



creme



MEDIA KIT 2012


New Zealand Magazines



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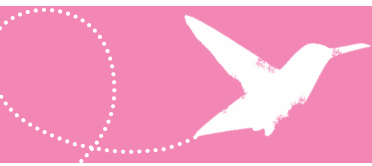
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To December 2012



MAGAZINE SYNOPSIS

Creme is the top-selling teen magazine* and continues to be the fastest-growing teen magazine in the country. With 100% Kiwi content, we like to think of *Creme* as the cool older sister and confidante New Zealand girls can turn to for advice, fun and inspiration about everything that is important to them. *Creme* is a New Zealand girl's best friend.

RECENT ACCOLADES

- 2009 MPA Lifestyle & Mass Market Magazine – Highly Commended
- 2010 MPA Magazine of the Year Youth & Pop Culture category – Highly Commended

THE FABRIC OF CREME

Creme is written and produced by people who understand the teen and pre-teen market intimately. Our readers know what they want to see in the magazine and are very vocal in telling us their thoughts. In fact, one of our greatest strengths is the high level of interaction we have with our readers. It is because of this close communication that our readers feel they have ownership of the magazine and hold it close.

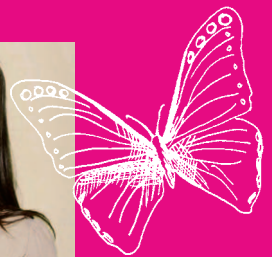
What also sets *Creme* apart from our competitors is our New Zealand focus and socially responsible stance. We at *Creme* think the teen years should be an enjoyable and fun experience. Yes, there are boys, but there are no scare tactics. We think adulthood comes soon enough.

So what's in store for 2011? As always, celebrity news and fashion are highly rated sections and will be regular features. But stay tuned, as each and every month we cover all the other topics important to New Zealand girls.

At a glance...



Editor: Alice O'Connell



■ NZ's top-selling teen magazine*

■ Readership: 153,000 readers

■ Circulation: 20,102

■ Website: www.creme.co.nz

Source: Nielsen Consumer & Media Insights July 2010–Sept 2011.
* NZ Audited Bureau of Circulation, Jan–Dec 2011.





FACTS YOU SHOULD KNOW ABOUT CREME...

- With a circulation of 20,102 , we are the top-selling teen magazine in New Zealand
- 153,000 readers every month
- *Creme* reaches 38% of teen girls 10-14
- *Creme* reaches 35% of teen girls aged 10-17

TARGET	READERS	% of <i>Creme</i> readers	Index against population
Total <i>Creme</i> readers	153,000	100	

TOP LINE DEMOGRAPHICS			
Females aged 10-14	54,000	38%	
Females aged 15-19	40,000	26%	

LIFESTYLE			
Like to keep up with latest fashion	66,000	43%	285
Enjoy shopping for clothes/personal items	100,000	66%	177
Would be lost without my mobile phone	72,000	47%	137
Played sport in the last year	125,000	82%	119
Have been to the movies in the last 6 months	119,000	78%	140
Surfed the internet in the last month	91,000	60%	109
Have a games machine at home	91,000	60%	156
Say music is important to them	93,000	61%	113
Like to enter competitions	91,000	59%	173

KEY:
% of *Creme* readers: the percent of *Creme* readers that exhibit that characteristic or behaviour. For example, 40% of *Creme* readers like to keep up with the latest fashion.

Population index: How likely *Creme* readers are to have that characteristic/behaviour compared to the NZ population aged 10+. An index over 100 means that *Creme* readers are more inclined to exhibit that behaviour than average. For example, with an index of 162, *Creme* readers are 62% more likely to be lost without their mobile than the average NZ population .

Source: Nielsen Consumer & Media Insights AP10+, Jul 10 - Sept 2011
*NZ Audited Bureau of Circulation, Jan - Jun 2011

At a glance...

