

THE GROOVE GUIDE



F.y.i.

The Groove Guide is New Zealand's only free, weekly, nationwide streetzine. We're also the first to hit the streets every week, which makes *The Groove Guide* the voice worth listening to. It covers both national and international music, film and gaming, with an edgy brand that forgoes the mainstream and instead focuses on being the 'thinking' person's entertainment publication. *The Groove Guide* features news, reviews and interviews covering all aspects of popular culture, while the 'guide' aspect keeps New Zealand's main centres up to the minute with live music, tours and events.

Its reliable information is a great source for not only locals, but for visitors and tourists to find out what's going on from city to city throughout New Zealand.

It offers a fantastic means of direct and credible communication with an audience renowned for its cynicism yet voracious in its consumption of media that speaks its own language.

OUR READERS

Now in its sixth year, *The Groove Guide* is a well established and recognised guide.

Because of this reputation, it gives advertisers a strong line of communication to our diverse audience.

Here's what they're like:

- ★ A single issue of *The Groove Guide* reaches on average, 25,000 people aged 10+. Close to a third of *The Groove Guide* readers read every issue. Every month 46,000 people will read at least one issue.
- ★ Almost 60% of our readers are men. 86% are under 35 years of age. Over a third of them are 20 - 24 years old. Six in ten readers live in Auckland, followed by Wellington, Canterbury and Otago.
- ★ *The Groove Guide* reader attitudes suggest they are progressive, aspiring and social in nature. They also appear to keep busy and keep ahead of fashion and appearances.
- ★ They are more than twice as likely to have an iPod, almost three times more likely to go to the gym twice a week, and almost five times more likely to have gone clubbing in the last three months.
- ★ *The Groove Guide* readers are at least twice as likely as the rest of the 10+ population to have attended free concerts in the park or at the beach (40%), and have paid to attend live music concerts (48%) and international sporting events (31%).
- ★ They are more likely than the general population to hold the following entertainment items in their homes: 37% MP3 player, 76% Compact Disc players and 76% a stereo system.
- ★ *The Groove Guide* readers tend to be technically savvy. For instance, when it comes to their mobile phones, they are more adventurous with the less mainstream features. Blogging, music, entertainment, shopping and accessing information on travel all rate highly on their list of online activities.

SOURCE: NIELSEN MEDIA RESEARCH NATIONAL READERSHIP SURVEY (JAN-DEC 08), ALL PEOPLE 10+.



The facts

The Groove Guide provides both strong reach and frequency through its nationwide distribution. It's a powerful and cost effective medium.

13,000 copies are distributed to over 500 outlets. Additional outlets are added as required.

The Groove Guide is published weekly 51 times a year (our final issue of the year runs over two weeks).

We cover all the major metropolitan areas including greater Auckland, Hamilton, New Plymouth, Palmerston North, Wellington, Nelson, Christchurch, Queenstown and Dunedin.

Distribution outlets include key music, video, games and fashion retailers, food, convenience, service stations, cafés and venues.

Delivery is on a Tuesday afternoon (Auckland) and Wednesday morning (rest of New Zealand).

The Groove Guide is A5 format.

RATES

- ✦ Double Page Spread - \$2,000
- ✦ Full Page - \$1,200
- ✦ Half Page - \$750
- ✦ Quarter Page - \$450
- ✦ Banner - \$375
- ✦ Front Cover Banner - \$950
- ✦ Back Cover Page - \$2,000

DEADLINES

For inclusion in the following week's publication:

Booking Deadline - Wednesday by 4pm

Artwork Deadline - Thursday by 12pm

CONTACTS

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steve.richards@groovemedi.co.nz

Leonie Hayden - Editor

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TERMS AND CONDITIONS

CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Tangible Media Ltd.

CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

POSTPONEMENT OR CANCELLATION OF SPACE

This cannot be effected after 5pm on the last day of the month, one month prior to the publication date.

Material

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

RATE PROTECTION

Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of weekly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect

TERMS

Accounts for advertising space and production are due for payment within 7 days following the end of the week of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

GENERAL

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

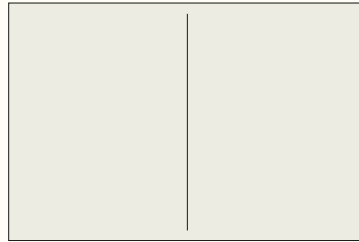
TERMS OF ACCEPTANCE OF ADVERTISING COPY

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

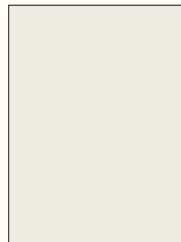
- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

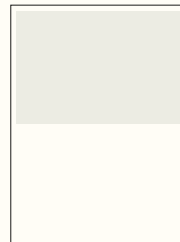
ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



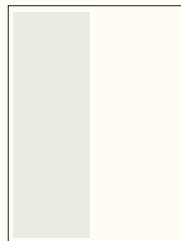
Double page spread – 296 x 210 (deep)*



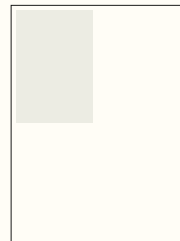
Full page – 148 x 210 (deep)*



Half page horizontal – 138 x 97.5 (deep)



Half page vertical – 66.5 x 200 (deep)



Quarter page – 66.5 x 97.5 (deep)



Banner – 148 x 20 deep*

*Note: please supply these advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.

MECHANICAL

Size: 148 x 210 (deep)
Binding: Saddle stitched
Colour: CMYK

SIZES

Double page spread

Trim: 296 x 210 (deep)
Bleed: 302 x 216 (deep)

Full page

Trim: 148 x 210 (deep)
Bleed: 154 x 216 (deep)

Half page horizontal

Trim: 138 x 97.5 (deep)

Half page vertical

Trim: 66.5 x 200 (deep)

Quarter page

Trim: 66.5 x 97.5 (deep)

Banner

Trim: 148 x 20 (deep)
Bleed: 154 x 26 (deep)

MATERIAL FORMAT

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

Using Acrobat Distiller

- Print document to file by selecting PostScript® File printer option in the print dialogue window
- Select Adobe PDF or Acrobat Distiller PPD
- Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- Select crop marks
- Select composite CMYK output
- Include all fonts
- Set transparency flattening options to high resolution
- Save to create the PostScript® file
- Launch Adobe Acrobat Distiller
- Select PDF/X1a as the default job options
- Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

Exporting from InDesign

- From the export options, select preset PDF/X1a
- Select crop marks and 3mm bleed all round
- Ensure font subsetting is set to 100%
- Set transparency flattener options to high resolution

SCREEN

175 lpi (screen ruling)

PROOFS

A colour digital proof is to be supplied with all advertising material.

The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

Tangible Media prefer that advertising material be supplied via the Quickcut file validation and delivery system. By using Quickcut you are assured that your ads will exactly meet our specifications and arrive right first time. If you're not already set up with Quickcut, by visiting their web site: <http://www.quickcut.co.nz> you can register and immediately download the QuickPrint PDF Lite pre-flight software for FREE!! By simply dragging and dropping your PDF file onto this application it will locally check your ad, and if acceptable deliver it to us directly from your desktop.