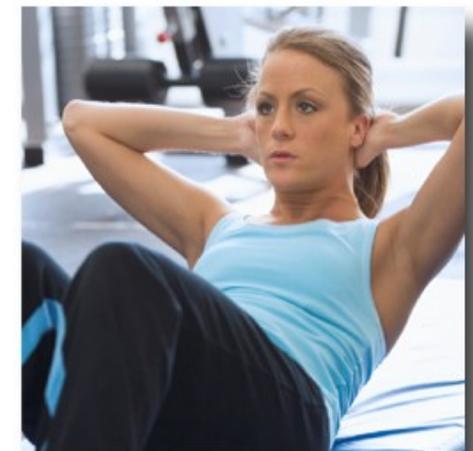
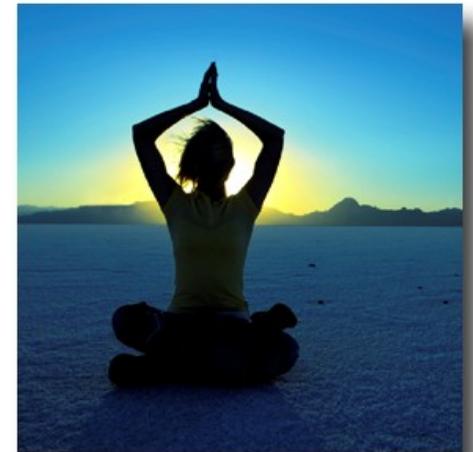


The logo for nzrealhealth features three circles at the top: a black circle on the left, a magenta circle in the middle, and a black circle on the right. Below these circles, the text 'nzrealhealth' is written in a lowercase, sans-serif font. The 'nz' is black, 'real' is magenta, and 'health' is black.

# nzrealhealth

health • wellbeing • fitness



Effective January 2013

# Why NZ Real Health?

NZ Real Health is the new health, fitness and wellbeing online magazine for Kiwi women. Our aim is to help each of our readers lead a healthier, happier and well-balanced lifestyle.

- There are currently no other major online-only magazines in New Zealand dedicated to health, wellbeing and fitness.
- We give our users what they really want - informative and entertaining advice on health, wellbeing and fitness.
- We recognise the power of social media to encourage interaction between NZ Real Health and our users. Accordingly, we are concentrating a large part of our efforts on building our social media community.

## Some useful NZ stats...

- 3.6 million internet users / 84.5% of the population.
- Social networking category ranks as the leading online activity in New Zealand accounting for 21% of all online minutes.
- Females are far more engaged in social media than males, spending nearly 50% more time on social networking sites in comparison.
- Females are 15% more likely to view pages on social networking destinations.

\* New Media trend watch/internet world stats NZ 2011

The screenshot shows the NZ Real Health website homepage. At the top, there is a navigation bar with 'HOME', 'LOGIN', and 'SIGN UP' links, along with social media icons for Facebook (159 likes) and Twitter (@nzrealhealth, 36 followers). The main header features the 'nzrealhealth' logo and the tagline 'nzrealhealth has just launched!!!' with a 'Sign up & become a member' button. Below the header is a navigation menu with 'Fitness', 'Health', 'Wellbeing', and 'Competitions' tabs, and a search bar. The main content area is divided into several sections: 1. A featured article titled 'Beginner's ice skating tips' with a photo of a skater. 2. A 'FEATURED ARTICLES' section with three article thumbnails: 'Are you an emotional eater?', 'Sweet & savoury healthy snack ideas', and 'Quotes to inspire and motivate you'. 3. A 'FITNESS' section with three article thumbnails: 'Beginner's ice skating tips', 'Freestyle tip: Swim like you're going for gold!', and 'Walking for weight loss not working?'. 4. A 'HEALTH' section with three article thumbnails: 'Are you an emotional eater?', 'What is the paleo diet?', and 'Heart Stopper Challenge 2012'. 5. A 'WELLBEING' section with three article thumbnails: '10 active date ideas', 'Album Review: Adele - 21', and 'Choosing the right workout clothes'. On the right side of the page, there is a 'SIGN UP AND BECOME A MEMBER' section with a list of benefits: 'Win great prizes', 'Review products', 'Attend launches', and 'Receive regular updates', with a 'CLICK HERE TO SIGN UP NOW!' button. Below this is a 'LATEST COMPETITION' section for 'WIN: 1 of 5 Paul Mitchell Awapuhi Wild Ginger prize packs' with a 'CHECK OUT MORE COMPETITIONS' button. At the bottom right, there is a 'YOUR OPINION' section with a poll titled 'Where do you do most of your exercise?' showing 'At the gym' as the most popular choice with 100% of the votes. The footer of the page repeats the 'nzrealhealth' logo and tagline, along with the 'Sign up & become a member' button.

