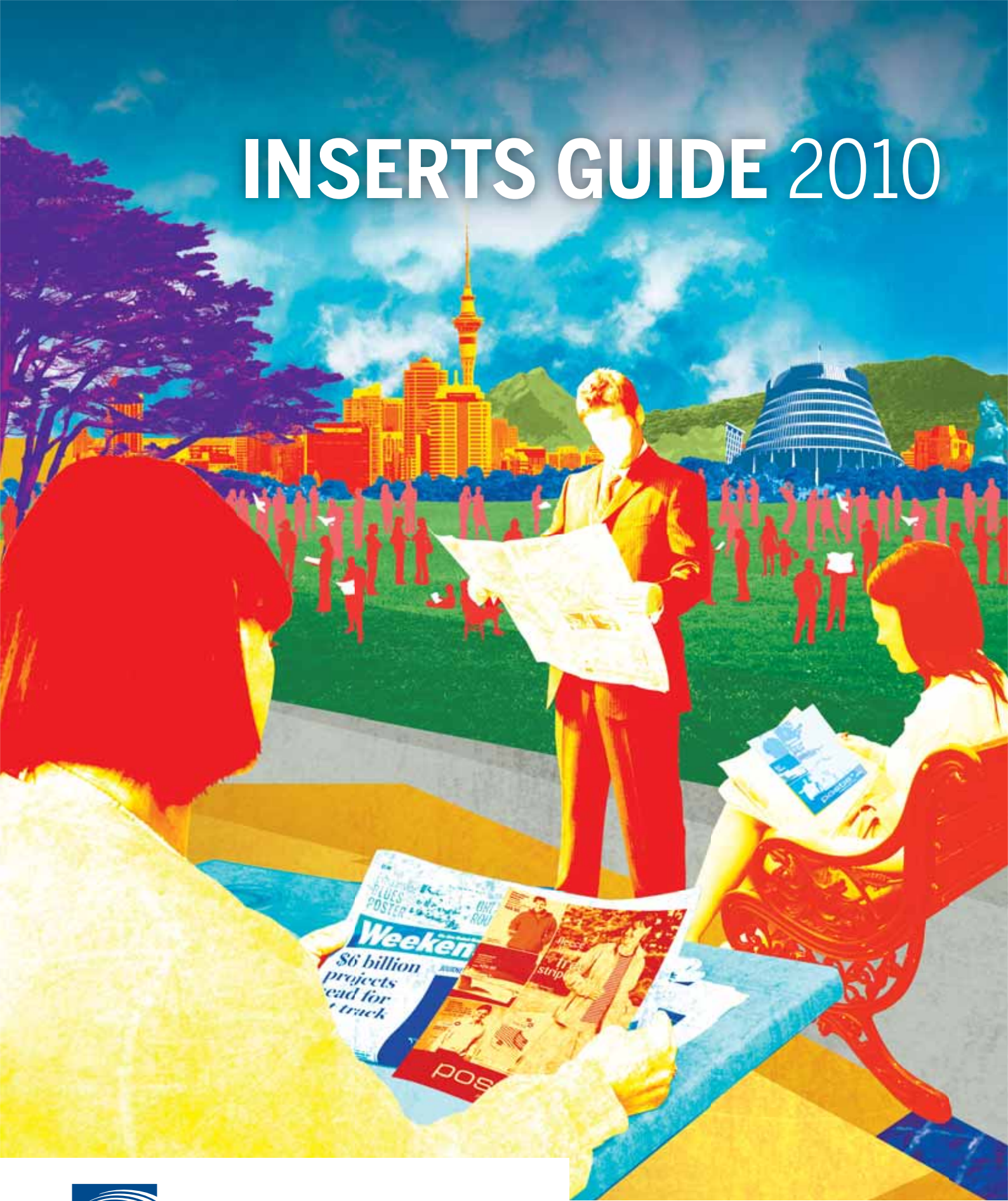


INSERTS GUIDE 2010



The New Zealand Herald

HERALD ON SUNDAY

New Zealand Magazines

APN REGIONAL NEWSPAPERS



COMMUNICATING WITH AN INSERT

Reach a range of unique and attractive audiences with APN's powerful portfolio of newspaper and magazine brands.

