

idealog

WE'RE THINKING BUSINESS

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**WE'RE
THINKING
BUSINESS**

**MEDIA KIT
2017**

MEDIA KIT 2017

Welcome

IDEALOG is a business magazine like no other. Targeting entrepreneurs and innovators, Idealog is chock full of case studies, expert advice and stories of hard-won success.

Covering tech, design, marketing, exporting and start-ups, the Idealog brand is about showcasing the transformative power of innovation and creative thinking.

Our vision is to equip New Zealanders with the inspiration and knowledge to help make New Zealand a more prosperous place.

Publisher
Ben Fahy



Award-winning journalism

Idealog has been New Zealand's best business magazine since it launched in 2006. (That's according to the Magazine Awards – and more importantly, our readers.) In 2013, Idealog won best editor, best business magazine, best designer and a raft of highly commended awards for journalism, cover design and photography. With more than 50 issues now under our belt, Idealog is the leading magazine for business, ideas, innovation and the creative economy.

Top photography

Idealog puts photography and design at the top of its priority list (just ahead of quality journalism, of course). With high-quality portrait photography and creative concepts, the look and feel of the magazine is a point of pride. Idealog is stylish, elegant and thoughtful in its approach.

Exclusive stories

Whether it's a startup you've never heard of or a big corporate doing something fascinating, Idealog consistently aims to bring its readers exclusive stories they won't have seen anywhere else. It's a totally new experience for the reader, every time – and they love it.

Daily news

Idealog.co.nz keeps readers informed about what the local and global movers and shakers of innovation, design and technology are doing. Our news items are delivered in a concise and thoughtful way, optimised for easy access on mobile devices. We also deliver our top news items over three email newsletters each week, sent to subscribers.

Innovators

Idealog readers are open-minded and always on the look out for better ways of doing things.

88% see ideas and innovation as the future of business
86% say they are always looking for new ideas and opportunities.

Influencers

Idealog readers earn a living from their original thinking and ideas. In that sense they are professional thought leaders and extremely influential over the decisions of others, both at work and socially.

87% of readers say that others look to them for direction, and they in turn look to Idealog for ideas and inspiration.

42% of readers either own or run the company they work in.

37% are big earners, earning over \$100k per annum.

72% of readers are employed in companies of less than 50 employees.

Techies

Idealog readers are highly tech-savvy and media-smart, with Idealog readers twice as likely to belong to a social media network like Facebook (74%), Twitter (37%) or LinkedIn (50%).

Business leaders

Idealog is the voice for the new generation of business and social leaders in New Zealand – people who are ambitious and innovative, readers are: Almost half own or manage a business and most others aspire to – yet they can't be reached via traditional business media.

35% do not read any business media other than Idealog and only a third read NBR.

