

thinking
business

idealog

*in the ideas
business*

New Zealand's best business magazine* just got a whole lot better.

Idealog magazine and *Idealog.co.nz* were relaunched in July 2011 with a new design, new content, new website, new marketing plan and with a new mission.

* *Best Business Magazine, MPA Awards, 2007, 2008, 2009, 2010, 2011*



WHAT IS IDEALOG?

Idealog is New Zealand's leading business journal and website for senior executives, business owners and innovators.

Aimed at the forward-thinking business person, *Idealog* is all about providing insight into innovation, growth and entrepreneurship.

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

DELOITTE FAST 50 — ranking NZ's fastest growing businesses

DESIGNERS' INSTITUTE OF NEW ZEALAND — *Idealog* is the preferred media partner

BEST DESIGN AWARDS — *Idealog* is a media sponsor. Plus *Idealog* partners with gold sponsors AUT, BNZ and TelstraClear

NZICT — The official member organisation for the ICT industry

***Idealog* is the voice for the new generation of business and social leaders in New Zealand, one that thinks, works and acts differently ambitious, global and innovative.**

READER PROFILE

BUSINESS LEADERS

Idealog readers are business leaders. 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, the acknowledged leader in traditional business news.

YOUNG AND RESTLESS

84% of *Idealog* readers are aged between 20 and 49

88% are younger than 50

68% are under 40.

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.

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%).

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.



TARGET AUDIENCE

***Idealog* targets anyone involved in creative business and commercialising ideas.**

This includes three main groups:

48% professionals in creative or innovation-based industries such as technology, design, film, fashion, media, engineering and science.

32% entrepreneurs bringing their ideas to market.

20% forward-thinking corporate execs responsible for developing innovation within their organisations.

Another way to define the audience is:

Everyone in the ideas business and everyone in business who needs ideas.

Idealog's readers say they read *Idealog* to get ideas and inspiration together with practical advice on how to get those ideas to market. Most also say that *Idealog* is the main way they get this information.



ONLINE

Daily news and features
8,000 unique visitors
72,000 monthly page impressions

PRINT

Bi-monthly
Large format
High-quality, environmentally sourced stock
7,960 circulation
Estimated total readership 60,000*

MAGAZINE

Idealog is divided into six main themes, both online and in print, to create specialist environments for targeted advertising.

LEADERSHIP FOCUSES ON THE BIG PICTURE:

- Corporate management
- Economic data and analysis
- Politics and city hall
- Managing teams
- Career development
- Trends and strategy

VENTURE FOCUSES ON ENTREPRENEURS AND OWNER-OPERATORS:

- Startups and commercialisation
- Fast-growing companies
- Export and internationalisation
- Intellectual property protection
- Venture capital and raising finance
- Compliance and managing growth

SUSTAIN INCORPORATES THE CELSIAS BRAND:

- Green business
- CSR
- Cleantech
- Climate change
- Emissions Trading Scheme

TECH PUTS TECHNOLOGY IN A BUSINESS CONTEXT:

- Internet
- Mobile and devices
- Software
- Enterprise systems
- Agritech
- Biotech

MARKETING DRAWS ON IT'S RELATIONSHIP WITH STOPPRESS AND NZ MARKETING MAGAZINE:

- Advertising
- Communications
- Graphic and packaging design
- Branding
- Media
- Digital and web
- DM

DESIGN INCORPORATES THE DESIGN DAILY BRAND:

- Architecture and interiors
- Urban and city design
- Traffic and transport
- Product and industrial design
- Design as a business process

IDEALOG PRINT RATECARD

DISPLAY ADVERTISING RATES

Four Colour	1X	3X	6X	12X
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	3X	6X	12X
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)	\$210 per 1000
4 Pages	\$260 per 1000
8 Pages	\$290 per 1000
12 Pages	\$320 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