Every day consumers are bombarded with promotional messages. Achieving cut-through in today's cluttered market is becoming more and more difficult and capturing your target audience's attention is more important than ever before.

Seven days a week, we provide innovative yet simple solutions that will help you stand out from your competitors.

APN Inserts get into the hands of your key audience any day of the week, rain or shine (there are no bundles of soggy circulars that don't make it through the front door). By inserting your promotional material into our publications, your chances of reaching your potential market are improved, as an increasing number of letterboxes feature a 'no circulars' or 'no junk mail' sign.



COMMUNICATING WITH AN INSERT

WHICH BEST SUITS YOU?

Each of our publications features different sections attracting a distinct readership in addition to regular readers.

THE NEW ZEALAND HERALD

On top of Section A, World, Sport and Business the following sections are added:

- Monday:** Sports Monday, My Generation (monthly)
- Tuesday:** Travel
- Wednesday:** VIVA, SuperWheels, HeraldJobs, HeraldHomes, Commercial Property
- Thursday:** TimeOut, The Aucklander
- Friday:** The Business Herald, SuperSport/OnForm
- Saturday:** canvas, Weekend TimeOut, Review, HeraldHomes, Arts, HeraldCars, HeraldJobs, Commercial Property

HERALD ON SUNDAY

- View, Sunday Detours, Sundayhomes

APN REGIONAL PAPERS

Our APN Regional Daily papers – Northern Advocate, Bay of Plenty Times, Daily Post, Hawkes Bay Today, Wanganui Chronicle, Wairarapa Times Age and Oamaru Mail – offer their own distinctive daily environments. And our 40+ community newspapers provide further reach and distinctive audiences. Call us on 09 373 6440 to find out more.

NEW ZEALAND WOMAN'S WEEKLY

- New Zealand's top read magazine
- 72% of readership is female

NEW ZEALAND LISTENER

- New Zealand's top read weekly current affairs magazine
- 46% male / 54% female readership

CREME

- New Zealand's top selling teen magazine
- Reaches 44% of girls in New Zealand aged 10-17



OUTSIDE CENTRES AREAS AND QUANTITIES (Herald/Herald on Sunday)

“PICK AND CHOOSE” AREA OPTION AVAILABLE MON–FRI

NOTE: Contentious or misleading content may be rejected by editorial or management. Inserts deemed to be in contravention of APN policy regarding ‘space farming’ will also be refused. The New Zealand Herald and Herald on Sunday do not carry competitive inserts in the same issue, however this cannot be guaranteed.

ZONE	AREA	AREAS COVERED
3/4	WELLINGTON	Wellington, Bulls, Kapiti, Palmerston North
7	HAWKE'S BAY	Napier, Hastings, Waipukurau
8	TAUPO	Taupo, Karapiro, Murupara, Putaruru, Tokoroa, Turangi
9	TAUMARANUI	Taumaranui, Otorohonga, Waiouru, Ohakune, Taihape, Wanganui, Te Awamutu, Taranaki
10	ROTORUA	Rotorua, Opotoki
11	1ST TAURANGA	Tauranga, Whakatane, Te Puke, Ngatea, Paeroa, Mt Maunganui, Edgecumbe, Kawerau
12	2ND TAURANGA	Mangatawhiri, Thames, Whangamata, Katikati, Waihi, Pauanui, Whitianga, Paeroa
13	HAMILTON	Hamilton, Te Rapa, Cambridge, Huntly, Ngaruawahia, Raglan
14	1ST WHANGAREI	Whangarei, Kaikohe, Kaitaia, Omapere
15	2ND WHANGAREI	Whangarei, Kawakawa, Bay of Islands, Kerikeri, Russell
16	MATAMATA	Matamata, Bombay, Ohinewai, Morrinsville, Te Kauwhata, Te Aroha
17	DARGAVILLE	Dargaville, Warkworth, Wellsford, Ruawai, Mangawai
42	GISBORNE	Gisborne

For distribution numbers please call **APN Inserts Manager** on **(09) 373 6021**.