Young and restless

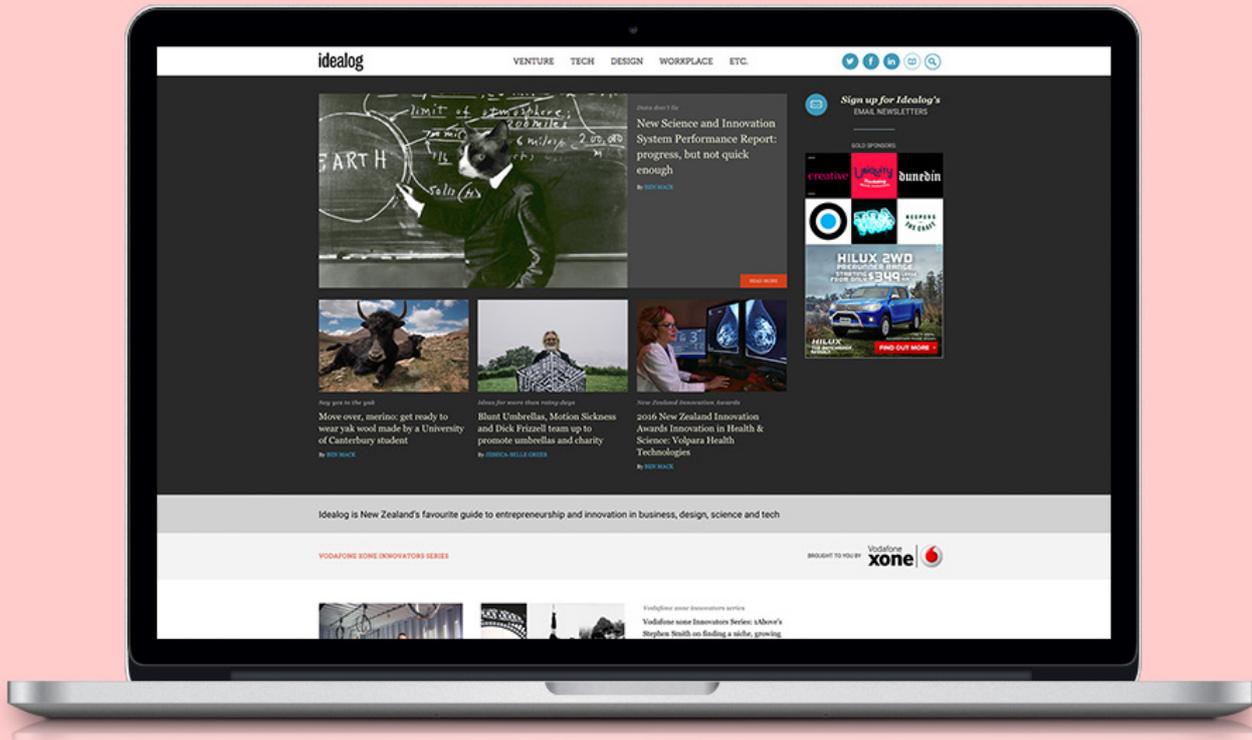
84% of Idealog readers are aged between 20 and 49

88% are younger than 50

68% are under 40.

CIRCULATION 4,804

(Audit Bureau of Circulation Jan-Mar 2017)



MEDIA KIT 2017

Magazine Rates

Advertising Deadlines 2017

Issue number	Advertising Booking Deadline	Advertising Material Deadline	On Sale
#64 March The Design Issue	8 Feb	27 Feb	27 Mar
#65 July The Technology Issue	7 June	26 June	24 July
#66 October The Innovation Issue	13 Sept	2 Oct	30 Oct

All rates listed above are ex-GST and commission bearing

Display Advertising Rates

Four Colour	1X	2X	4X	8X
Double Page Spread (DPS)	\$7,960	\$7,164	\$6,368	\$5,970
Full Page	\$4,190	\$3,770	\$3,352	\$3,140
Half Page	\$2,200	\$1,980	\$1,760	\$1,650
Third Page	\$1,510	\$1,360	\$1,210	\$1,130
		10%	20%	25%

Note: Part page advertisements will be stacked unless a 15% premium is paid for a solus page

Premium Positions

Four Colour	1X	2X	4X	8X
Inside Front Cover DPS	\$9,154	\$8,240	\$7,320	\$6,865
Outside Back Cover	\$4,820	\$4,340	\$3,855	\$3,615
Other Premium Positions*	\$4,610	\$4,150	\$3,690	\$3,470
		10%	20%	25%

*10% premium applies to the following positions: opposite contents page, inside back cover, opposite editor's page, second DPS, first right-hand page, other nominated (guaranteed) positions

Loose Inserts

2 Pages (single leaf)	\$450 per 1000
4 Pages	\$540 per 1000
8 Pages	\$680 per 1000
12 Pages	\$750 per 1000
More Than 12 Pages	Phone for quote

Bound inserts: add \$50 per thousand. Tip-on rate: \$350 per 1000. Minimum charge for inserts: \$1,000

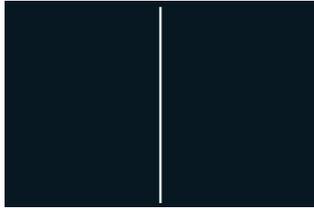
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Magazine Specifications



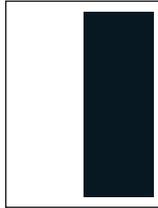
Double page spread

(please supply as two single page pdfs)
460w x 275h* – no allowance for gutters



Full page

230w x 275h* + 5mm bleed
210w x 255h text-safe area



Half page vertical

100w x 235h



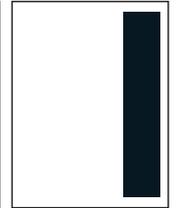
Inside front / back cover double page

(please supply as two single page pdfs)
447w x 275h* – no allowance for gutters



Half page horizontal

205w x 120h



Third page vertical

65w x 235h

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 15%) 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.