■ Readers: 153,000

■ NZ Circulation: 20,102*



Advertising Deadlines 2011/12

creme

ISSUE DATE	ON SALE	BOOKING	ADVERTORIAL	MATERIAL	CANCELLATION
January	19 December	7 November	18 Octoberr	15 Novemberr	3 October
February	16 January	28 November	10 November	8 December	31 October
March	13 February	5 January	5 December	16 January	12 December
April	19 March	13 February	30 January	23 February	10 January
May	16 April	15 March	20 February	19 March	6 February
June	14 May	13 April	20 March	17 April	5 March
July	18 June	14 May	27 April	22 May	9 April
August	16 July	14 June	22 May	19 June	7 May
September	20 August	12 July	19 June	17 July	5 June
October	17 September	16 August	17 July	21 August	9 July
November	15 October	13 September	21 August	18 September	3 August
December	19 November	15 October	25 September	23 October	10 September



IMPORTANT NOTE

- Extensions by application.
- Insertion instructions must refer to issue dates.
- Deadline dates may be brought forward to work around public holidays. Please confirm at time of booking.



ADVERTISING RATES

RUN OF MAGAZINE

Full Page	\$3,950
Double Page Spread	\$6,750
Half Page	\$2,250
Third Page	\$2,050
Inserts, Loose & Bound	POA
Sponsorship Strips	POA

DESIGN COSTS

DESIGN AND LAYOUT OF 4-COLOUR ADVERTISEMENTS

Half Page	\$400
Full Page	\$620
Double Page Spread	\$850

IMPORTANT NOTE

- We are unable to guarantee positions for part page space.
- Special positions – 15% loading.
- All prices quoted are exclusive of GST.
- All advertising is booked under the current terms and conditions of the publisher, see soldonapn.co.nz/nzmags
- Prices effective from 1 January 2011.

DIMENSIONS (width x depth)

	TYPE/LIVE ART	TRIM	BLEED
Full Page	185 x 250mm	210 x 275mm	220 x 285mm
Double Page Spread	385 x 250mm	420 x 275mm	430 x 285mm
Half Page Vertical	87 x 250mm	100 x 275mm	110 x 285mm
Half Page Horizontal	185 x 122mm	210 x 135mm	220 x 145mm
Third Page Vertical	60 x 250mm	70 x 275mm	80 x 285mm
Third Page Horizontal	185 x 82mm	210 x 92mm	220 x 102mm
Half Page DPS	385 x 122mm	420 x 135mm	430 x 145mm

IMPORTANT NOTE

- Please centre Type/Live Art area within Trim. This will ensure all essential information is printed and not trimmed off in the magazine production process.
- Half Page Horizontal, Double Half Page Spread, 1/3 Page Horizontal bleed 2 sides and bottom only.
- 6mm bleed required on all sides outside trim measure.
- DPS – factor approx 10mm into design for centre fold.





LOOSE INSERTS

MINIMUM SIZE 115mm D x 100mm W
 MAXIMUM SIZE 250mm D x 178mm W

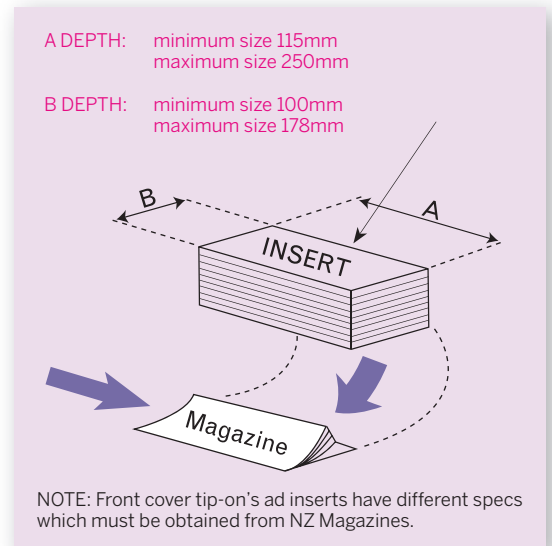
NOTE: Width is away from spine and insert is picked up from spine only.

