

# WHY ADVERTISE IN *engaged?*

- **It's free to read:** There is no charge for anyone to look at the magazine, and everyone loves something for nothing!
- **It's instant:** Engaged is available anytime and doesn't require a trip to the bookshop to pick up a copy!
- **It's easy:** An online magazine allows a future bride to research advertisers during her working hours (which conveniently are often also your working hours).
- **It's classy:** With informative articles covering all aspects of a wedding, together with beautiful photography, Engaged is everything that you would expect of an expensive wedding magazine, without the expense!
- **It's well-read:** Our first issue was read 7,000 times!
- **It's up-to-date:** Engaged is published 12 times a year. Readers constantly looking for new ideas and products will be attracted by the more frequent publications. With a short lead time between advertising deadlines and publication, your advertisement can be updated to provide specials or new product information each month.
- **It's cheaper for advertisers:** Engaged is cheaper to produce as it has no printing costs. Cheaper production costs lead to cheaper advertising costs for you.
- **It's got great friends:** Engaged is partnered with New Zealand's premier online wedding website and directory, [weddings.co.nz](http://www.weddings.co.nz). As at 31 May 2008, Neilson NetRatings show that [weddings.co.nz](http://www.weddings.co.nz) attracted an average of 12,350 readers per month over the period 1 June 2007 to 31 May 2008. Those readers contributed to [weddings.co.nz](http://www.weddings.co.nz) having over 2 million page hits over the yearly period ended 31 May 2008. Engaged is advertised heavily on [www.weddings.co.nz](http://www.weddings.co.nz).
- **It comes with free things:** When you purchase advertising in Engaged, you receive a free ad design service for your first ad.

# RATES

	Rate (per Monthly Issue)	
	1 Issue Rate	3 Issue Rate
Double page spread		
Full Page	\$195	\$175
Half Page (horizontal or vertical)	\$125	\$110
Quarter Page	\$95	\$85
Classified (1/6 page)	\$50	\$45
<b>Through the Lens (Photographers' Section)</b>		
Full page	\$135	\$120
Half page	\$75	\$65

All rates are exclusive of GST.

All copy must be received by the 20th of the month prior to publication.

The design of your first advertisement will be free of charge. Changes to ads subsequent to the first advertisement may incur additional charges.