

habitat



make yourself a home



Habitat is about where we live. It's about the inspiration and information that helps create new environments and recreate old ones.

Habitat looks at all the elements of our homes, both inside and out. It's coloured by Resene, but this is not just a magazine about paint. It covers the full spectrum of design, renovation and refurbishment – from the smallest to the largest projects. Habitat is a magazine designed to give home-owners the confidence to take action, creating a passion for change and providing the tools they will need to succeed.

Habitat is aspirational, but accessible; informative, but entertaining; down-to-earth, but stylish. Habitat offers real ideas for real people undertaking real projects. What's more, it's a quality publication that is valued by our readership. Published twice a year in March and September, Habitat is a must for any advertising schedule.

the audience

Resene has access to a remarkable community of upper socio-economic home-owners committed to change. These households are also pre-qualified by virtue of being part of the Resene ColorShop Card database. This massive mailing list of a minimum of 163,000 individuals provides phenomenal reach into a highly desirable market for advertisers. Supplemented by Resene's database of architects, designers and other specifiers, this makes Habitat unrivalled in its circulation.



habitat readership

- 62% female / 38% male
- 72% are between 30 and 59 years of age
- 76% in full or part time employment
- 78% own their home with 32% home owners mortgage free
- 85% in top or middle of New Zealand Socio Economic Index Levels
- 49% intend some kind of renovations in the next 12 months
- 50% will buy environmentally friendly products where possible

*(Nielsen Media Q1 2010 to Q4 2010)



circulation

■ Resene ColorShop database	175,059
■ Promotional copies	1,125
■ Architects/architectural designers, interior designers and colour consultants, property managers and other specifiers	15,000
■ Resene ColorShops	10,000
Total audited circulation	215,228

Source: *Nielsen Media Topline Oct '11 - Sept '12.

rates

size	casual
double page	13,205
single page	6,950
OBC	8,340
1/2 page	4,309
1/3 page	3,058
1/4 page	2,363

The above rates are exclusive of GST



contact details



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Advertisement Sizes, Shapes and Technical Data

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

- 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 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 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

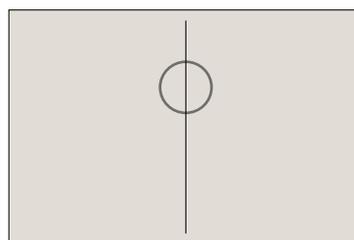
- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space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

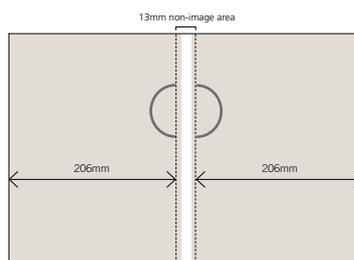
The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- 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.



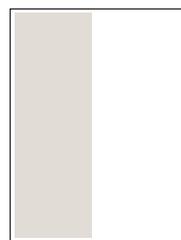
Double page spread
420 x 275 (deep)*



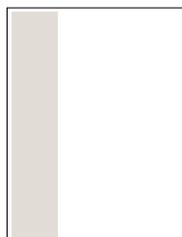
Inside covers
210 x 275 (deep)*
The IFC and IBC are a different size to the DPS due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



Full page
210 x 275 (deep)*



Half page vertical
99 x 267 (deep)*

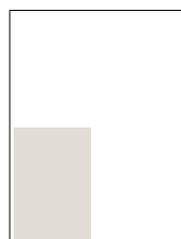


Third of a page vertical
65 x 267 (deep)*



Half page horizontal
202 x 131.5 (deep)*

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



Quarter page square
99 x 131.5 (deep)*

Mechanical

Size: 210 x 275 (deep)
Binding: Perfect bound
Colour: CMYK

Sizes

Full page
Trim: 210 x 275 (deep)
Bleed: 216 x 281 (deep)

Double page spread (DPS)

Trim: 420 x 275 (deep)
Bleed: 426 x 281 (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: 210 x 275 (deep)
Bleed: 216 x 281 (deep)

Outside 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

- 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/X-1a
- 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 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.