

## ADVERTISING RATES

### RUN OF MAGAZINE

Full Page	\$7,800
Double Page Spread	\$14,900
Advertorial Full Page	\$7,800*
Advertorial DPS	\$14,900*
Three Quarter Page	\$6,050
Half Page	\$4,400
Double Half Page Spread	\$8,800
Double Quarter Page Spread	\$6,160
Third Page	\$3,800
Quarter Page	\$3,080
Eighth Page	\$1,900
Inserts, Loose & Bound	POA
Kitchen Notebook/Shopping Basket Spot	\$3,000

### IMPORTANT NOTE

- \* Plus production cost (for photography, copywriting and design) of \$1,000 per page
- All prices quoted are exclusive of GST.
- 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 2011.

## PREMIUM POSITIONS

Guaranteed positions include 15% loading

Inside Front Cover	\$17,135
Outside Back Cover	\$8,970
First Double Page Spread	\$17,135
First Right Hand Page	\$8,970

## DESIGN COSTS

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

## 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.

These new directory-style advertising pages are showcased opposite the 'Your Weekly' section of the magazine (the pages which feature the puzzles, horoscope and letters). This is fantastic positioning for the Directory as 50% of our readers have told us they never miss the 'Your Weekly' section of our magazine\*.

New Zealand Woman's Weekly is the top read consumer magazine in New Zealand with 834,000 readers each and every week\*. Our Directory ads are an extremely cost effective means of reaching such a large audience of readers.

## ADVERTISING RATES AND SIZES

- Rates include all type setting and a proof prior to publication
- Volumes discount apply
- All rates include colour, are exclusive of GST (non-commission bearing)

<p><b>Small</b> 50x42mm (HxW)</p> <p><b>\$300</b></p>	<p><b>Small</b> 50x42mm (HxW)</p> <p><b>\$300</b></p>	<p><b>Medium Horizontal</b> 50x87mm (HxW)</p> <p><b>\$585</b></p>
<p><b>Medium Vertical</b> 100x42mm (HxW)</p> <p><b>\$585</b></p>	<p><b>Large</b> 100x87mm (HxW)</p> <p><b>\$1050</b></p>	<p><b>Medium Vertical</b> 100x42mm (HxW)</p> <p><b>\$585</b></p>
<p><b>Large</b> 100x87mm (HxW)</p> <p><b>\$1050</b></p>	<p><b>Medium Vertical</b> 100x42mm (HxW)</p> <p><b>\$585</b></p>	<p><b>Medium Vertical</b> 100x42mm (HxW)</p> <p><b>\$585</b></p>

## AD MATERIAL

You may email the material (copy, pics, logo etc) to NZ Magazines for design and layout or you may supply your ads complete. If ads are supplied complete, we will only accept CMYK pdf files. NZ Magazines takes no responsibility for files supplied in RGB format. The contact details for sending your material are below.

## BOOKINGS & MATERIAL DEADLINES

Bookings are made by issue date (aka cover date) however the magazine goes on sale 7 days prior to the issue date. The booking/material deadline is 14 days prior to the issue date.

## PAYMENT OPTIONS

For non-account holders, payment is required at the time of booking by credit card, cheque or direct debit. Cheques should be made out to: NZ MAGAZINES  
PO Box 90-119  
Auckland Mail Centre  
Attn: Lee-Anne Mitcheson

## CONTACT DETAILS

Lee-Anne Mitcheson  
Advertising Co-ordinator  
Ph: 09 373 9482  
Fax: 09 373 9403  
Email: lee-anne.mitcheson@nzmagazines.co.nz

\*Source: New Zealand Woman's Weekly Reader Survey, January 2008 n=1592  
\*\*Source: Nielsen Consumer & Media Insights Jan-Dec 2010

## ACCEPTABLE MEDIA

Our preferred method for electronic file delivery is via Quickcut/Pagestore online. Refer to [www.quickcut.co.nz](http://www.quickcut.co.nz). Other forms of acceptable media delivery is Compact Disc and Email. Unless specifically requested, CD-ROM disks will not be returned. Ensure contact details are included in case there are any further enquiries. If the supplied disk contains multiple files, the material must be grouped into one folder per advert, indicating the publication title and date of insertion.