## Who uses NZ Real Health?

A NZ Real Health user is a modern, down to earth young Kiwi woman who wants up to date, real, relevant information on health, wellbeing and fitness.

- She is aged 18 to mid-30's and enjoys the feeling of being part of a community of like-minded peers.
- She cares about her personal health and fitness.
- She is tech savvy and immerses herself in the internet for recreation, her social life and research.
- She is increasingly difficult to reach with traditional media.
- She trusts NZ Real Health for advice on health, wellbeing and fitness.



## Site Statistics

- Monthly impressions: 2,700
- Monthly unique visitors: 520
- Monthly visits: 771
- Facebook page members: 527

*Membership details are currently being gathered for future newsletter implementation and membership statistics.*

# Rate card

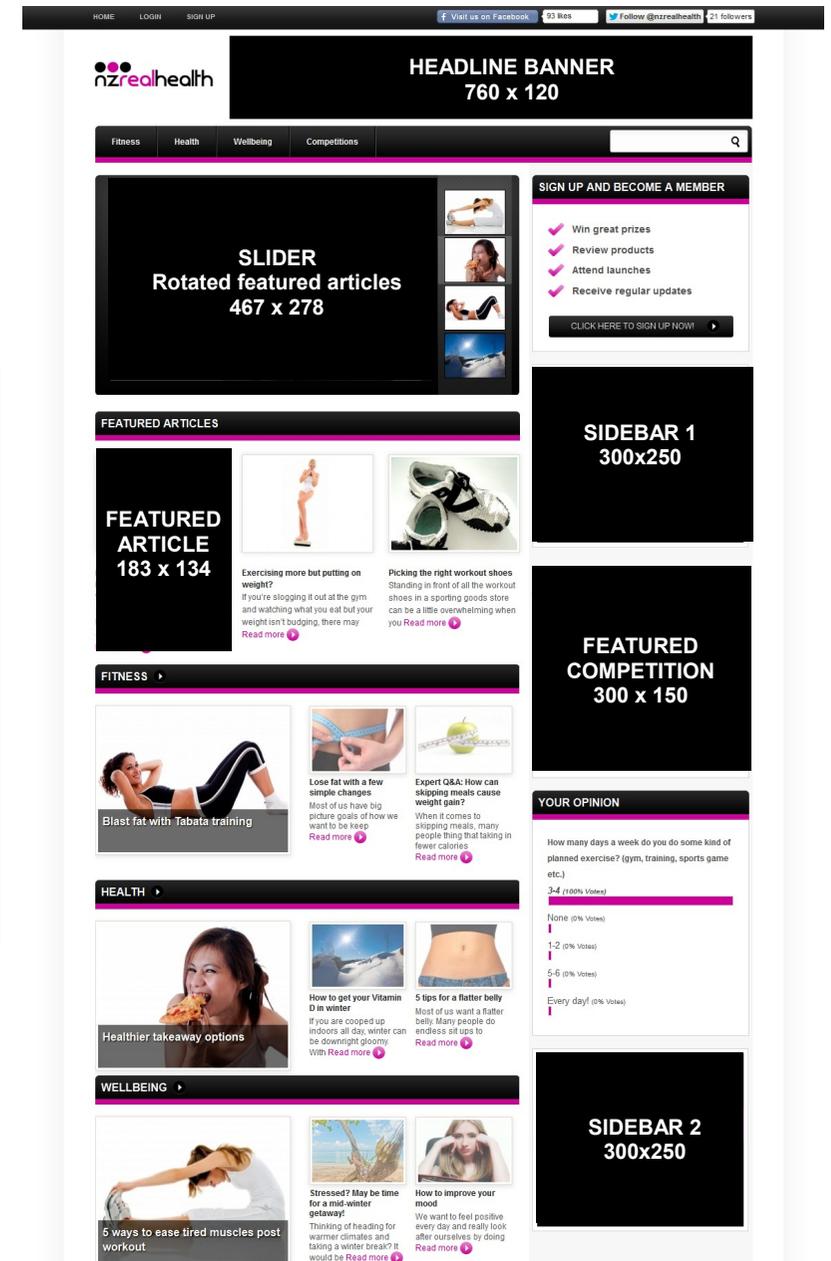
As NZ Real Health is still in its early stages, we have made our rates highly affordable during our start-up period.