ADVERTISING DEADLINES 2012 - 2013

Issue number	On Sale	Advertising Material Deadline	Advertising Booking Deadline
Issue #37 Jan/Feb 2012	12 Dec 2011	11 Nov 2011	4 Nov 2011
Issue #38 Mar/Apr 2012	20 Feb 2012	30 Jan 2012	20 Jan 2012
Issue #39 May/June 2012	16 Apr 2012	23 Mar 2012	16 Mar 2012
Issue #40 Jul/Aug 2012	18 Jun 2012	28 May 2012	18 May 2012
Issue #41 Sep/Oct 2012	20 Aug 2012	1 Aug 2012	20 Jul 2012
Issue #42 Nov/Dec 2012	15 Oct 2012	26 Sep 2012	14 Sep 2012
Issue #43 Jan/Feb 2013	10 Dec 2012	21 Nov 2012	9 Nov 2012

All rates listed above are ex-gst and commission bearing

ADVERTISING ENQUIRIES

Kerri Tait

kerri@tangiblemedia.co.nz
09 966 0997
027 733 4728

PUBLISHER

Vincent Heeringa

vincent@tangiblemedia.co.nz
09 966 0991
021 845 693

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 Esther Goh, *Idealog.co.nz* champions creative Kiwi ideas, covering the latest business news supplemented by in-depth features, *Idealog TV* and free daily and weekly newsletters - no paywalls in sight. Content is sorted into six key departments for easy navigation: leadership, venture, tech, marketing, sustain and design.

IDEALOG.CO.NZ 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.co.nz* is updated hourly by our online editor and includes:

- Daily business news
- Six new sections
- Expert opinion and advice
- Free daily newsletter—*Idealog Daily Bacon*
- Free weekly newsletters on design, sustainability and marketing

