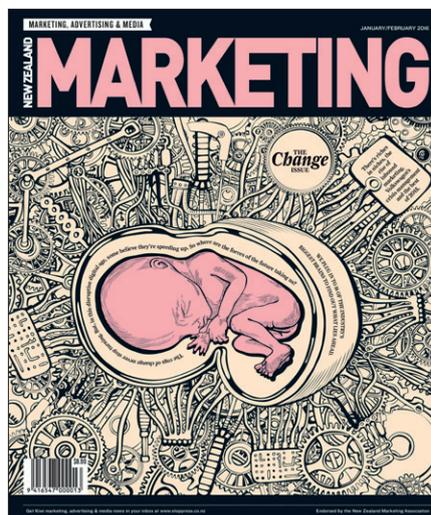
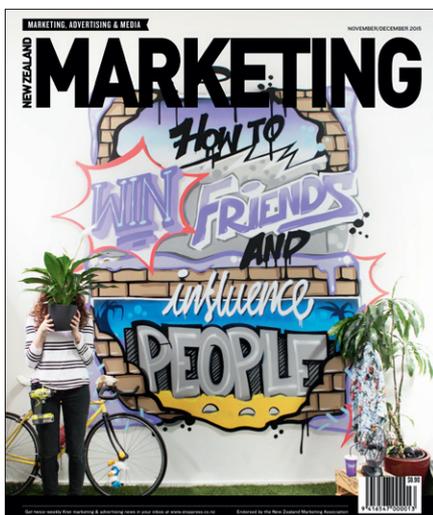


NEW ZEALAND MARKETING



MEDIA KIT 2016 – 2017

ESSENTIAL MARKETING INTELLIGENCE

MARKETING MEDIA KIT

INTRODUCTION

NZ Marketing is one of the country's most venerable and trusted professional business magazines.

Published bi-monthly (6x per year) it delivers marketing intelligence and best practice for marketers and their advertising and media agency partners in a visually appealing, easy-to-read, contemporary style.

EDITORIAL FOCUS

Journalistic in approach the magazine covers marketing and communications disciplines in the wider sense, in-depth and practical with a focus on facts, people, case studies and data

TARGET AUDIENCE

NZ Marketing targets people working in marketing, advertising and media – the communications professionals who, combined, specify over \$2 billion per annum in marketing spend.

READER PROFILE

NZ Marketing has a strong subscription and distribution base, and is endorsed by the NZ Marketing Association. As such, all Corporate members are paid subscribers. The magazine is also distributed to all advertising and media agency professionals.

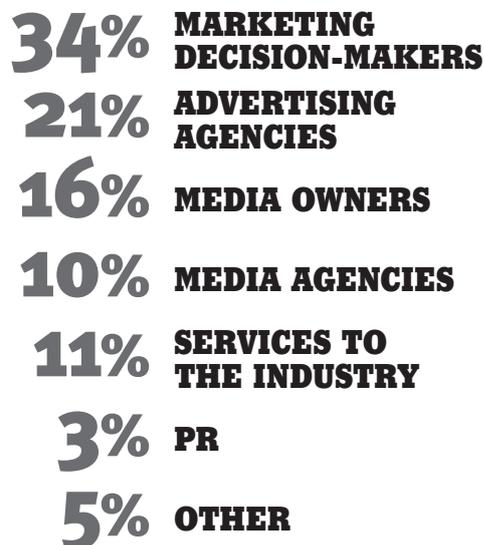
DISTRIBUTION

- Audited Circulation (subscribers) – 2,639*
- Corporate members NZ Marketing Association – 650 companies
- Retail copies (leading bookshops) – 400

Total distribution – 3,500

*Source: NZ Audited Bureau of Circulation; Total NZ Audited Net Circulation to 30/6/2013

READER STATISTICS



INSIDE NZ MARKETING



▲ Personality profiles

The back story and insights of our leading marketing and communications personalities

How to

Practical and experienced insight into the minutiae of marketing and communications, from marketing disciplines and strategy to campaigns, office politics and managing your boss

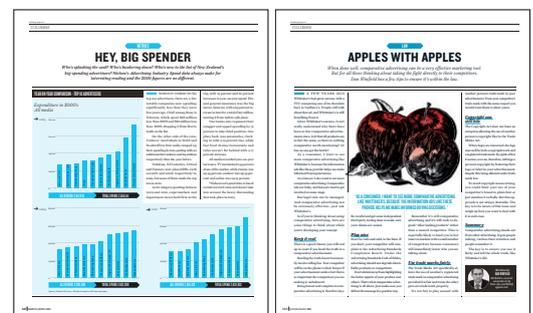


▲ Campaign Review

Showcase of latest ad campaigns, critiqued by our expert panel of judges

Issues

Investigations into the challenges facing the industry, including technological and business change, talent and HR management, economic trends, government regulation and business strategy



▲ Metrics

An intelligible summary of key data and trends about the market and industries

Departments

The magazine provides strong opinion and insight into the core disciplines of marketing and communication

SPECIAL REPORTS AND FEATURES 2015/16

NZ Marketing regularly commissions specialist writers and exclusive research, to publish marketing related surveys, features and guides. These provide advertising and sponsorship options to align your brand with.