AUCKLAND METRO AREAS AND QUANTITIES (Herald/Herald on Sunday)

“PICK AND CHOOSE” AREA OPTION AVAILABLE MON–FRI

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TRUCK	AREA	AREAS COVERED
18	PUKEKOHE	Waiuku, Pokeno, Tuakau, Clevedon, Drury
NORTH		
19	WHANGAPAROA, OREWA	Coatesville, Paremoremo, Albany Nth
20	ALBANY, BROWNS BAY	Torbay, Rothesay Bay
21	DEVONPORT, MILFORD	Takapuna, Forest Hill, Campbells Bay, Mairangi Bay
22	BIRKENHEAD, NORTHCOTE	Birkdale, Hillcrest
WEST		
23	HELENSVILLE	Riverhead, Whenuapai, Massey
24	TITIRANGI, NEW LYNN	Hillsborough, Blockhouse Bay, Glen Eden
25	HENDERSON	Te Atatu North, Te Atatu South, Swanson
SOUTH		
26	MANGERE	Mangere East, Middlemore, Otahuhu, Airport, Middlemore Hospital
27	PAKURANGA, HOWICK	Howick East, Bucklands Beach
28	EAST TAMAKI	Beachlands, Wiri, Otara, Papatoetoe, Botany Downs
29	MANUREWA, PAKAKURA EAST	Papakura West, Takanini
CENTRAL		
30	ONEHUNGA	Penrose
31	CENTRAL CITY	City Hotel Van
32	MEADOWBANK, MT WELLINGTON	Ellerslie, Panmure
33	AVONDALE, SANDRINGHAM	Pt Chevalier, Mt Albert, Mt Roskill, Balmoral, Three Kings
34	CBD	Auckland Hospital, Grafton, City Street Sellers, Parnell
35	ST HELIERS, MISSION BAY	Orakei, Kohimarama
36	EPSOM, MT EDEN	Greenlane, Greenlane Hospital, Morningside
37	PONSONBY	City West, Richmond, Herne Bay
38	REMUERA	Newmarket North/Central

For distribution numbers please call **APN Inserts Manager** on **(09) 373 6021**.

COUNTRY WIDE AREAS AND QUANTITIES (APN Regional Papers)

“PICK AND CHOOSE” AREA OPTION AVAILABLE MON–SAT.

NOTE: Contentious or misleading content may be rejected by editorial or management. Inserts deemed to be in contravention of APN policy regarding ‘space farming’ will also be refused.

