

MEDIA KIT

CLIMATE



STORIES OF NELSON TASMAN'S
SHIFT INTO LOW CARBON LIVING

LOVE

CLIMATE LOVE



Top of the South's first

Climate Magazine

CLIMATE LOVE MAGAZINE

*Free, monthly newspaper
promoting local businesses who
are reducing carbon; supporting
Nelson's climate economy
to flourish*

Charlotte Squire
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CLIMATE LOVE



MISSION

Climate Love is a sign of the times.

As carbon reduction becomes part of Kiwi living, this fresh new, monthly, free Nelson Tasman newspaper will record a historic culture shift into a low carbon future and a climate economy. It will feature short inspiring stories about the people in our community – everyone from artists to foodies to business people; people of all ages, backgrounds and belief systems - who have one thing in common: they are making a positive difference for the climate. Climate Love is being trialed in the upper South Island before possibly expanding through other New Zealand regions. The Tasman-Nelson Climate Love community will also be invited to gather together once a year at a multi-media annual event to meet, strengthen relationships, and celebrate progress.

CHARLOTTE SQUIRE

Climate Love Magazine Editor

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027 525 7455

ABOUT US

Golden Bay based writer, musician, and entrepreneur Charlotte Squire is the brain-power behind Climate Love. A social change-maker at heart, Charlotte set up Happyzine – a Kiwi solutions focused website, which she later sold. She has reported for local media for fifteen years including the Nelson Mail, Tasman Leader, Wild Tomato and the Golden Bay Weekly. She has worked on many green communications projects for a range of organisations. She has recruited (awesome) Upper Takaka designer and photographer Carrie Dobbs to help bring the Climate Love vision to life. Golden Bay proof-reader Jodie McLean is also on the case with her eagle eye for detail!

WHY ADVERTISE WITH CLIMATE LOVE?

- You get monthly promotion to the conscious consumers of the Nelson Tasman region - people who care about the ethics of the stuff they buy
- Businesses and organisations who advertise with Climate Love in the first three months will receive one free 200 word advertorial published within the first year PLUS some PR love from founder and journalist Charlotte Squire. She will share your most inspiring story with mainstream media and help your brand take its place in the spotlight *
- Be part of a growing climate economy here in Nelson Tasman within which businesses support each other, to support carbon reduction
- Attend Climate Love's annual networking event – where readers, change-makers and advertisers come together to celebrate progress and strengthen relationships
- Get our support on social media
- Enjoy friendly, personalized, one on one care from the Climate Love team.

** Providing there is enough support from the Nelson Tasman business community for Climate Love to put down roots.*

AD MEDIA RATES

DISCOUNT IN %		10%
AD MEDIA SPECS	SINGLE BOOKING	3 MONTH
Classified	\$1 per word	
64mmx 50mm	\$ 50	\$ 135.00
64mm x 72mm	\$75.00	\$202.50
91mm x 60mm	\$90.00	\$243.00
161mm x 60mm	\$160.00	\$432.00
112mm x 100mm	\$250.00	\$675.00
263 x165 half page	\$450.00	\$1215.00
263mm x 336 full page	\$850.00	\$2295.00

ADVERTISING DEADLINES

December

FRIDAY 24 NOVEMBER 12NOON

January

FRIDAY 15 DECEMBER 12NOON

February

FRIDAY 19 JANUARY 12NOON

March

FRIDAY 16 FEBRUARY 12NOON

SUPPORT CLIMATE

Ad Size
91 cm x 60 cm
\$90

Ad Size
161 cm x 60 cm
\$160

Ad Size
64 cm x 72 cm
\$75

Ad Size
112 cm x 100 cm

Ad Size
64 cm x 72 cm
\$75

Ad Size
64 cm x 72 cm
\$75

Ad Size
112 cm x 100 cm
\$250

Ad Size
64 cm x 72 cm
\$75

Ad Size
64 cm x 50 cm
\$50

Ad Size
64 cm x 50 cm
\$50

Ad Size
91 cm x 60 cm
\$90

Ad Size
161 cm x 60 cm
\$160

SUPPORT & CLIMATE

Ad Size
Half Page
\$450

DEMOGRAPHICS



Who will Climate Love reach?

The first editions of Climate Love will reach 5000 people via Nelson Tasman cafes, supermarkets, organic shops, craft shops, food stalls and other high traffic retail spaces where conscious consumers shop.

For a full distribution list email: climatelovenz@gmail.com

SUPPORT & CLIMATE

Ad Size
Full Page
\$850