



NORTHERN*living*
SOUTHERN*living*

MEDIA KIT 2017



HONEST, REAL, ELOQUENT

Northern Living and *Southern Living* are monthly community magazines committed to unfolding the urban narrative through in-depth storytelling and compelling creative executions. Further discover unsung heroes and overlooked places within your community, learn practical tips for everyday tasks, and get inspired with stories of creativity and passion in one magazine.

Brand Values

Community engagement is the brand's mission. *Northern* and *Southern Living* bring back discourse across different age brackets and genders on a personal level. Starting from free magazines delivered to your doorstep, *Living* seeks to create a sense of belonging beyond a hyperconnected world. This connection continues in regular community events across the metro.

Key Market Penetration

These are the only magazines that enter the homes of well-sprung villages and developments throughout Manila and beyond, reaching targeted markets in the Metro North such as Corinthian Gardens, Valle Verde, Greenmeadows and La Vista, and in the Metro South such as San Lorenzo, Urdaneta, Bel-Air, Serendra, BF HEVA, Ayala Alabang and Alabang Hills. The magazines are also available in select branches of Fully Booked, Starbucks Coffee, Wildflour, Yellow Cab, Krispy Kreme, and more.

Target Market

35 to 45 years old
59% female and 41% male
social class group A, B, C1
**study conducted by Insight Asia*

Frequency: Monthly

Readership: 75,000

Beyond Print

Northern and *Southern Living* present a mindful lifestyle through a new way of storytelling in the digital space. The new *Living* website provides hyper local news, from up and coming dining destinations to cultural events and creative spaces. Also maintaining the *Living* brand's compelling narrative and aesthetic, the website offers a fresh perspective on exploring familiar cities and encourages readers to participate in community building.

Social   

SECTIONS

Cover Story

Compelling narratives of local purveyors and an in-depth look at socially relevant issues

Style & Beauty

Your guide for an honest and sustainable aesthetic

Health

Finding new ways to improve our natural constitution

Northerner/Southerner

Inspiring profiles of residents

Eats

The newest restaurants in town and easy-to-do recipes

Market

Practical products for everyday use

Fixture

Thematic tips and trivias

Space

Design inspiration from real homes

Craft

Projects made to improve your home





EXPERIENTIAL

Backyard Grill at the Park

Backyard Grill at the Park is hosted by *Northern* and *Southern Living* to touch base with readers by putting community engagement into action.

Launched last 2014, the event has become synonymous with good food and exciting activities for an afternoon-to-night event for the whole family.

A portion of food sales is donated to a chosen charitable institution.

MATERIAL REQUIREMENTS

Trim Size: 7.25 X 10 inches

Bleed Size: 7.65 X 10.4 inches

Preferred File Format: TIFF or PSD
in CMYK mode, between 300 and 400
dpi; information should be supplied
on an ISO-formatted CD-ROM with
sample printout

DEADLINES

Booking: Every 30th of the month,
2 months before issue date

Material: Every 5th of the month
before issue date



NOLISOLI.PH

MEDIA KIT 2017
Living beyond print



HONEST, CONNECTED, CURIOUS

Northern and Southern Living present a mindful lifestyle through a new way of storytelling in the digital space.

Social [f](#) [t](#) [i](#)



LIVING BEYOND PRINT



NOLISOLI is the platform that filters the noise from the Internet. We present a new perspective on life within your community and beyond.

YOUR GUIDE TO MANILA



From neighborhood hotspots to community gatherings and cultural events, *NOLISOLI* is making Manila yours again.

SAME BRAND, NEW SPACE



Maintaining the *Living* brand's compelling narrative and aesthetic, the website offers a fresh perspective on exploring familiar cities and encourages readers to participate in community building.

TARGET MARKET



Social class group A, B, C1
Age-group (20s to 40s)
Metro Manila
Gender neutral

SECTIONS



CITY GUIDE

Your ultimate guide to the city



EAT

Restaurant features, easy-to-do recipes, latest food trends, entertaining



DO

Featuring noteworthy happenings around Metro Manila



CARE

Health news, wellness tips, beauty movements



MAKE

Inspiring spaces, fashion, crafts, and products



BLOG

Bea Ledesma's lifestyle column



BE

Art, culture, profile, fixture



ADVERTISING FORMATS

BANNER (HOME PAGE)	FORMAT (WXH)
Fat Leaderboard	750 x 400
Square	250 x 300
Vertical Banner	120 x 240
<i>Mobile</i>	
MREC 1	300 x 250
MREC 2	300 x 250

*Cost for online advertising is available upon request

For Sales inquiries, please call (02) 403-8825 local 243 or email sales@hip.ph