NEWSPAPERS		AVERAGE DAILY DELIVERY	AREAS COVERED
NORTHLAND	Northern Advocate	14,000	Wellsford to the North Cape
	Whangarei Report	32,000	Waipu Cove to Whangaruru, Russell, Dargaville
	Northland Age	5,800	Kawakawa to Cape Reinga, Kerikeri
WAIKATO	Hamilton This Week	46,300	Hamilton City, Raglan, Hamilton Rural
	Te Awamutu Courier	11,900	Ohaupo, Te Awamutu, Pirongia, Kihikihi, Arapuni
BAY OF PLENTY	Bay of Plenty Times	26,500	Mt Maunganui , Papamoa, Te Puke, Katikati, Waihi Beach
ROTORUA/TAUPO	Bay News	47,400	Papamoa, Mount Maunganui, Welcome Bay, Bethlehem
	Rotorua Daily Post	12,000	Rotorua, Whakatane, Opotiki, Kawerau, Reporoa
	Rotorua Weekender	24,200	Rotorua, Whakatane, Kawerau, Reporoa, Murupara, Taupo
	Eastern Bay News	20,000	Eastern Bay, Matata, Awakeri, Te Teko, Whakatane
	Taupo Weekender	13,800	Taupo, Omori, Kuratau, Pukawa, Whakapapa, Te Rangitua, Te Hoi
TARANAKI	Stratford Press	9,500	Stratford, Eltham, Inglewood, Tahora, Kaponga, Te Roti
HAWKE'S BAY	Hawke's Bay Today	31,000	Napier, Taradale, Wairoa, Hastings, Dannevirke, Central Hawkes Bay
	Hastings Leader	22,100	Hastings, Havelock North, Clive, Te Awanga, Haumoana, Flaxmere
	Napier Courier	24,100	Napier City and Taradale
WANGANUI	Wanganui Chronicle	13,200	Wanganui, Marton, Waverley, Bulls, Fielding, Taumaranui
	Wanganui Midweek	18,400	Wanganui Urban area plus Bulls, Waverley, Marton
WAIRARAPA	Wairarapa Times Age	7,500	Pahiatua to Cape Palliser, Masterton Borough and County
	Wairarapa Midweek	19,600	Pahiatua & Akitio to Cape Palliser
MANAWATU	Guardian Palmerston North	37,600	Palmerston North, Feilding, Ashhurst, Linton
HOROWHENUA	Horowhenua Chronicle	15,500	Foxton, Tokomaru, Shannon, Levin, Manakau, Otaki, Te Horo
	Kapiti News	23,500	Kapiti, Paekakariki to Otaki North
WELLINGTON	Cook Straight News	32,000	Oriental Bay to Owhiro Bay and Mt Crawford to Moa Point
	Independent Herald	30,000	Glenside to Aro Valley
	Wainuiomata News	6,700	Wainuiomata to Pencarrow
	Porirua News	20,000	Karehana Bay to Southgate
CHRISTCHURCH	The Star	103,000	Christchurch and districts
OAMARU	Oamaru Mail	3,500	Kurow, Waimate, Oamaru, Rural Oamaru

PRICING

For enquires contact the Inserts Manager on (09) 373 6021 or 021 334441.

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COSTINGS (Commission Bearing to Accredited Agencies)		
THE NEW ZEALAND HERALD		
Mon-Fri CASUAL RATE		
25,000 (minimum) – 100,000 inserts		NZ\$72.50 + GST per 1000
Metro or full circulation inserts (above 100,000)		NZ\$62.50 + GST per 1000
Note: for magazine-style items, or inserts with a pagination of more than 24 pages, rates will supplied on application.		
WEEKEND HERALD		
PREMIUM RATE*		NZ\$72.50 + GST per 1000
CASUAL RATE*		NZ\$62.50 + GST per 1000
*Must distribute to greater Auckland or full circulation		
The new format has two insert slots. The premium slot comes up first (with Canvas), the casual slot in the next fold (with Weekend)		
Note: for magazine-style items, or inserts with a pagination of more than 24 pages, rates will supplied on application.		
HERALD ON SUNDAY		
CASUAL RATE		NZ\$62.50 + GST per 1000
Note: for magazine-style items, or inserts with a pagination of more than 24 pages, rates will supplied on application.		
APN REGIONALS		
CASUAL RATE		NZ\$62.50 + GST per 1000
NEW ZEALAND MAGAZINES (NZ Woman's Weekly / NZ Listener / Creme)		
COSTINGS (Commission bearing to accredited agencies)		
Loose Inserts	Retail Copies	Subscription Copies
2 page sides (single sheet)	NZ\$85 + GST per 1000	NZ\$100 + GST per 1000
4-6 page sides	NZ\$86 + GST per 1000	NZ\$102 + GST per 1000*
8-16 page sides	NZ\$88 + GST per 1000	NZ\$104 + GST per 1000*
18-24 page sides	NZ\$90 + GST per 1000	NZ\$106 + GST per 1000*
26-34 page sides	NZ\$92 + GST per 1000	NZ\$108 + GST per 1000*
*A postal surcharge of \$25 + GST per 1000 is added for inserts exceeding 5 grams		
<ul style="list-style-type: none"> • Minimum loose insert charge in \$850 • Contact your NZ Magazines Manager for a quote for inserts exceeding 34 page-sides • For quantities less than a full print run, add a 10% surcharge to the CPM rate 		

