

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

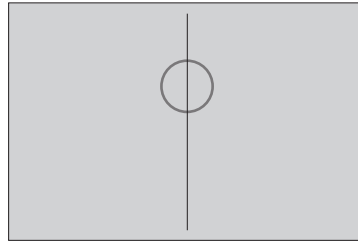
TERMS OF ACCEPTANCE OF ADVERTISING COPY

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

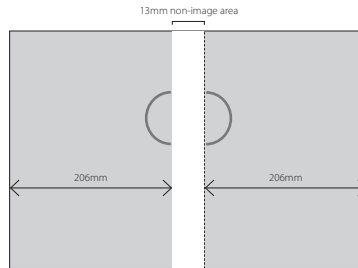
- A is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- B is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- C is otherwise in breach of any provision of any Statute Regulation or rule of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

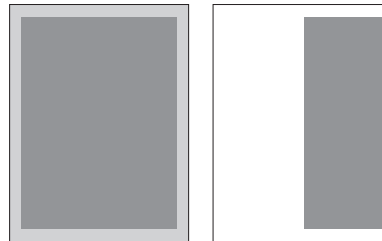
advertisement sizes, shapes and technical data



Double page spread
Trim: 420 x 297 (deep)* Please create a 6mm allowance for gutter (split image in two, push image 3mm away 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: 173 x 267 (deep)

Half page vertical
■ Inset: 84.5 x 267 (deep)



Third of a page vertical
■ Inset: 55 x 267 (deep)

Half page horizontal
■ Inset: 173 x 131.5 (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.



Quarter page
■ Inset: 84.5 x 131.5 (deep)

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 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.



NZTODAY

JOURNEYS THROUGH OUR HEARTLAND





NZ TODAY CELEBRATES ALL THAT IS DISTINCTLY KIWI

BY TAKING US DEEP INTO HEARTLAND NEW ZEALAND

NZ TODAY grew from Editor Allan Dick's love of his country. "As founding editor of NZ Driver magazine, I get to visit many areas of New Zealand and I used to feel that it was a shame not to have an opportunity to write about places I'd been. I've also had 30 years as a radio talk show host and that took me directly into homes and workplaces in every corner of the country which made me curious about some of the places I'd never been to. So I combined both of these and came up with the formula for NZ TODAY."

"It's a formula that has gone from strength to strength, building an incredibly loyal and engaged following."

THE NZ TODAY APPROACH

Each issue, NZ TODAY features a clearly defined destination in both the North and the South Island. The editorial team spend at least a week on site exploring, photographing and peeling back the layers to expose the true character of the place. You won't find a once over lightly approach in NZ TODAY, instead the magazine is bursting with personalities, history and insider knowledge.

The driving force behind NZ TODAY is the desire to share our passion for heartland New Zealand. Luckily, our subject provides us with endless inspiration and exquisite photography. We are shamelessly one-eyed when it comes to our land.

"Wow! The best New Zealand magazine I have ever read!! Brilliant. Keep it up!"

MAVIS CARTER, NZ TODAY READER

Many readers use the stories in NZ TODAY as an in-depth holiday guide and are so engaged in the magazine, they'll follow our route step-by-step. They also refer to the magazine when looking for potential places to live, places to buy a holiday home or as inspiration for a future retirement destination.



WHY IT WORKS

"NZ TODAY provides Nissan with an opportunity to reach one of our key target markets – the Baby Boomers – by providing an engrossing read about places in this great country we live in."

PETER MERRIE – MARKETING OPERATIONS MANAGER, NISSAN NEW ZEALAND



AN UNTAPPED OPPORTUNITY

NZ TODAY readers are predominately over 45, have a high disposable income and are part of an economically savvy and socially significant demographic. Active, positive and independent; they have money and time to spend enjoying the best our country has to offer.

Research shows that most businesses are currently missing out on a huge opportunity to sell to this group. Take a look at this demographic and you'll see that they are out and about, doing and spending. Recognise the importance of this market now and you will come out a winner.

NZ TODAY READERS ARE PREDOMINATELY OVER 45, HAVE A HIGH DISPOSABLE INCOME AND ARE PART OF AN ECONOMICALLY SAVVY AND SOCIALLY SIGNIFICANT DEMOGRAPHIC

“Companies that don't give a second thought to people over 50 are handing over significant business to their competitors. The 50+ market is the fastest growing demographic in New Zealand.”

SENIOR AGENCY NZ

“The baby-boomers – the generation born after the Second World War – are particularly active and self-indulgent consumers. They live in relative financial comfort, and have the time and will to spend their money. If targeted in the right way, seniors can become very loyal and generous customers.”

BRANDCHANNEL

RATE CARD – FOUR COLOUR

Size	Casual	3 Times	6 Times
Double page	7,952	7,355	6,759
Single page	4,185	3,871	3,557
1/2 page	2,595	2,400	2,205
1/3 page	1,841	1,703	1,565
1/4 page	1,423	1,316	1,209

Inserts – loose or bound in - POA

Directory listings – POA

The above rates are exclusive of GST

PRINT SPECIFICATIONS

Print run	11,000 minimum
Size	210 x 297mm
Paper	90gsm gloss stock with 250gsm cover
Bindery	Perfect bound
Frequency	Bi-monthly
Process	Four colour

DISTRIBUTION

Retail distribution and subscribers:	8,000
Automotive and related trade:	1,000
Promotional copies:	2,000
Total:	11,000



CONTACTS

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