

NAPIER MOVES TO \$AVE CITY!

NAPIER LAUNCHES AN EXCITING, NEW PROMOTIONAL CAMPAIGN AND EXPANDS NAPIER LIFE MAGAZINE TO \$AVE YOUR CITY! WE ARE LIVING IN INTERESTING TIMES. THE GLOBAL RECESSION SEEMS TO BE THE PET TOPIC FOR ANYONE WHO IS PREPARED TO LISTEN AND ACCEPT ECONOMIC DEFEAT.

THIS IS NAPIER THE MOST BEAUTIFUL CITY ON THE PLANET AND WE'RE NOT PREPARED TO LIE DOWN AND BE BEATEN. IT'S TIME TO GET BUSY!

Welcome to 'Napier Life Savers' the most innovative, domestic promotional campaign the Napier City Council has ever launched. This is your opportunity to benefit from the council's exciting value added initiative, designed to boost the local economy and help businesses like yours.

Here's what's included in this year's Napier Life all at no extra cost to YOU. All rates held same as last year's sold out magazine!

- Extra 20,000 copies of the 12th Edition Napier Life Magazine (30,000 total)
- Now also delivered in a special package FREE to every household in Napier!
- Automatic recognition as a selected 'Napier Life Saver Business'
- FREE digital promotional mailing to Napier Residents and Businesses, their Friends and Relatives
- FREE inclusion in our major annual local and national promotional campaign with significant business promotional opportunities and benefits
- Invoicing September payable over 3 months if required to help your cash flow
- Local: Distributed at local hotels, motels, home stays, businesses etc and Napier I-site (Visitor Information Centre)
- National: Council mailing throughout New Zealand
- International: Available at New Zealand House (London) used for all approved migrants to New Zealand.
- World: www.napierlife.com the whole magazine available to the world on line.

We believe this is now by far the most cost effective way for Hawke's Bay businesses to promote themselves locally, nationally and internationally in today's economic climate and that's precisely why we are doing it! TO \$AVE YOU MONEY.

WHY CAN WE SAY THIS?

The Napier Life Magazine is a full colour, high quality publication of over 100 pages. It has amazing retention value with previous editions kept on household and business coffee tables for years. The free bonus of the new 'Napier Life Savers' online promotion gives you the unique opportunity to place your advertising message right in front of your customers in their own homes and place of work.

FIND OUT MORE ABOUT 'NAPIER LIFE \$AVERS'. DISCUSS THIS UNIQUE OPPORTUNITY WITH OUR VERY OWN 'NAPIER LIFE \$AVER'

JUDI HOPKINSON 021 231 5979

EMAIL NAPIERLIFE@ADPLUS.CO.NZ