MINIMUM NUMBER OF INSERTS

THE NEW ZEALAND HERALD	25,000	HERALD ON SUNDAY	50,000
WEEKEND HERALD	100,000	APN REGIONALS	10,000*

*Unless circulation is less than 10,000.

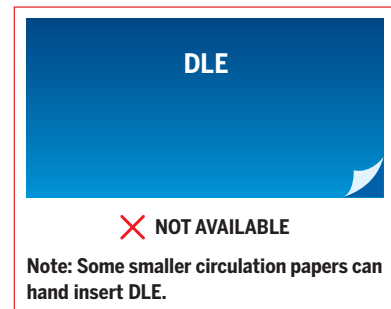
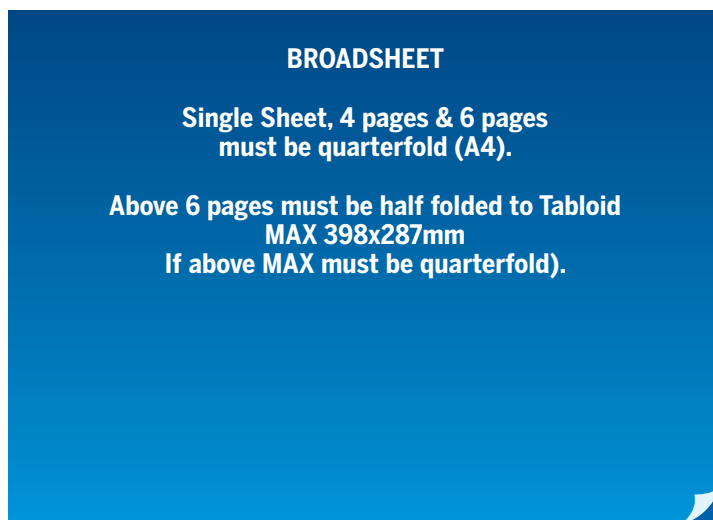
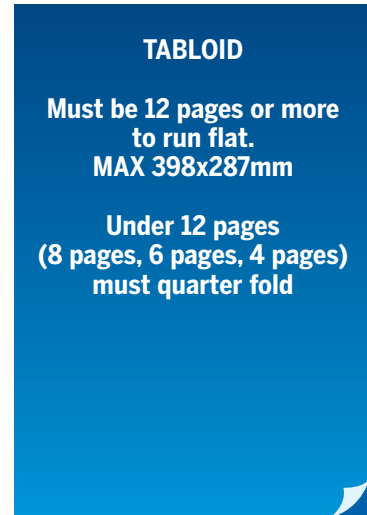
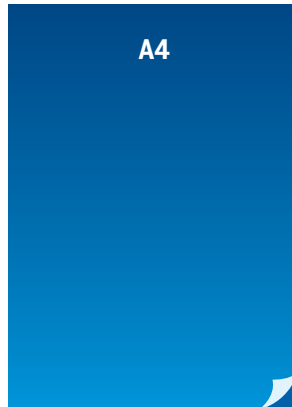
IRREGULAR SHAPES

Die-cut or non-regular shape items must be approved by APN Inserts Manager.

CANCELLATION FEE

A late cancellation fee of 50% may be charged for bookings cancelled within one week of publishing date.

INSERT REQUIREMENTS FORMATS & SIZES (Herald/Herald on Sunday/APN Regional Papers)



*Or any size in between A5 (210x148mm) and tabloid 398x287mm

HAVE SOMETHING DIFFERENT?

