

## ADVERTISING RATES

### RUN OF MAGAZINE

|                                  |            |
|----------------------------------|------------|
| Full Page                        | A\$6,446   |
| Double Page Spread               | A\$12,313  |
| Advertorial Full Page            | A\$6,446*  |
| Advertorial DPS                  | A\$12,313* |
| Three Quarter Page               | A\$5,000   |
| Half Page                        | A\$3,636   |
| Double Half Page Spread          | A\$7,272   |
| Double Quarter Page Spread       | A\$5,090   |
| Third Page                       | A\$3,140   |
| Quarter Page                     | A\$2,545   |
| Eighth Page                      | A\$1,570   |
| Inserts, Loose & Bound           | POA        |
| Kitchen Notebook/Shopping Basket | A\$2,500   |

## PREMIUM POSITIONS

Guaranteed positions include 15% loading

|                          |           |
|--------------------------|-----------|
| Inside Front Cover       | A\$14,160 |
| Outside Back Cover       | A\$7,413  |
| First Double Page Spread | A\$14,160 |
| First Right Hand Page    | A\$7,413  |

## DESIGN COSTS

|           |        |
|-----------|--------|
| Half Page | A\$375 |
| Full Page | A\$550 |
| DPS       | A\$850 |

### IMPORTANT NOTE

- \* Plus production cost (for photography, copywriting and design) of A\$826.40 per page
- All advertising is booked under the current terms and conditions of the publisher, see [soldonapn.co.nz/nzmags](http://soldonapn.co.nz/nzmags)
- Prices effective from 1 January 2009.

## DIMENSIONS (width x depth)

|                            | TYPE/LIVE ART | TRIM             | BLEED     |
|----------------------------|---------------|------------------|-----------|
| Full Page                  | 177x250mm     | <b>200x275mm</b> | 212x287mm |
| Double Page Spread         | 376x250mm     | <b>400x275mm</b> | 412x287mm |
| Half Page Vertical         | 87x250mm      | <b>99x275mm</b>  | 111x287mm |
| Half Page Horizontal       | 177x122mm     | <b>200x134mm</b> | 212x146mm |
| Double Half Page Spread    | 376x122mm     | <b>400x134mm</b> | 412x146mm |
| Double Quarter Page Spread | 376x60mm      | <b>400x72mm</b>  | 412x84mm  |
| 1/3 Page Vertical          | 56x250mm      | <b>68x275mm</b>  | 80x287mm  |
| 1/3 Page Horizontal        | 177x80mm      | <b>200x92mm</b>  | 212x104mm |
| 1/3 Page Square            | 117x122mm     | <b>117x122mm</b> | No Bleed  |
| 1/3 Page Double Spread     | 376x80mm      | <b>400x92mm</b>  | 412x104mm |
| 1/4 Page Horizontal (6x4)  | 177x60mm      | <b>200x72mm</b>  | 212x84mm  |
| 1/8 Page (12x1)            | 56x122mm      | <b>56x122mm</b>  | No Bleed  |
| 3/4 Page Vertical          | 130x250mm     | <b>144x275mm</b> | 165x287mm |

### 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 and 1/3 Double Page Spread bleed 2 sides and bottom only.
- 6mm bleed required on all sides outside trim measure.
- 1 column width = 42mm
- DPS – factor approx 10mm into design for centre fold.