## FILE PREPARATION GUIDELINES

When preparing your document it is important to consider the following production guidelines:

- All colours to be used within the document should be set to print as process separations (CMYK), unless special colours are required.
- When using 100% black to block out pictures and backgrounds, please use 50-60% cyan and 1-2% magenta and yellow in the mix. This enables the RIP to knock-out all colour behind the black. Black type should be left as 100% black so it continues to overprint.
- Undercolour removal: The maximum ink film weight for 4 colours is 300%.
- The black colour in 4-colour separation printing on lightweight coated papers is required to have more contrast: Maximum of 70% in shadow. Highlight dropped to 0% at approximately 30% in tonal scale.
- Coloured type: Avoid printing fine type or lines in two or more overprinting colours. A screen of no more than 30% density for the background is recommended where type is overprinting.
- Reverse type: Maximise the contrast between the reversed type and the image. The key colour should carry the shape of the reverse and the undercolours should be spread to reduce press register problems. Small reversed type with fine serifs should be avoided at all times.
- Screen angles:

Magenta	45
Cyan	105
Yellow	90
Black	75
- Our order printing is: Black, Cyan, Magenta and Yellow.
- Grey balance must be built in to the file.
- Fonts used should be Postscript Type 1 and Type 3 only.
- The document size should be made to the final trimmed page size of the publication.
- When an image is required to bleed off the page you should allow 5mm past the trim.
- Images and graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the RGB colour mode are not acceptable.
- Other image formats such as JPEG, PICT, etc. may not image correctly and should not be used.
- The input resolution of your images should be 300 dpi. Higher resolutions will not increase the quality of your images but will significantly increase the size of the file and any subsequent processing of them.
- File names should be unique and less than 20 characters in length. They should consist of alphabetical and numerical characters only. The use of symbols, spaces and dots within the names is not recommended, however the use of underscore to separate characters is acceptable.
- When placing images in a document, it is not recommended to enlarge or rotate images. Any image manipulation should be done within Photoshop.
- NZ Magazines run a Mac based production system.

NOTE: It is recommended that only PDF files are supplied. Any open file is time consuming and may incur extra costs.

## SUPPORTED FILE TYPES OF THE CREO WORKFLOW

### PDF

- Create PDF file with Acrobat Distiller or in built PDF engine
- Make sure ALL fonts are embedded.
- Supply SINGLE PAGES only.

### POSTSCRIPT

- Postscript, along with PDF is the desired file format for CTP. Please use pre-separated, Level 1 and Level 3 postscripting, making sure ALL fonts are embedded.

### EPS

- Composite
- DCS Level 1 (5 file)
- DCS Level 2 (single and multiple files)
- For EPS files, be sure to embed all fonts, and include ALL fonts on the disk with the job, or convert all fonts to paths. DO NOT use JPEG compression in the EPS file!

### TIFF

- CMYK only!
- Resolution should be final LPI x 2 (i.e. for a 150 LPI job, the image should be 300 dpi).
- Please do not apply any compression (LZW or otherwise) to TIFF files for the best results.

### OTHERS

- For other desktop publishing/illustration applications not listed, please export the file in Postscript format if possible, using the criteria defined above.

## PROOFING

We require that all files be supplied with an industry recognised digital press proof – e.g. Epson Stylus Pro or an equivalent; refer to 3DAP guidelines at [www.3dap.com.au](http://www.3dap.com.au) for a full list of approved digital proofing options. In addition, laser hard copy should be supplied as composite plus separations.

If we are required to produce a press proof (Epson Stylus Pro) for client approval, the following charges will apply:

Full Page	\$25.00 + GST
Double Page Spread	\$50.00 + GST

Please notify NZ Magazines, as a deadline extension may be required to allow for approval turnaround.

No responsibility is accepted for proofs which do not conform to these specifications. Black and white and colour laser proofs are not accurate for web offset printing and are NOT ACCEPTABLE. If supplied, they will be used as a guide only and on an 'all care no responsibility' basis.

## POINTS OF CONTACT

All enquiries regarding specifications and material deadlines should be directed to:

NZ MAGAZINES

Attn: Lee-Anne Mitcheson

Advertising Co-ordinator

Phone: (09) 373 9428

Fax: (09) 373 9403

Email: [lee-anne.mitcheson@nzmagazines.co.nz](mailto:lee-anne.mitcheson@nzmagazines.co.nz)

### IMPORTANT NOTE

The New Zealand Woman's Weekly will not accept responsibility for printing problems incurred as a result of material not being supplied to these specifications. For any additional proofing information please contact appropriate supplier.