



HEALTHGURU advertisement tariff

About HealthGuru

HealthGuru is a healthy lifestyle magazine for the South Asian community. HealthGuru is all about Healthy living, healthy activity and healthy eating and is published quarterly in New Zealand.

Purpose of HealthGuru

- To create health awareness among South Asian community
- To promote practices that include physical activity as a means to achieve better health outcomes
- To raise awareness of health risks affecting South Asian community
- To promote active & healthy lifestyles among all age groups through physical activities and outdoor pursuits to the South Asian community
- To publicize opportunities for indoor and outdoor activities that promote physical well-being

About SPROUT

Sports Recreation and Outdoors Trust (SPROUT) is a charitable, voluntary and non-profitable trust meant to educate, encourage, promote and provide opportunities in sports, recreation and outdoor pursuits to achieve greater wellbeing for people of Indian origin in New Zealand.

Rate card

Colour	(Per insertion rates)			
	Pages	Causal	2 times	4 times
Full page		\$1000	\$900	\$800
Half page		\$500	\$450	\$400
Back Page 1/2		\$350	\$325	\$300
Back Page 1/4		\$300	\$275	\$250
Quarter page		\$250	\$225	\$200
Vertical column 21.59 cms x 7 cms		\$200	\$175	\$150
Horizontal column 7 cms x 21.59 cms		\$200	\$200	\$200
Loose inserts	A4	\$700 Per Page of printed matter		
	A5	\$500 Per Page of printed matter		

All rates are in NZ dollars and exclusive of GST - Effective April 1, 2010

HealthGuru will be available in print and will also be published online as a web-magazine. It is estimated to have a readership of around 25,000 readers in New Zealand.

Publication date:	Quarterly – first weekend of April, July, October, January
Copy deadline:	5 days prior to publication date
Booking deadline:	7 days prior to publication date
Circulation:	Distributed through major selected retail Indian outlets, email and online webzine
Cancellations:	Must be made 7days prior to publication date in writing
Advertising:	All prices are exclusive of GST and Agency Commission.
Rates:	The Publisher reserves the right not to publish any advertisement not complying with the Fair Trading Act or contravening the Newspaper's policy.
Terms of payment:	New clients must pay for the first three insertions in advance and then within seven days after publication
Contact:	Munish Bhatt: Mob: 022 0686474 / Email: info@sprout.net.nz

For more information about SPROUT, please visit www.sprout.net.nz