

## 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, two months prior to the publication date.

### MATERIAL

- A All advertising material shall be delivered to the publisher without expense to the publisher
- B 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)
- C 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
- D 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 monthly 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 20 days following the end of the month 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 masthead 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 masthead. 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

- A The Publisher reserves the right to decline the insertion of any advertisement
- B The placement of an advertisement is at the publisher's discretion – except where a preferred position loading has been paid
- C Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- D 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

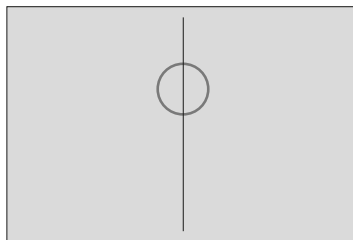
### TERMS OF ACCEPTANCE OF ADVERTISING COPY

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

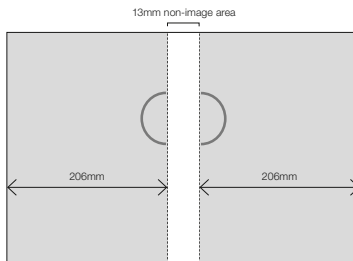
- A is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- B is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- C is otherwise in breach of any provision of any Statute Regulation or rule of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

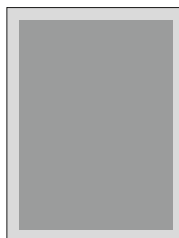
## ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



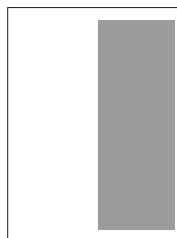
Double page spread  
Trim: 420 x 297 (deep) Please create a 6mm allowance for gutter (split image in two, push image 3mm from the gutter on both sides).



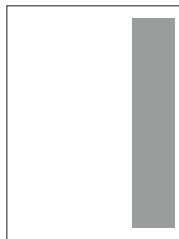
Inside covers  
206 x 297 (deep)  
The IFC and IBC are a different size to full page due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



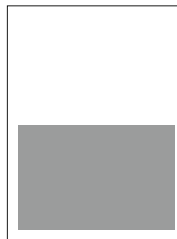
Full page  
Trim: 210 x 297 (deep)  
Inset: 172 x 260 (deep)



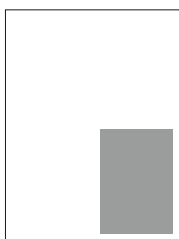
Half page vertical  
Inset: 63.5 x 260 (deep)



Third of a page vertical  
Inset: 55 x 260 (deep)



Half page horizontal  
Inset: 172 x 127 (deep)



Quarter page  
Inset: 63.5 x 127 (deep)

\*NOTE: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter. Inset size is where advertisement sits within the margin area.

### MECHANICAL

Size: 210 x 297 (deep)  
Binding: Perfect bound  
Colour: CMYK

### SIZES

#### Full page

Trim: 210 x 297 (deep)  
Bleed: 216 x 303 (deep)

#### Double page spread

Trim: 420 x 297 (deep)  
Bleed: 426 x 303 (deep)

#### Inside front cover (IFC), inside back cover (IBC) and opposing pages

Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

#### Single page

image area: 206 x 297 (deep)  
Bleed: 212 x 303 (deep)

#### Back cover

Full page portrait

### MATERIAL FORMAT

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

#### Using Acrobat Distiller

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

#### Exporting from InDesign

- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 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 prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz> By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479 The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.

NEW ZEALAND

# FISHING





# Lured from the deep

Since inception in 2000, *NZ Fishing World* has delivered fisherman a premium quality publication with a focus on making their dreams come true.

**THEY WANT** to catch more fish and have more fun, while learning how to do it. *NZ Fishing World* provides information and techniques to assist them in landing that trophy fish. Launched as a quarterly publication, *NZ Fishing World* soon became bi-monthly due to popular demand and a thirst for knowledge from our readers.

## OUR FISHING CLUB

*NZ Fishing World* provides advertisers access to what is effectively one of New Zealand's biggest fishing clubs. Reaching this affluent and socially minded group of Kiwi males is easy with *NZ Fishing World*. Our readers are dedicated and passionate about spending time on the water in their boat with friends and family; so you can capture them hook, line and sinker.

