

## ADVERTISING RATES

### RUN OF MAGAZINE

Full Page	\$7,100
Double Page Spread	\$13,600
Half Page	\$4,000
1/3 Page	\$2,650
Double 1/3 Page Spread	\$6,900
1/4 Page	\$2,200
Double 1/4 Page Spread	\$5,600
TV Listings Strip	\$1,600
Inserts, Loose & Bound	POA

## PREMIUM POSITIONS

Guaranteed positions attract a 15% loading:

Inside Front Cover DPS	\$15,640
Outside Back Cover	\$8,165

## CREATIVE OPTIONS

New Zealand Magazines is actively working to provide you with a range of effective options to get your message across to our readers in the most innovative way possible. So let us offer you some creative options to help you achieve your marketing goal.

## DESIGN COSTS

Quarter Page	\$350
Half Page	\$450
Full Page	\$650
DPS	\$1000

### IMPORTANT NOTE

- We are unable to guarantee positions for part page space.
- All prices quoted are exclusive of GST.
- All advertising is booked under the current terms and conditions of the publisher, see soldonapn.co.nz
- Prices effective from 1 March 2010.

## 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
1/3 Page Vertical	56x250mm	<b>68x275mm</b>	80x287mm
1/3 Page Horizontal	177x80mm	<b>200x92mm</b>	212x104mm
Double 1/3 Page Spread	376x80mm	<b>400x92mm</b>	412x104mm
1/4 Page	177x60mm	<b>200x72mm</b>	212x84mm
Double 1/4 Page Spread	376x60mm	<b>400x72mm</b>	412x84mm

### TV LISTINGS

3x3 Single Page Strip	177x22mm	<b>200x30mm</b>	212x42mm
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### 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, 1/3 Page Horizontal, 1/3 Double Page Spread and Double 1/4 Page Spread bleed 2 sides and bottom only.
- 6mm bleed required on all sides outside trim measure.
- 1 column width = 56mm
- DPS – factor approx 10mm into design for centre fold.

“Religion was once, according to Karl Marx, the opiate of the masses. Celebrity seems to be the 21st century’s drug of choice.”  
**Diana Wichterl, Television, June 13, 2009**