Call APN's Insert Manager on 09 373 6021, for more information on the range of insert opportunities available across APN's portfolio newspaper and magazine brands.



INSERT SPECIFICATIONS (Herald/Herald on Sunday/APN Regional Papers)

INSERT SIZES

Minimum 210x145mm (A5). Maximum 398x287mm (TAB)

SINGLE SHEET 150gsm PAPER WEIGHT MIN.

Minimum 210x145mm (A5). Maximum 297x210mm (A4)

ENVELOPE

Minimum 210x150mm (A5). Maximum 297x210mm (A4)

* May need flap open please call the Insert Manager.

PAPER WEIGHTS

	Min	Max
Single Sheet	150gsm	300gsm
4pp	80gsm	150gsm
6pp	60gsm	100gsm
12-32pp	45gsm	100gsm

BROADSHEET PAPERWEIGHT AND FOLD REQUIREMENTS

Broadsheet inserts between single sheet and 6pp must be 1/4 folded and above 6pp 1/2 folded. This allows minimum paper weight to be 45gsm and maximum 100gsm. The maximum flat size is 398x287mm.

TABLOID PAPERWEIGHT AND FOLD REQUIREMENTS

Tabloid single sheet (2pp) inserts must be folded to A4 and have minimum paperweight of 70gsm and maximum of 130gsm. 4pp and 8pp tabloid inserts must be folded in half with a minimum paper weight of 50gsm and a maximum of 150gsm. Above 8pp there is no fold required but the minimum paper weight is 45gsm and maximum of 100gsm. The maximum flat size is 398x287mm, so as not to protrude from the folded Herald.



INSERT SPECIFICATIONS (cont.)

INSERT FLAPS AND FOLDS

1. All inserts must be of uniform thickness, i.e. you cannot have an insert with a 1/2 fold on one side of the insert.
2. All flaps must be closed. With some inserts it may be necessary to glue the flap closed with a little soft glue to avoid it appearing during production.
3. Double spines are not acceptable (i.e: two sections glued together on the spine to make one). One must be inside the other.
4. Inserts inside inserts are not permitted.

ENVELOPES

Envelopes must be uniform in thickness, i.e. if closed flap, material inside the envelope must fill all the envelope. Total thickness must not exceed 3mm (see envelope size).

INSERT SHAPES

All inserts must have square corners. Unusual shapes must be checked first with the Inserts Manager.

BOUND INSERTS

1. Glued inserts are preferred but stapled products are accepted. Staples must be thinner than the product and placed perfectly in the fold.
2. Inserts must be the same weight. Heavier weight covers may not be acceptable.

DELIVERY TIMES

Inserts must be delivered four days prior to publication as they may be pre-inserted. Paper store will accept deliveries between 8.00am to 3.00pm, Monday to Thursday, and on Friday am by arrangement only.

INSERT DELIVERY ADDRESSES

HERALD/HERALD ON SUNDAY

Ellerslie Printers
60 Wilkinson Rd
Ellerslie
Attn: Blair Evans 021 682 769
Label must show client, quantity, issue date.

APN REGIONAL INSERTS

Please call 09 373 6440 for your APN Regional Insert delivery address.

INSERT SPECIFICATIONS (New Zealand Magazines)

APPROVAL SPECIFICATIONS

Any Insert must have a sample or an accurate mock-up submitted to the Inserts Production Department prior to acceptance of order.

For the APN Inserts Manager, phone 09 373 6021.