IDEALOG DAILY BACON

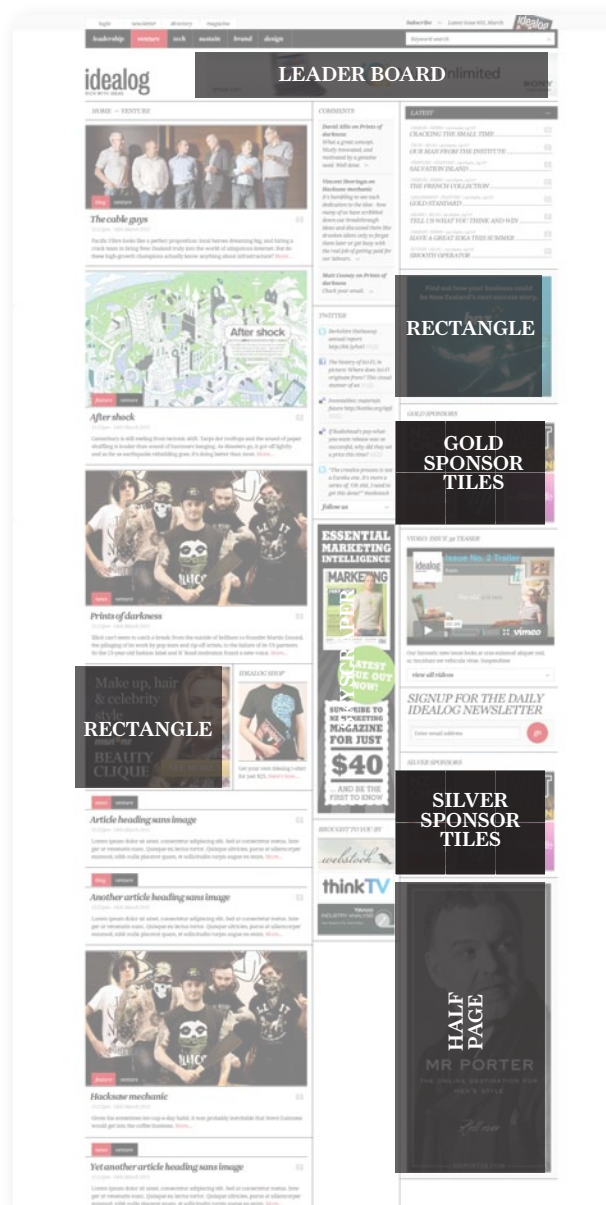
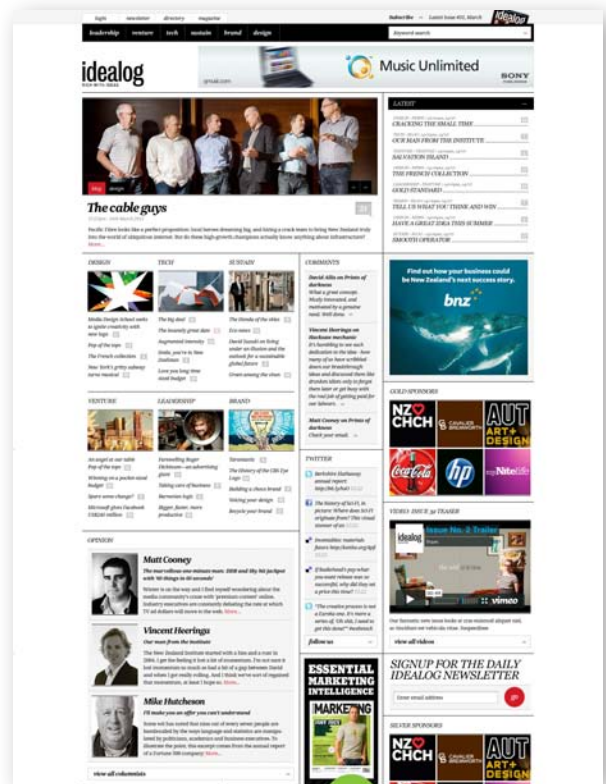
Idealog's daily newsletter delivers regular news and ideas, trends, insights and entertainment direct to over 3,700 subscribers. All newsletter content is also published on *idealog.co.nz* where it receives on average another 3,000 visits per week. Advertisers can utilise the newsletter through either advertising or providing advertorial in the body of the newsletter.

IDEALOG.CO.NZ 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.

- 65,000 average monthly page impressions
- 22,000 average monthly unique visitors
- 46.19% of visitors had made a purchase online in September
- 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

31,000 unique monthly browsers to *idealog.co.nz*
4,100 current subscribers to *Idealog Daily Bacon*
8,100 unique weekly browsers



IDEALOG.CO.NZ RATECARD

SPECS

(per month receiving 100% traffic)

Ad Type	Specs (pixels)
Leaderboard	728w x 90h
Rectangle	300w x 250h
Half page	300w x 600h
Advertorial	60 words max
Job ads	60 words max

RATES

(rates are per week)

Ad Type	idealog.co.nz	Daily	Both
Leaderboard	\$975	\$400	\$1100
Rectangle	\$975	\$400	\$1100
Half page	\$1100	\$600	\$1400
Advertorial	\$1500	\$800	\$2000
Job ads		\$80	

VOLUME DISCOUNTS

Insertions	3	6	12
Discount	10%	20%	30%

E-NEWSLETTERS

Idealog delivers a suite of email newsletters:

- IDEALOG DAILY BACON**—a lunch time wrap-up of business news, delivered five times a week
- IDEALOG DESIGN**—a weekly look at architecture and design (formerly DesignDaily), delivered every thursday
- IDEALOG SUSTAIN**—a weekly look at green business and CSR (formerly Celsias), delivered every tuesday

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 kerri@idealog.co.nz

WEBSITE ACCEPTED FORMATS

- GIF/JPEG
- Animated GIF
- Macromedia Flash swf files accepted for website only
- Maximum size: 80k. Resolution: 72 dpi
- Back-up gif or jpg files must be sent with swf files to meet IAB standards