Editor Geoff Thomas is synonymous with fishing in New Zealand and is a huge reason *NZ Fishing World* has such resonance with its audience. His immensely popular 'Outdoors with Geoff' on TV3 is a must-watch show for 91% of our readers. Geoff also hosts BSport's 'The Fishing Show' on Saturday mornings. He's a trusted and high profile figure across the industry lending *NZ Fishing World* a unique opportunity to attract his fans and share his expertise.

*"NZ Fishing World offers quality and informed editorial across a range of high-interest topics to serious fishers presenting the ideal environment to advertise products and services targeted to this significant and affluent market. Our clients – Haines Hunter Boats and Mazda BT-50 are proud to feature within the pages of NZFW."*

Graeme Hunter – Hunter Media Limited

## OUR READERSHIP

- 71% of readers are male and 29% are female – girls love to fish too!
- 24% earn \$100k+
- 55% are aged 31-50 years of age
- 83% advised they intended to buy some new fishing gear soon
- 52% purchase fishing gear online
- 80% of readers own a trailer boat
- 21% are looking to upgrade to a new boat in the next 12 months
- 58% own a 4x4 vehicle
- 83% use soft baits
- 82% of readers advised they would recommend *NZ Fishing World* to other people to enjoy

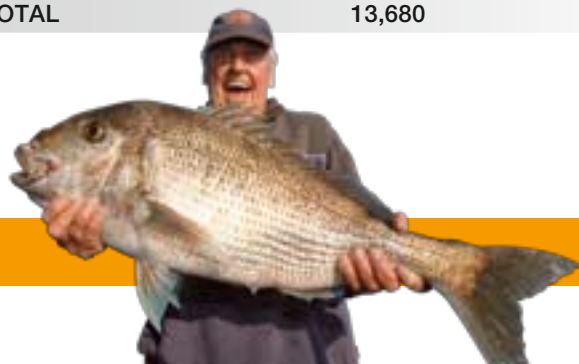
*Results from 2008 reader survey*

## A GREAT CATCH

The audited net average circulation for the period ending June 2009 is 8,251 copies.

### DISTRIBUTION:

Retail Distribution & Subscribers	13,000
Promotion & Advertisers Copies	500
Air New Zealand Koru Lounges	180
<b>TOTAL</b>	<b>13,680</b>





## PRINT SPECIFICATIONS

<b>PRINT RUN</b>	13,680 minimum
<b>SIZE</b>	297 x 210mm
<b>PAPER</b>	90gsm gloss art stock with 250gsm cover
<b>BINDERY</b>	Perfect bound
<b>FREQUENCY</b>	Bi-monthly
<b>PROCESS</b>	Four colour

## RATE CARD

SIZE	CASUAL	3 TIMES	6 TIMES
DPS	\$7000	\$5500	\$5000
Full Page	\$3600	\$3000	\$2500
Half Page	\$2000	\$1800	\$1200
Third Page	\$1250	\$1000	\$800
Quarter Page	\$750	\$600	\$500
Directory	\$175	POA	POA
Inserts – loose or bound in – POA			

The above rates are exclusive of GST. All four colour process

## 2010 DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
Jan/Feb	27 November	7 December	28 December
Mar/Apr	22 January	5 February	22 February
May/June	26 March	9 April	26 April
July/Aug	28 May	11 June	28 June
Sept/Oct	29 July	13 August	30 August
Nov/Dec	8 October	15 October	1 November

## CONTACTS

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**E** mathew@nzfishingworld.co.nz

## NZ FISHING WORLD ONLINE

Our online presence at [nzfishingworld.co.nz](http://nzfishingworld.co.nz) compliments the magazine content. With 3,000 unique hits per month it provides advertisers with another opportunity to cement their presence with our readers. Our bi-monthly newsletter also reaches a subscription base of 3,000, providing readers yet another opportunity to engage with the magazine. *NZ Fishing World* is also currently the only New Zealand fishing magazine available on [zinio.co.nz](http://zinio.co.nz) for online subscribers.

## RATE CARD - ONLINE

	SIZE	MONTHLY	CPM
Skyscraper	120 x 600mm	\$1,000	\$20
Banner	120 x 240mm	\$250	\$20
Newsletter	600 x 80mm	\$1,000 for two months	

"I recently made a sale to a person in Western Australia who saw my advert in a four year old *NZ Fishing World*... Turns out she is well connected with the Australian Coast Guard and it is looking like it may well lead to better things. Amazing how your magazine found its way to WA and is still going strong after four years!"

