



THE INFORMATION SOURCE FOR HIGH PERFORMANCE RETAILERS

NEW ZEALAND **Hardware** Journal

MEDIA KIT



“...offering an information-rich resource that has become invaluable to hardware retailers”

MARKETPLACE MEDIA



“...providing the latest on new products, retailing techniques and sales and service information”

New Zealand Hardware Journal is New Zealand's trusted information source for the hardware/home improvement and builders' supply market. Readers value the information-rich, research-based editorial that helps them sell more products and manage their businesses more profitably.

Covering retailers and suppliers in the, hardware, home décor, builders' supply and gardening industries – and with over 25 years of service to the market – *New Zealand Hardware Journal* has become the industry standard.

Ask a busy hardware retailer or builders' supply merchant how they keep up with trends, new products and industry activity and they will tell you: “We read about it in *New Zealand Hardware Journal*.”

Manufacturers and distributors build powerful sell-in campaigns around this widely read industry publication. Their belief is: “You can't sell to the customer until you sell to the retailer.”

With a distribution that guarantees saturation of the hardware home improvement, builders' supply and home decor/gardening markets, *New Zealand Hardware Journal* gives advertisers the opportunity to increase their market share and their profits.

Leading information source

NZ Hardware Journal is considered relevant, useful and informative – so it will carry your advertising direct to retail store buyers and also to retail sales staff, which in turn helps retailers sell more product.

Retailers count on us

New Zealand Hardware Journal delivers highly targeted distribution to the hardware industry. With its quality circulation *New Zealand Hardware Journal* reaches the entire industry making it an effective means of carrying your message direct to the industry's buyers.

“...providing the latest on new products, technological advances, retailing techniques and sales and service information”

Rate Card

Four colour	Casual	3x	6x	11x
Double page spread	\$6,875	\$6,690	\$6,335	\$5,925
Full page	3,870	3,730	3,540	3,310
1/2 page	2,635	2,570	2,450	2,315
1/3 page	2,275	2,215	2,125	2,035
1/4 page	1,345	1,310	1,245	1,180

Black and white	Casual	3x	6x	11x
Double page spread	\$5,090	\$4,840	\$4,485	\$4,075
Full page	2,920	2,775	2,575	2,335
1/2 page	1,580	1,515	1,395	1,265
1/3 page	1,220	1,170	1,070	980
1/4 page	950	910	835	765

Front cover	
Premium position	\$6,040

Inserts	
1 A4 sheet	\$2,920
2 A4 sheets (A3 folded)	\$3,680
4 A4 sheets	POA
1 A4 stitched or glued	\$4,570
Glued in product etc – specific position	\$4,570
Multiple stitched or glued	POA

Special advertising positions	
Inside front or back cover	+10%
Guaranteed positions	+10%
Company profiles (full and DPS)	POA
Editorial photographs (4 colour)	\$93

Annual Wallplanner	
Per spot	\$2,050 & 2,275

Estimated production costs		
A complete advertising production service is offered.	1/4 page	\$260
This extends from initial concept and design through to final layout.	1/3 page	300
All production costs will be quoted on proofs.	1/2 page	400
	Full page	560
	DPS	975

All prices exclude GST

Circulation

Hardware retailers including chain and independent groups	902
Builder's supply retailers	422
Home décor retailers	227
Plumbing & bathroom retailers	101
Garden centres	180
Manufacturers, importers, distributors	589
Promotional copies	164
Total copies distributed	2470
Total print run	2550

* ABC June 2008 - Dec 2008

The facts

PRINT SPECIFICATIONS

Print run	2,550
Magazine size	210 x 297mm (deep)
Paper	90gsm gloss stock with 200gsm cover
Binding	Saddle stitched
Frequency	11 issues pa (1st) Monthly excluding January
Process	Four colour

DEADLINES

Booking	1st of month prior to publication
Cancellation	in writing 1st of month prior to publication
Material	5th of month prior to publication

All the major brands use
New Zealand Hardware
Journal advertising pages...



because they get the
results...

Contact

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terms and conditions

CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Marketplace 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

Must be in writing by 1st of the month, one month prior to publication.

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 Marketplace 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

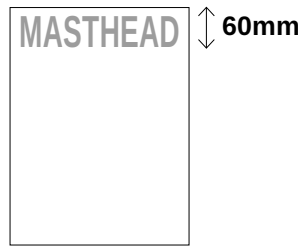
TERMS OF ACCEPTANCE OF ADVERTISING COPY

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

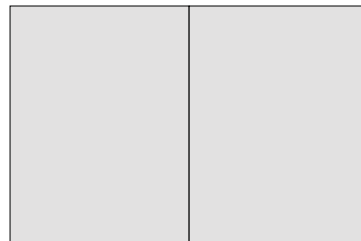
- A is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- B is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- C is otherwise in breach of any provision of any Statute Regulation or rule of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

The advertiser acknowledges that Marketplace 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



Front cover
■ Trim: 210 x 297 mm (deep)*



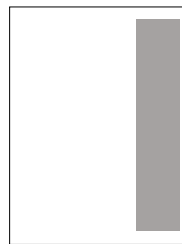
Double page spread (to be supplied as individual pages)
■ Trim: 2 x pages at 210 x 297 mm (deep)



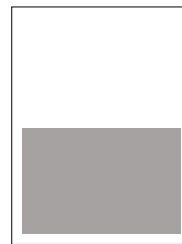
Full page
■ Trim: 210 x 297 mm (deep)*



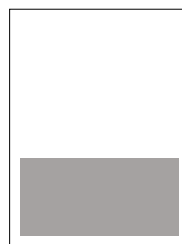
Half page vertical
■ Inset: 85 x 260 mm (deep)



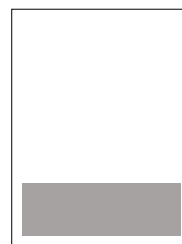
Third page vertical
■ Inset: 56 x 260 mm (deep)



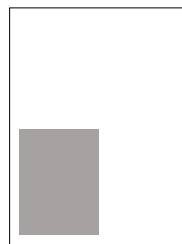
Half page horizontal
■ Inset: 178 x 130 mm (deep)



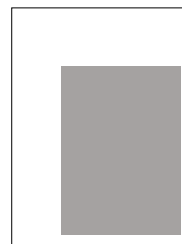
Third page horizontal
■ Inset: 178 x 85 mm (deep)



Quarter page horizontal
■ Inset: 178 x 65 mm (deep)



Quarter page
■ Inset: 85 x 130 mm (deep)



18 x 2
■ Inset: 178 x 65 mm (deep)



Wallplanner spot
■ Inset: 80 x 118 mm (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 mm (deep)
Binding: Saddle stitched
Colour: CMYK

SIZES

Full page

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

Double page spread

To be supplied as separate pages
Trim: 420 x 297 mm (deep)
Bleed: 426 x 303 mm (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.

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

200 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.

Marketplace Media prefers 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.

PRODUCTION ENQUIRIES

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