Mechanical

Size: 230w x 275h
Binding: Perfect bound
Colour: CMYK

Sizes

Full page
Trim: 230w x 275h
Blead: 240w x 285h

Double page spread
Trim: 460w x 275h
Blead: 470w x 285h

Inside front cover (IFC), inside back cover (IBC) Double page spreads
Trim: 447w x 275h
Blead: 457w x 285h

Inside front cover (IFC), inside back cover (IBC) single page

Trim: 223.5w x 275h
Blead: 233.5w x 285h

Single page image area:
230w x 275h (deep)
Blead: 240w x 285h

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 prefers that advertising material be supplied via Adstream's Quicksend validation and delivery system.

If you are not already set up with Quicksend, you can immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz> By using Quicksend 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.

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Website Rates

Rates per week

Ad Type	Leaderboard	Rectangle	Half Page
idealog.co.nz 25% SOV	\$600	\$500	\$700
Idealog Digest Tue/Fri 100% SOV	\$600	\$500	\$700
Idealog Design Wed 100% SOV	\$500	\$400	\$600

Hero ad

idealog.co.nz \$350 per day (video capable)

Volume discounts

Insertions	3	6	12
Discount	10%	20%	30%

Specs (per month receiving 100% traffic)

Ad Type	Specs (pixels)
Website leaderboard	728w x 90h
Digest leaderboard	600w x 200h
Mobile leaderboard	320w x 100h
Rectangle	300w x 250h
Hero banner	1920w x 480h

Material delivery and deadline

Please submit online material at least three working days prior to go live date.
Email ads with URL click-throughs / ad tags to mike@tangiblemedia.co.nz

Website accepted formats

- GIF/JPEG
- Animated GIF
- Maximum size: 80k. Resolution: 72 dpi
- swf files are no longer accepted

Solus eDMs

Email blast to 5,500 – \$3000

Solus eDMs have an average open rate of 25%

Website Readership Profile

Readers of the site hail from the creative industries, science, technology and traditional business. Tech-savvy, connected and opinionated, the Idealog community is highly involved and passionate about making New Zealand a better place to live and work. A feature of the site is the high level of involvement of the Idealog community through blogs, a free daily community newsletter, social media, a free directory and updates on events.

Idealog Digest

Idealog's twice weekly delivers regular news and ideas, trends, insights and entertainment direct to over 5,500 subscribers. All newsletter content is also published on idealog.co.nz. Advertisers can utilise the newsletter through either advertising or providing advertorial in the body of the newsletter.

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Partnerships

Idealog has formed new partnerships to develop products and distribution:

New Zealand Innovator Awards

— with Bayer & NZ Innovation Council

TIN100

— ranking the top 200 NZ tech companies

Designers' Institute of New Zealand

— Idealog is the preferred media partner

Best Design Awards

— Idealog is a media sponsor.

Online

Idealog's website is a cost-effective and measurable way to reach Idealog's community of entrepreneurs, innovators and creative business leaders. Steered by digital editor Ben Mack, idealog.co.nz champions creative Kiwi ideas, covering the latest business news supplemented by in-depth features and free daily and weekly newsletters - no paywalls in sight.

Website Visitors

Idealog.co.nz delivers an affluent, engaged and influential audience who actively contribute to blogs and are very likely to buy and recommend products online.

110,000

average monthly page impressions

45,000

average monthly unique visitors

27.5%

of visitors were business manager or execs

50%

of visitors contributed to a message board or blog

49%

had a household income over \$100K

15%

had posted a review of a product online