INSERT SIZES

- Minimum 115x100mm
- Maximum 250x178mm
- 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.
- Concertina Folds are unable to be inserted

PAPER WEIGHTS

	Min	Max
Single Sheet	100gsm	200gsm
Two or more pages	60-70gsm	

GENERAL INFORMATION

- All loose inserts must be supplied as a finished product, trimmed with no laps
- For part or regional runs, we reserve a 2% margin of error
- All inserts to be uniformly packed in cartons or strapped and banded into bundles of one hundred and stacked on pallets so as not to damage lap or feed edge.
- The condition of inserts upon delivery is of paramount importance. Damage to inserts occurred in transport to APN Print is the responsibility of the supplier
- Cartons to be marked with the number of insets, the magazine title and the issue date for the attention of the Print Finishing Manager

DELIVERY TIMES

Inserts must be delivered 19-21 days prior to the issue/cover date of the magazine issue. (This is the date which appears at the top of the magazine. The magazine is on sale 7 days prior to this date).

INSERT DELIVERY ADDRESSES

NZ MAGAZINES/LISTENER/NZ WOMAN'S WEEKLY, CREME

APN Print Ltd
587 Great South Road
Manukau City 2104
Attn: Marie Pickwell

DELIVERY SPECIFICATIONS

(Herald/Herald on Sunday/APN Regional Papers)

DELIVERY AND PRESENTATION

1. Inserts should be delivered on solid, open-ended pallets for handling by fork-lift truck.
2. All pallets should have wooden top boards the same size as the base and measure no more than 3ft 10" in height.
3. Decks must be covered with a solid base before loading to prevent damage to the bottom layer of inserts.
4. Interleaves should be placed between each layer to aid stability and prevent creasing and distortion of inserts.
5. Pallets should have full-length corner protectors to prevent damage to products with pallets are shrink wrapped.
6. Pallet should be wrapped with film to prevent penetration of moisture.
7. Inserts should be stacked flush to the pallet edges. Inserts protruding from the side will be creased or curled by the shrink wrap. Similarly, inserts not stacked to the pallet edge will cause pallets to be unstable and loads to become distorted during transportation.
8. Pallets should be banded both ways with four metal or plastic straps to secure the whole load.
9. Each pallet should have a label on two sides stating amount on pallet, issue date, title.
10. Inserts that vary in size or codes which require separating must not be presented on the same pallet.
11. A copy of the insert must be presented on the outside of each pallet.

We will be unable to handle inserts that are stuck together due to the effects of ink, electrostatic charge, dampness or which have damaged corners or edges.

Inserts or pallets arriving on site that are damaged or in a state that will need extra handling will be rejected.

4PP OR MORE ITEMS SHOULD BE STACKED IN LARGE TURNS FOR EASY DEPACK TO HOPPERS. DO NOT STRAP BUNDLES.

A product which has been delivered after deadline or does not meet required specifications may miss insertion.



DELIVERY SPECIFICATIONS (cont.)

INSERT PRESENTATION

1. Inserts should be bundled and stacked in a manner which enables the operators to take them from the pallets without having to unwrap each bundle or redress small turns.
2. Standard work must be presented in turns of a minimum of 75 inserts up to 200.

Standard product (single sheet up to 4pp): minimum of 100 copies per turn.

Large magazines (40pp-64pp): minimum of 50 copies per turn.

BOXED INSERTS

If problems are envisaged, such as damage or creasing of inserts due to the turn size requirement, please contact Blair Evans at Ellerslie Printers on 021 682 769. If inserts are unable to be bulk-stacked due to its shape or size, then they should be suitably packed in easy to open cartons before palletising. Bundles must have no film wrap or elastic bands. Turn sizes and packing of bundles apply, i.e. minimum turns of 75 copies up to 200. Each carton should be packed with the same number of Inserts and labelled with the client quantity, issue date, title and area to be inserted.

DELIVERY DOCUMENTATION

Delivery note and pallets (on two separate sides) must contain the following information:

- publication
- date of publication
- name of advertiser
- insert key code (if applicable)
- total quantity delivered
- number of inserts on each pallet (or in carton)
- number of pallets

Label should also identify printer in case of query.



APN REGIONAL PAPERS PUBLISHING MAP

NORTH ISLAND



SOUTH ISLAND



LEGEND

- Distribution centres
- APN NZ Newspaper