We are currently holding a special introductory offer; pay up front for three consecutive months of banner advertising for a single advertisement position to get a fourth month free. Valid until further notice. Offer subject to terms and conditions.

Ad Description	Duration	Dimensions (pixels)	Each
Advertorial (marked up as 'NZ Real Health Promotion') + 1 Facebook article link mention	Permanently archived	n/a	\$150
Competition listing in 'Competitions' section	Maximum one month	n/a	Free **
Competition featured on homepage	Competition duration (maximum one month)	300 x 150	\$50
Rotated slider on homepage (Advertorial add-on)*	One week	467 x 278	\$50
Featured articles on homepage (Advertorial add-on)*	One week	183 x 134	\$30
Headline banner (every page)	One month	760 x 120	\$200
Sidebar 1 banner (every page)	One month	300 x 250	\$150
Sidebar 2 banner (every page)	One month	300 x 250	\$100

\*Please note: Only one advertorial add-on may be purchased per advertorial article to ensure variety on homepage. All prices are subject to change without notice. See final page of rate card for terms and conditions.

\*\* Conditions apply: Free competition listings dependant on number of giveaway prizes and value of prize. Listing itself will still be at no cost, however courier charges for delivery to winners may apply.



## Advertising banner specifications

- Acceptable file formats are GIF, JPEG or SWF.
- Click tag must be embedded in SWF files.
- Recommended animation length is 30 seconds (preferably 15).
- Recommended maximum initial download file weight is 40-50kb initial load (2 MB polite load for flash animations).

## Terms & conditions

- All prices and statistics are subject to change without notice.
- Payments for all advertising are due 20th of the month following commencement of placement.
- Material to be supplied minimum three working days prior to booking commencement date.
- NZ Real Health reserves the right to decline content and advertising based on suitability and relevance.
- NZ Real Health reserves the right to exclude/pull advertising deemed inappropriate, due to excessive complaints or breach of copyright.
- All advertising rates are exclusive of production and GST.
- All rates are quoted in New Zealand dollars.
- No material will go live until a contract is signed and received.
- Timing of content to go live is at the Editor's decision.
- All rights to comments and content appearing on [www.nzrealhealth.co.nz](http://www.nzrealhealth.co.nz) are owned by NZ Real Health Ltd and content may not be reproduced without signed permission.

## Cancellation Policy

- If a confirmed order is cancelled within 7 days of the commencement date booked, a cancellation fee of 50% of the overall campaign order value is applicable.
- If a confirmed order is cancelled within 48 hours of the commencement date booked, a cancellation fee of 100% of the overall campaign order value is applicable.

