

RATE CARD 2017/18

The Zen-like surrounds at the Purple Cabin - Cape Palliser NZTODAY issue 73 - Story and photo by Jane Dove Juneau

MAGAZINE ADVERTISING RATES

SIZE	RATE	3 ISSUES or more
Double page spread	\$4,995	\$3,995
Full page	\$2,795	\$2,295
Half page	\$1,495	\$1,095
Third page	\$995	\$795
Quarter page	\$795	\$595
Banner	\$450	\$350

Small Display, 12 months	\$1200
Small Display, single issue	\$250

All rates quoted are non Commission bearing and +gst.

Premium Positions

Inside Front Cover	+ 33%
Inside Back Cover	+ 33%
Back Cover	+ 50%
Specified Positions	+ 20%

DEADLINE DATES

Issue / Month / Year	Ad supply deadline	On sale
#76 Oct / Nov 17	Thu 28 Sep 17	Mon 09 Oct 17
#77 Dec / Jan 18	Thu 23 Nov 17	Mon 04 Dec 17
#78 Feb / Mar 18	Wed 17 Jan 18	Mon 29 Jan 18
#79 Apr / May 18	Wed 14 Mar 18	Mon 26 Mar 18
#80 Jun / Jul 18	Wed 16 May 18	Mon 28 May 18
#81 Aug / Sept 18	Wed 18 Jul 18	Mon 30 Jul 18
#82 Oct / Nov 18	Wed 12 Sep 18	Mon 24 Sep 18
#83 Dec 18 / Jan 19	Wed 14 Nov 18	Mon 26 Nov 18

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AD SIZE

Dimensions	Width x Height (mm)
Double Page Spread	430 x 297 + 5mm bleed
Full Page	215 x 297 + 5mm bleed
Half Page Vertical	92 x 270
Half Page Horizontal	190 x 133
Third Page Vertical	60 x 270
Third Page Horizontal	190 x 87
Quarter Page Vertical	92 x 133
Quarter Page Horizontal	190 x 63
Trade Directory	65 x 50
Banner	190 x 40

FILE TYPES ACCEPTED

- PDF, fonts embedded or outlined, all images 300ppi, CMYK.
- JPEG, 300ppi resolution.

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