



# Directions

Keeping New Zealanders Moving

## ICONIC KIWI BRAND

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It's not all motoring, but there is plenty of valuable information relevant to motorists. Travel is a big part of the AA too – and that is given ample space, with road trips, features on destinations and holiday ideas.

We also have a new AA *Directions* website, [www.aadirections.co.nz](http://www.aadirections.co.nz) – which includes content from the magazine, as well as interactive web-only elements.

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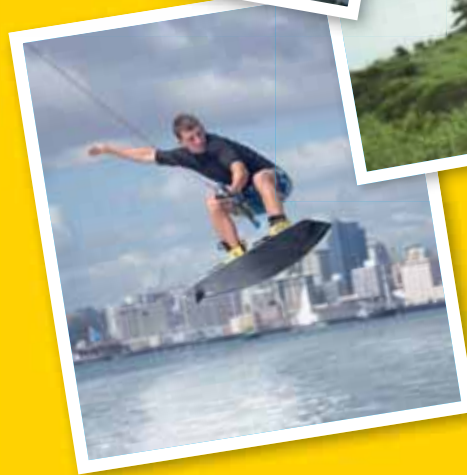
AA *Directions* presents the perfect opportunity to align your brand with a million-plus member club.

## OUR READERS' FAVOURITE AND MOST-READ SECTIONS ARE:

- Travel (both international and domestic), with nearly 90% enjoying reading these stories.
- Motoring issues and news, with two-thirds (66%) of readers enjoying these sections.
- The main feature e.g. Top Secrets (Autumn 2009), Treasure Keepers (Winter 2009).

## AA DIRECTIONS DELIVERS EXCELLENT RESULTS FOR OUR ADVERTISERS

- Over three quarters (77%) of readers rate the advertisements in AA *Directions* as 'excellent' or 'good.'
- Nearly half of all readers have purchased a product or service directly as a result of seeing an advertisement or insert in the magazine.



- 105 years old.
- One of New Zealand's most esteemed and trusted brands.
- Member-owned.
- Growing fast. The AA has high market penetration, with 1.26 million members; over 90,000 new members join each year.

## READER PROFILE

### AFFLUENT MARKET

- 719,000 (76%) fall into the affluent 40+ years age bracket
- 355,000 (38%) have a Household Income \$80,000 plus
- 154,000 (16%) have a Household Income \$120,000 plus
- 208,000 (22%) are employed in the top 3 occupation groups
- 100,000 (10%) are socio-economic level 1 grouping, that's 36% more likely than the total population
- 431,000 (46%) own their homes without a mortgage, that's 55% more likely than the total population
- 185,000 (20%) own a gold credit card, that's 61% more likely than the total population

### HIGH VALUE CONSUMERS

- 464,000 (49%) are the main household shopper
- 359,000 (38%) are high value travellers (i.e. more likely to have travelled overseas in the last year (Index 117), been to long haul destinations (Index 134) and to have flown first or business class (Index 126)
- 157,000 (16%) bought a new car last year, that's 50% more likely than the total population
- 474,000 (50%) have dined out at a restaurant last month
- 492,000 (52%) have carried out home renovations in the last year



### PURSUE HEALTHY LIFESTYLES

- 640,000 (68%) avoid foods that are unhealthy (Index 119)
- 663,000 (70%) exercise regularly (Index 114)

### ENVIRONMENTALLY AWARE AND SHOP ACCORDINGLY

- 555,000 (59%) buy household products that won't pollute (Index 119)
- 450,000 (47%) buy environmentally friendly products (Index 114)
- 528,000 (56%) try to buy NZ Made (Index 121)

### SPORTING PARTICIPATION/INTERESTS

- 609,000 (64%) are interested in gardening
- 120,000 (13%) played golf last year
- 219,000 (26%) attended a rugby union game last year

**CIRCULATION** (FOR SIX MONTHS ENDED JUN 2009)  
**ABC audited** **527,995**

**READERSHIP** (NIELSEN NRS)  
**July 2008 – June 2009** **948,000**

Key: Index – Against the total population aged 10+, to be read as more (Over 100) likely to read *AA Directions* than the average population