For inserts other than a single sheet the maximum size from the closed fold or bound edge is 178mm.

NOTE: Concertina Folds are unable to be inserted.

MINIMUM WEIGHT
 Single Sheet 100gsm
 Two or more pages 60-70gsm

MAXIMUM WEIGHT
 Single Sheet 200gsm



BOUND INSERTS

MINIMUM SIZE 140mm D x 120mm W
 MAXIMUM SIZE 275mm D x 200mm W (trimmed)

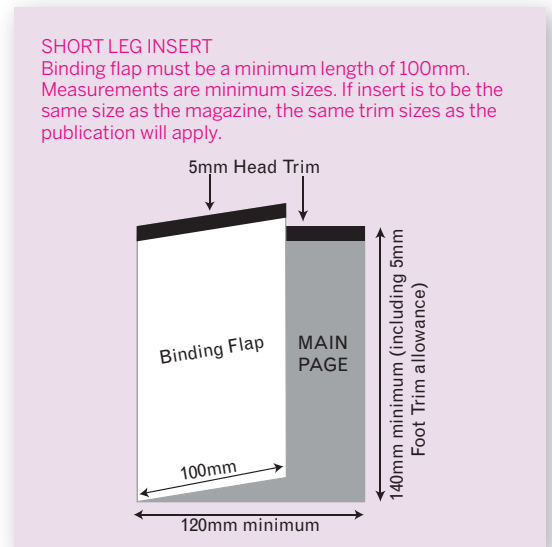
Inserts which are to the maximum size must include all live art within the live art measurement – 250mm D x 178mm W.

Allow 5mm trim at head. Multiple page inserts must have a 5mm high folio lap feed edge (fore-edge). Full technical specifications available on request.

'SHORT LEG' INSERTS

MINIMUM SIZE
 140mm D x 120mm W x 100mm (short leg)

MINIMUM WEIGHT
 115gsm (medium to light- weight card stock)

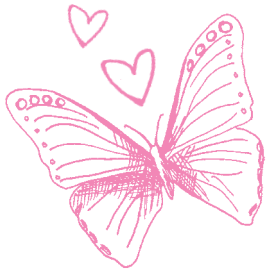
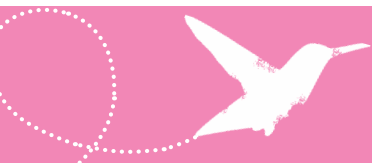


GENERAL INFORMATION

- At the time of booking either a mock-up or sample insert must be supplied to *Creme*.
- All 'loose' inserts should be supplied as a finished product, trimmed with no laps.
- For part or regional runs we reserve a 2% margin of error.
- It is important that all inserts are uniformly packed in cartons, or strapped and banded into bundles of a hundred and stacked on pallets so as not to damage lap or feed edge.
- The delivered condition of inserts is of paramount importance and if, for whatever reason, they become damaged in transit to PMP Print the supplier will be notified and will be responsible for any extra charges incurred.

DELIVERY DEADLINE
 All inserts to be delivered to:
 PMP PRINT
 Inwards Goods
 2 Narek Place
 Manukau City
 Attn: Craig Lehrke

No later than fourteen days prior to the date of the *Creme* issue into which they are being inserted (cartons marked with the number of inserts, the magazine title and issue date for the attention of Craig Lehrke). No variations to the above specifications will be accepted unless with the prior approval of the PMP Print.



ACCEPTABLE MEDIA

Our preferred method for electronic file delivery is via Quickcut/Pagestore online. Refer to www.quickcut.co.nz. Other forms of acceptable media delivery is Compact Disc and Email. Unless specifically requested, CD-ROM disks will not be returned. Ensure contact details are included in case there are any further enquiries. If the supplied disk contains multiple files, the material must be grouped into one folder per advert, indicating the publication title and date of insertion.

