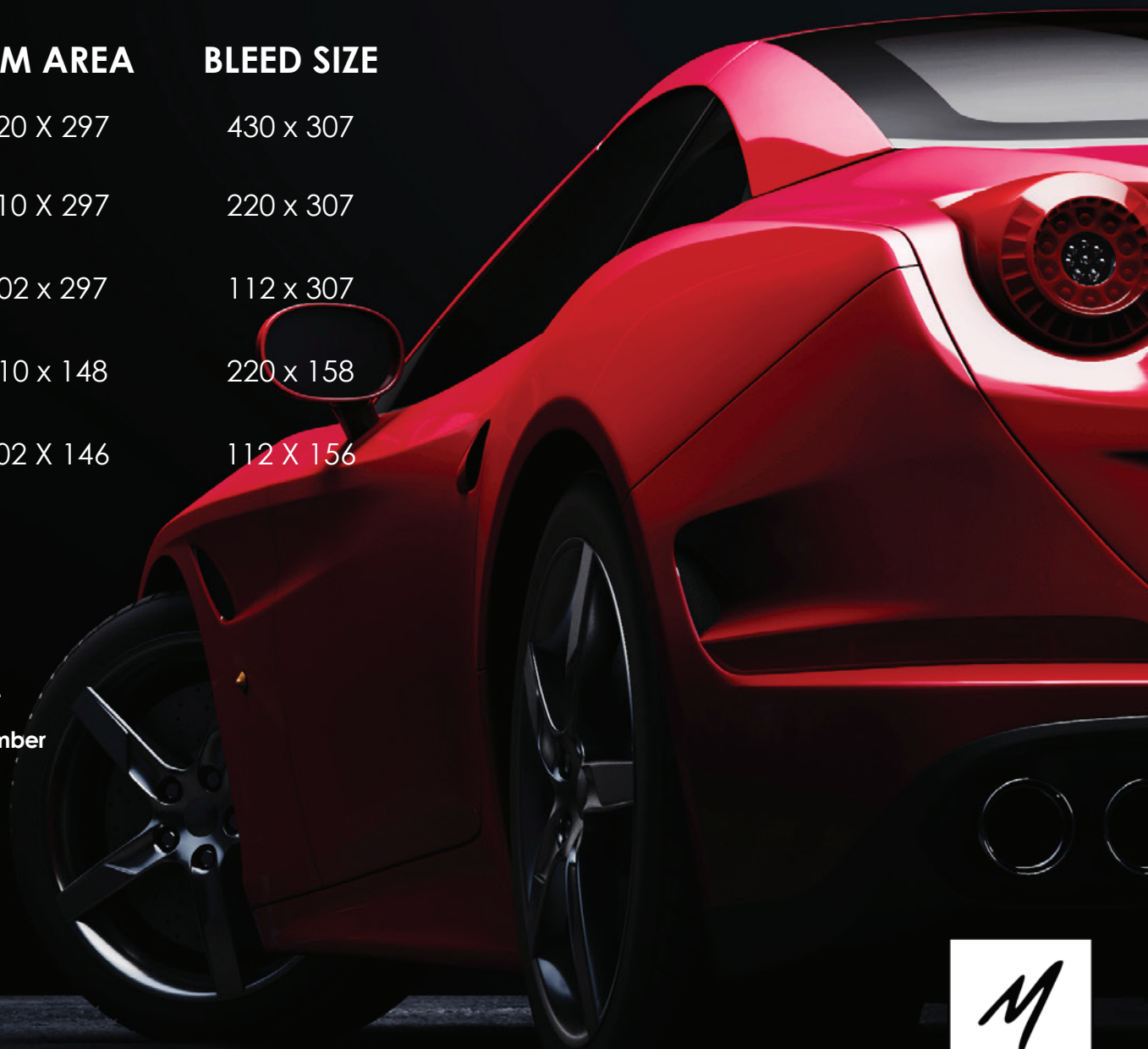
Distribution Date **November**

### EYE SUMMER BI ANNUAL COLLECTORS EDITION

Booking Deadline **20 September**

Material Deadline **20 October**

Distribution Date **December**



# TESTIMONIALS

" A big shout out to Vanessa and the team at Eye and Chinese Eye. We have run promotional material in these glossies for some years and the feedback is always beyond expectations. The quality and creativity in each layout is superb with great attention to detail; they bring to their productions, the same precision we bring to ours. Love their work."

– **Tristan De Chalain, Auckland Plastic Surgery**

"We had such good feedback from all our advertising with Fleur and Vanessa (Eye Magazine) that we've sort of dropped everyone else and are assigning this team all the budget next year. These amazing publications brought new customers certainly, but also our product has been adopted by the whole team- they have become our best brand champions, helping in so many unexpected, wonderful ways- Thank you, wonderful people please your store's happy customers."

– **Erika Schollum, Denttabs Pacific**

"The magazine is an absolute masterpiece, and I would pay for all that glossy & glam! We can definitely see why your team are at the top of the publication game, it is stunning. All your hard work has paid off, super job team and our editorial is fabulous. OMG we are so stoked!"

– **Pacific Linen**