RATE CARD

Display	Casual
Outside Back Cover	\$3,500
Inside Front Cover	\$3,500
Inside Front Cover and page 1 DPS	\$5,500
Double Page Spread (460w x 275h + 5mm bleed)	\$5,000
Full page (230w x 275h + 5mm bleed)	\$3,000
Half page Vertical (100w x 235h)	\$1,700
Half page Horizontal (205w x 120h)	\$1,700
Third page Horizontal** (205w x 80h)	\$1,200
Quarter page Horizontal** (205w x 60h)	\$870

All rates are quoted exclusive of GST and subject to NZ Marketing's standard conditions of sale. GST does not apply to non-New Zealand advertisers. All invoices are to be paid in New Zealand dollars. All rates are agency commission bearing.

**Note: Solus positioning not guaranteed

Advertorial – (branded content)

Provides advertisers with an opportunity to tell stories and deliver complex messages in a high quality, advertorial-style format. Writing and design assistance is provided by our editorial team. Photography can be supplied, or arranged at an additional cost.

Double Page Spread - approx. 800 words \$5,500
Full page - approx. 450 words \$3,500

Rates include production costs.

Inserts and tip-ons

Inserts are a popular way to deliver promotional material direct to your target market within the magazine.

Quantity to supply: 3,500
Standard rate A4 size: \$1,800
For non standard size: POA

Tip-ons can be attached to the cover or on page inside the magazine: POA

DEADLINES

ISSUE	ADVERTORIAL BOOKING	ADVERTORIAL TO DESIGN	ADVERTORIAL SIGN-OFF	ADVERTISING BOOKING	ADVERTISING MATERIAL (supplied)	LOOSE INSERT DELIVERY DATE	ON-SALE
June 2016	2 May	13 May	20 May	12 May	20 May	1 June	13 June
September 2016	25 Jul	5 Aug	12 Aug	4 Aug	12 Aug	24 Aug	5 Sept
November 2016	3 Oct	14 Oct	21 Oct	10 Oct	21 Oct	2 Nov	14 Nov

Cancellation deadline is 60 days prior to publication date

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T: 09 966 1077

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.

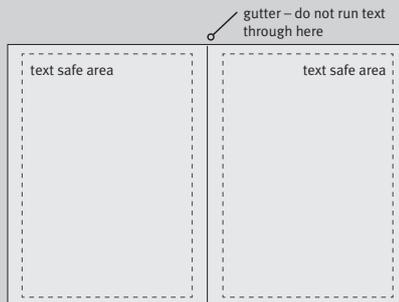
Terms of acceptance of advertising copy

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.

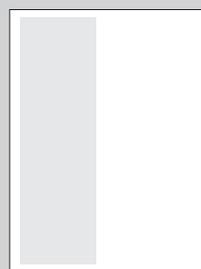
AD SIZES, SHAPES AND TECHNICAL DATA



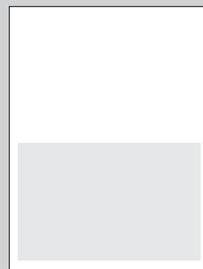
Double page spread (please supply as two single page pdfs)
460W x 275H* – no allowance for gutters
440 x 255 text safe area



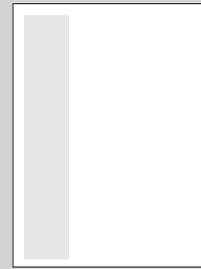
Full page
230W x 275H* + 5mm bleed
210W x 255H text-safe area



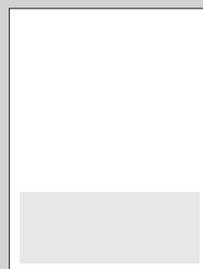
Half page vertical
100W x 235H



Half page horizontal
205W x 120H



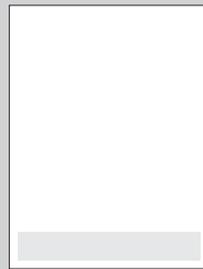
Third page vertical
65W x 235H



Third page horizontal*
205W x 80H



Quarter page*
100W x 120H



Strip*
205W x 40H

*Note: Solus positioning not guaranteed

Mechanical

Size: 230W x 275H
Binding: Perfect bound
Colour: CMYK

Sizes

Full page
Trim: 230W x 275H
Bleed: 240W x 285H

Double page spread
Trim: 460W x 275H
Bleed: 470W x 285H

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 5mm bleed all round.

Single page image area:
230W x 275H (deep)
Bleed: 240W x 285H

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/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 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.