

## New Zealand Information & Distribution

### TRENDS HOME SERIES - PROFILE

What comes first when you're building, renovating or decorating?

Plans? The right builder? Finding a good designer? None of these: what's wanted first is inspiration. Ideas you can sift and consider. The more the merrier. That's where Trends comes into the picture.

Trends books are ideas banks. Thousands of readers draw their project inspiration from them and make their purchasing decisions based on them. Trends is the foremost ideas resource for the professional and DIY home builder, renovator and decorator.

So it makes sense to introduce ideas about products and services to our readers through the Trends Home titles!

### PROFILE

The Trends Home series consists of design and home improvement resource books, covering all areas of the home, indoors and out. Trends editorial content focuses on interesting and topical locations, and the work of leading architects, designers and tradespeople.

Every story features top-quality colour photos, with full captions and credit lists or contact details. The text is clear and informative – indispensable for the professional, yet simple and interesting for the person who wants to decorate a home.

Our journalists tell your story with facts, with interest and with credibility. Our guideline is "truth well told."

Trends advertorial features products or services in attractive, well-designed settings. Readers can visualise the benefits these products will bring to their home. Trends advertorial is information advertising – material presented as the solution to a reader's need.

### TITLES

New Home Trends, Renovation Trends, Kitchen Trends, Bathroom Trends, Outdoor Living & Holiday Home Trends.

### TRENDS HOME SERIES DISTRIBUTION - 27,500 COPIES PER EDITION\*

- 14,250** Newsagents, booksellers, magazine stands, supermarket chains.
- 5,000** Controlled distribution to leading designers, specifiers and other industry professionals and tradespeople most relevant to each book title. Delivered complimentary by mail.  
**Members - NZ Master Builders Association, Certified Builders, Architectural Designers of NZ, NZ Institute of Architects, NZ Furniture Association, Property Council New Zealand etc.**
- 3,900** Specialist home-related retail outlets - such as home décor and handyman centres, kitchen and bathroom showrooms etc.
- 1,650** Subscriptions to industry professionals and tradespeople, libraries and home interested public.
- 1,500** Electronic versions of our complete print edition distributed via email.
- 950** Purchased by advertising clients for their own promotional and sales uses. For example: selling aid, sales tool, seminars, shows, complimentary giveaways to key clients and prospects.
- 950** Personally distributed by Trends sales staff to industry-related companies and personnel.
- 400** Cash sales - Trends office, shows, promotions etc.
- 300** Complimentary to advertising clients.
- 100** Distributed by Trends editors to industry related personnel and others who have helped them research and compile the editorial for each issue.

**\*NOTE:** These figure are taken as an average and may vary from book to book.