

# VOLUME

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*The new weekly street product for gig goers, music lovers and pop culture fiends.  
Launch issue Tuesday, September 6, 2011*

## THE LOW DOWN

Ever pounded the streets of New York or London with *The Village Voice* or *Time Out* as your insider's guide to the city? Have you made the trip across the ditch and got the lay of the land by thumbing through copies of *Beat*, *Drum Media* and *Mixdown*? *Volume* joins this fine tradition of alternative street press, providing New Zealand with an entertainment guide for gig goers, music lovers and pop culture fiends.

*Volume* will give the bearings on the latest left-of-centre entertainment of all kinds – including music, gigs, movies, DVDs, games and technology – as profiled by a nationwide team of savvy young writers, reviewers and photographers. Summer's around the corner and with it an onslaught of touring artists, gigs and festivals. *Volume* will be the definitive entertainment road map to all these happenings, directing readers across the country to the frontlines of pop culture.

## THE WRITE STUFF

*Volume's* editor, Sam Wicks is a writer, broadcaster and life-long music fanatic. He has been a contributing music producer at Radio New Zealand for over ten years, and has a background as editor of music magazines *Real Groove* and *Groove Guide*. He also presents *Voices from the Wilderness* on Kiwi FM.

Online Entertainment editor, Hugh Sundae, will write for *Volume*, covering what's happening over at [nzherald.co.nz](http://nzherald.co.nz) and *Volume* will have a dedicated page on the Entertainment section of the site.

## DETAILS

- Weekly, published every Tuesday
- 10,000 copies distributed throughout Auckland, Wellington, Christchurch, Dunedin, Hamilton and Tauranga in music shops, cafes, food outlets and on the street
- 52gsm newsprint heat set, 32 page quarto

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## RATECARD

	Casual	3 issues	6 issues	12 issues
Full page	\$1,500	\$1,350	\$1,275	\$1,200
Half page	\$800	\$720	\$680	\$640
Third page	\$600	\$540	\$510	\$480
Quarter page	\$450	\$405	\$383	\$360
Inside front DPS	\$3,500	\$3,150	\$2,975	\$2,800
Outside back cover	\$2,000	\$1,800	\$1,700	\$1,600

## SPECS

	Live (h x w)	Trim (h x w)	Bleed (h x w)
Full page	250mm x 180mm	270mm x 200mm	280mm x 210mm
Half page horizontal (bled)	112.5mm x 180mm	132.5mm x 200mm	142.5mm x 210mm
Half page horizontal (non bled)	123.5mm x 180mm		
Third page horizontal	81.8mm x 180mm		
Third page vertical	250mm x 58.5mm		
Quarter page	123.5mm x 88.5mm		
Inside front DPS	250mm x 380mm	270mm x 400mm	280mm x 410mm

## DEADLINES

**Booking and cancellation:** 12 midday Monday prior

**Material setting:** 12 midday Monday prior

**Press ready material:** 4pm Thursday prior

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