FILE PREPARATION GUIDELINES

When preparing your document it is important to consider the following production guidelines:

- All colours to be used within the document should be set to print as process separations (CMYK), unless special colours are required.
- When using 100% black to block out pictures and backgrounds, please use 50-60% cyan and 1-2% magenta and yellow in the mix. This enables the RIP to knock-out all colour behind the black. Black type should be left as 100% black so it continues to overprint.
- Undercolour removal: The maximum ink film weight for 4 colours is 300%.
- The black colour in 4-colour separation printing on lightweight coated papers is required to have more contrast: Maximum of 70% in shadow. Highlight dropped to 0% at approximately 30% in tonal scale.
- Coloured type: Avoid printing fine type or lines in two or more overprinting colours. A screen of no more than 30% density for the background is recommended where type is overprinting.
- Reverse type: Maximise the contrast between the reversed type and the image. The key colour should carry the shape of the reverse and the undercolours should be spread to reduce press register problems. Small reversed type with fine serifs should be avoided at all times.
- Screen angles:

Magenta	45
Cyan	105
Yellow	90
Black	75
- Our order printing is: Black, Cyan, Magenta and Yellow.
- Grey balance must be built in to the file.
- Fonts used should be Postscript Type 1 and Type 3 only.
- The document size should be made to the final trimmed page size of the publication.
- When an image is required to bleed off the page you should allow 5mm past the trim.
- Images and graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the RGB colour mode are not acceptable.
- Other image formats such as JPEG, PICT, etc. may not image correctly and should not be used.
- The input resolution of your images should be 300 dpi. Higher resolutions will not increase the quality of your images but will significantly increase the size of the file and any subsequent processing of them.
- File names should be unique and less than 20 characters in length. They should consist of alphabetical and numerical characters only. The use of symbols, spaces and dots within the names is not recommended, however the use of underscore_ to separate characters is acceptable.
- When placing images in a document, it is not recommended to enlarge or rotate images. Any image manipulation should be done within Photoshop.
- NZ Magazines run a Mac based production system.

IMPORTANT NOTE

Creme will not accept responsibility for printing problems incurred as a result of material not being supplied to these specifications. For any additional proofing information please contact appropriate supplier.

NOTE: It is recommended that only PDF files are supplied. Any open file is time consuming and may incur extra costs.

SUPPORTED FILE TYPES OF THE CREO WORKFLOW

PDF

- Create PDF file with Acrobat Distiller or in built PDF engine
- Make sure ALL fonts are embedded.
- Supply SINGLE PAGES only.

POSTSCRIPT

- Postscript, along with PDF is the desired file format for CTP. Please use pre-separated, Level 1 and Level 3 postscripting, making sure ALL fonts are embedded.

EPS

- Composite
- DCS Level 1 (5 file)
- DCS Level 2 (single and multiple files)
- For EPS files, be sure to embed all fonts, and include ALL fonts on the disk with the job, or convert all fonts to paths. DO NOT use JPEG compression in the EPS file!

TIFF

- CMYK only!
- Resolution should be final LPI x 2 (i.e. for a 150 LPI job, the image should be 300 dpi).
- Please do not apply any compression (LZW or otherwise) to TIFF files for the best results.

OTHERS

- For other desktop publishing/illustration applications not listed, please export the file in Postscript format if possible, using the criteria defined above.

PROOFING

We require that all files be supplied with an industry recognised digital press proof – e.g. Epson Stylus Pro or an equivalent; refer to 3DAP guidelines at www.3dap.com.au for a full list of approved digital proofing options. In addition, laser hard copy should be supplied as composite plus separations.

If we are required to produce a press proof (Epson Stylus Pro) for client approval, the following charges will apply:

Full Page	\$25.00 + GST
Double Page Spread	\$50.00 + GST

Please notify NZ Magazines, as a deadline extension may be required to allow for approval turnaround.

No responsibility is accepted for proofs which do not conform to these specifications. Black and white and colour laser proofs are not accurate for web offset printing and are NOT ACCEPTABLE. If supplied, they will be used as a guide only and on an 'all care no responsibility' basis.

POINTS OF CONTACT

All enquiries regarding specifications and material deadlines should be directed to:

NZ MAGAZINES

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