Source: Nielsen National Readership Survey July 2008 – June 2009



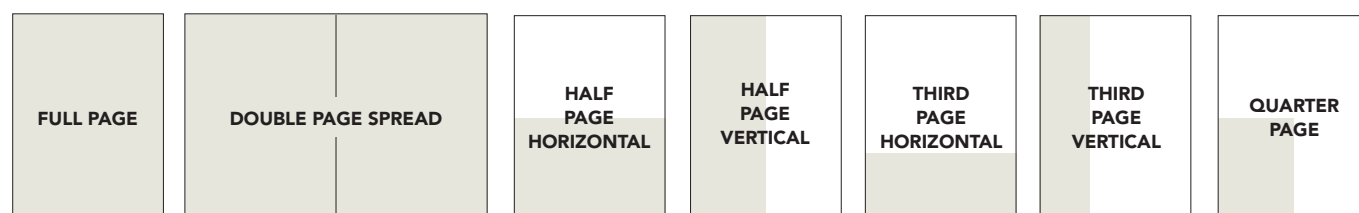
# ADVERTISING RATES

INSERTION NO.	1X	2X	3X
Full Page	\$13,250	\$12,588	\$11,925
Double Page Spread	\$21,200	\$20,140	\$19,080
Half Page	\$7,740	\$7,353	\$6,966
One-Third Page	\$6,680	\$6,346	\$6,012
Quarter Page	\$4,770	\$4,532	\$4,293

Note (all rates exclude gst)

INSERTS	
Full run	\$80 per 1000
50,000	\$110 per 1000
100,000	\$95 per 1000
200,000	\$90 per 1000

SPECIAL POSITIONS		
Inside front cover	Single page	\$14,840
	Double-page spread	\$24,380
Outside back cover		\$14,840
Right hand page or guaranteed position		+15%



## ADVERTISING MATERIAL AND BOOKINGS

Kerry McKenzie  
**Phone** +64 9 589 1054  
**Mobile** 027 596 9979  
**Fax** +64 9 589 1055  
**Email** kerry@hawkhurst.co.nz  
**Material** production@hawkhurst.co.nz

## COURIER DETAILS

Saimah Khan  
**Hawkhurst Media Services Ltd**  
 Unit 11, 248-250 Marua Road  
 Ellersie, Auckland 1051  
 New Zealand



## PAGE SPECIFICATIONS

	IMAGE (MM)	TRIM (MM)	BLEED (MM)
Full Page	250 x 180	275 x 202	5 all round
Double page spread	250 x 385	275 x 404	5 all round
Half page horizontal	120 x 180	135 x 202	5 all round
Half page vertical	250 x 90	275 x 101	5 all round
One third horizontal	75 x 180	90 x 202	N/A
One third vertical	250 x 60	275 x 65	5 all round
Quarter page	120 x 90	135 x 95	5 all round

**Image area.** All type and important images must be included within this area.

## 2010 DEADLINES

ISSUE	BOOKINGS	MATERIAL	RECEIVED BY MEMBERS
Autumn 2010	27 January	5 February	19-26 March
Winter 2010	20 May	2 June	14-21 July
Summer 2010	25 August	8 September	19-26 October

### ADVERTISING MATERIAL AND BOOKINGS

Kerry McKenzie

**Phone** +64 9 589 1054

**Mobile** 027 596 9979

**Fax** +64 9 589 1055

**Email** [kerry@hawkhurst.co.nz](mailto:kerry@hawkhurst.co.nz)

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# MATERIAL GUIDELINES

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## WHEN CREATING A PDF

- When distilling, please use the default PRESS OPTIMISED setting. Also, please ensure that 'OPI Comments' in your Distiller settings are switched OFF.
- Please use the Acrobat Distiller PPD in your Postscript file set-up.
- Ensure your set-up embeds all fonts. Fonts used should be Postscript Type 1 (TrueType fonts can cause errors and job will have to be re-supplied with correct Postscript Type 1 fonts.)
- All images must be at 300dpi and must be converted to CMYK before postscripting (no RGB or LAB colour).
- Please allow 5mm bleed with trim marks showing.
- Ads should be accurately centred within the area of the PDF. Make the postscript page size 1mm bigger all around than the ad bleed size. Uncheck Printer's Marks and Page Information in the Print Paper panel.
- Postscript your file as a composite Postscript file and NOT as separations. This is most important.
- Please do not embed any colour profiles within either your scans or finished document. (In most cases, these have found to be inappropriately set up for litho printing specifications. See below for correct scanning specifications.
- It is important that you check your PDF file for accuracy in Acrobat Reader before sending it. If it doesn't look right on your screen, it is highly unlikely that it will reproduce correctly in filmwork. Check that **(a)** all images appear **(b)** fonts are correct **(c)** colours are applied to elements correctly **(d)** logos and graphics appear correctly
- Please do not use application shortcuts when making pdf files. They often do not work or achieve an incorrect result.

