

Vanuatu LIFE & STYLE

Advertising Rates

When it comes to living life in Vanuatu there is no better guide. Our lifestyle magazine is published on the first Saturday of every month and inserted into The Daily Post newspaper. Vanuatu Life & Style magazine is packed full of stories and information relevant to local readers: feature stories, recommendations and reviews, cooking, What's On, DIY, dining guide, special interest stories, people profiles and more.



Local Knowledge

Made in Vanuatu

An archipelago of opportunities for a new generation of innovators



Switi has been a household name since before independence...

Yet even though the challenges of producing, marketing and selling a locally made product for domestic consumption may be extreme, some local groups have raised the odds and are beginning to take on world renowned brands with domestic products made 100% in Vanuatu.

The iconic alcohol beverage brand called TUSPER and the Switi ice cream are two trail blazing products which have gained consumer loyalty of the Ni Vanuatu citizens. Their multi-generational success has done much to show the way for a new generation of innovative products which capitalise on the unique virtues of local products.

"We don't use any other products. There are no fats in the chocolate, just cocoa and sugar"



Every bean has its own unique flavour...




70% of the volume of the chocolate with full cocoa bean only and we have 30% sugar. We don't use any other products. There are no fats in the chocolate, just cocoa and sugar." Ms. Walker said during an interview at the Aelan Chocolate Factory in the Stella Marie subdivision in Efate.

She doesn't concern herself with the likes of Cadbury and Nestle. The newly fledged chocolatier doesn't waver in her belief in the quality of her product, and firmly places her trust in her hard work and the fruit of the vine, as it were.

"It's true that sometimes people think that we cannot do it because of the energy, or we don't have enough people and actually it's the product that you've chosen. There are some niche markets that's what we are targeting. We are not competing with Nestle, Cadbury, those huge companies, we are doing completely different chocolate, going for very high quality chocolate, that's where Vanuatu can go."

When we say 70% we are using

Be seen and heard! Exclusive to our Vanuatu Life & Style advertisers, we've bundled up print and radio packages so you can make the most of your advertising budget.

Packages		
<p>Full Page Colour Ad PLUS 90 Spots on</p>  <p>175 x 237mm</p> <p>VT 55,000</p>	<p>Half Page Colour Ad PLUS 70 Spots on</p>  <p>175 x 115mm</p> <p>VT 35,000</p>	<p>Quarter Page Colour Ad PLUS 50 Spots on</p>  <p>85 x 115mm</p> <p>VT 25,000</p>