## SCANNING SPECIFICATIONS

- DPI for colour/grayscale scans: 300dpi minimum, 350dpi maximum.
- Total ink should be around 330-340 with minimal undercolour removal.
- Highlight and shadow in black separation in four-colour scan: 0-80%.
- Highlight and shadow in greyscale scan: 3-95%.

## GENERAL CONDITIONS

- Every effort will be made to ensure the insertion of an advertisement in accordance with the scheduled instructions, but no liability is accepted for any loss occasioned by omission, displacement or error.
- Full payment must be remitted by 20th of month following date of invoice. The Publisher reserves the right to suspend or cancel any contract if the advertiser or its agency fails to pay accounts by the due date.
- Positions are at the discretion of the Publisher, except where agreed in writing on the contract.
- The Publisher reserves the right to reject any advertisement which, in its opinion, may be considered unsuitable for publication.
- All advertising material must remain in the possession of the Publisher until publication day.
- Press-ready PDFs are required and where extra work is required, the cost will be charged to the client or agency.
- No cancellations can be accepted unless notice is received in writing three weeks before booking deadline.

## SUPPLY OF PROOFS

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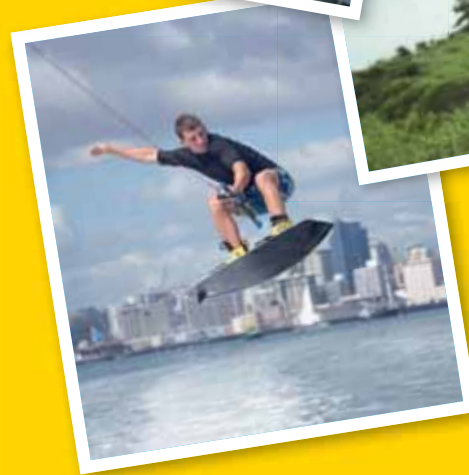
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# DIRECTORY ADVERTISING RATES

(All rates exclude gst)

## TYPE-ONLY RUN-ON MINI AD SIZES AND RATES

Minimum run-on ad is five lines @ \$199

Each extra line of type @ \$35. Column width is 34mm

## MINI ADS DISPLAY RATES

1 unit	2 units	3 units	4 units
\$527	\$1001	\$1461	\$1895

No frequency discounts apply to these sizes below:

Special maxi unit (1/3 of page)	\$3570
Health and Wellbeing (1/6 of page)	\$1995
Seasonal offers (1/6 of page)	\$1995

All prices above are quoted in NZ dollars and exclude GST

## HOME & GARDEN DISPLAY RATES

1 unit	2 units	3 units	4 units
\$915	\$1825	\$2737	\$3650

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## FREQUENCY DISCOUNTS (APPLICABLE OVER CONSECUTIVE ISSUES)

2 insertions	Less 5%
3 insertions	Less 7.5%
4 insertions	Less 10%

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## TERMS OF PAYMENT

### First-time and casual advertisers:

terms are strictly payment with order either by cheque, Visa or Mastercard. We will issue order confirmations and statements.

**Regular advertisers:** accounts by arrangement.

## FOUR-COLOUR MINI AD MATERIAL SPECIFICATIONS

Digital advertising material for *AA Directions* magazine display mini ads is PREFERRED IN PRESS-READY PDF FORMAT, or the following format – having created the file, please save and supply as a fully embedded EPS file, but with a TIFF or a PICT preview for downloading in PC format.

*AA Directions* is printed in four-colour process only, so all images should be CMYK at 300dpi.

If possible, please include some form of hard-copy proof and the contact details of the person who created the digital file.

If unsure about any aspect regarding supply of digital material for mini ads advertising, please contact Saimah Khan on 09 589 1054.

**Please note:** We accept digital mini ads display advertising by e-mail to [production@hawkhurst.co.nz](mailto:production@hawkhurst.co.nz)

## ART PRODUCTION

If you require production of a four-colour mini ad from supplied copy and images, the following charges apply:

1 unit = \$30 + \$15 per additional unit thereafter, plus GST.

## ADVERTISING MATERIAL AND BOOKINGS

Debbie Bishop  
**Hawkhurst Media Services Ltd**  
PO Box 90 059  
Victoria Street West  
Auckland 1142  
New Zealand.

**Phone** +64 9 589 1054  
**Mobile** 021 340 360  
**Fax** +64 9 589 1055  
**Advertising** [debbie@hawkhurst.co.nz](mailto:debbie@hawkhurst.co.nz)  
**Material** [production@hawkhurst.co.nz](mailto:production@hawkhurst.co.nz)  
**Website** [www.hawkhurst.co.nz](http://www.hawkhurst.co.nz)

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