<p>ADVERTISING ENQUIRIES Kerri Tait kerri@tangiblemedia.co.nz 09 966 0997 027 733 4728</p>	<p>PUBLISHER Vincent Heeringa vincent@tangiblemedia.co.nz 09 966 0991 021 845 693</p>
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Avanti to double turnover with acquisition
 It's 23 years since wholly Kiwi-owned brand Avanti first launched, and if that wasn't an auspicious enough milestone, the company is set to acquire the bicycle division of Pacific Brands next month, effectively doubling its turnover. Part of the Bopland Group, which has operated successfully in the bicycle industry for over 30 years, Avanti says the purchase will consolidate its position as a formidable competitor in the Australian and New Zealand bicycle markets.

Wellington UX startup gets boosted - all the way to the US
 It was a dream prize for any tech startup, but ultimately there could only be one winner of *Boosterfests* - and that's IntentionIQ, soon to be taking a free trip to San Francisco thanks to a group of Kiwi entrepreneurs paying it forward on the back of their own Silicon Valley success story. Winning the competition in the "kick in the pants" the tech company needs to redouble its efforts to expand into the US, it says, and could lead to setting up a permanent base there.

Algae-loving Kiwi company signs international agreement to further develop renewable fuel technology
 It may be green, slimy and not all that appealing to look at, but Kiwi company Aquafuel has been converting algae into alternative energy for some time now - and it has just signed a major agreement with Texas-based CRI Catalyst Company, a provider of catalyst and process technology to the global renewable fuel market. According to Aquafuel Director Nick Graham, it marks the culmination of four years of behind-the-scenes work.

It's time to face up to yesterday's shocks and grow our future
 What if we migrated our key city, Auckland, into its own biomesphere? Or Christchurch, or even Hamilton? What if we identified the social capital and ecological resources available and mapped them over existing infrastructure? Auckland sustainability manager Jerome Partington shares lessons learned while attending Living Future 2011 in Canada earlier this year - the conference for deep green professionals.

We Can Create
 Join us at We Can Create tomorrow
 We Can Create kicks off tomorrow bringing you two days of creative inspiration by way of graphics, fashion, animation, illustration, motion graphics, typography and sound design (and that's just for starters). If you haven't managed to buy a ticket there's a still time. If you have, we'll see you there. But if you can't make it, don't worry, we've got you covered. We'll be busy tweeting throughout the event so make sure you follow us @iidealogdaily. We'll also be having a chat with some of the speakers so keep your eye peeled on our website or Facebook page (give us a 'like' along the way) for inspirational video.

Auckland Harbour Bridge pathway gains

Kiwi brand Cottonsofts allegedly toilet papering its way to deforestation
 Take one quick look at the Asia Pulp & Paper website and you'll be greeted by a company that champions its sustainability and CSR initiatives. But the global company, who also owns New Zealand-based company Cottonsoft, has been embroiled in sustainability hypocrisy as of late with claims by rumourous groups it is wiping out the habitat of the endangered Sumatran tiger in Indonesia. Groups including Greenpeace, the Green Party and WWF New Zealand are all speaking out and even The Warehouse has suspended orders of Cottonsoft toilet rolls, pending further investigation into the claims. But Cottonsoft is describing the allegations as "factually inaccurate and groundless".

Fonterra organic cutback a 'bolt from the blue'
 With growth in the organic market having significantly slowed since the global financial crisis, Fonterra has announced it is restructuring its organic market in a bid to turn around the loss-making operation and to break even. But the decision to slash its organic dairy operations comes as a "bolt from the blue", says advocacy organisation Pedagogical Farmers.

Building sustainably becomes concrete yet again for Peddie Thorp Architects
 It may not be much to look at and you might not think it an overly sustainable product, but where would construction be without good 'ole concrete? Recently the Cement and Concrete Association of New Zealand held its 2011 Concrete

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.

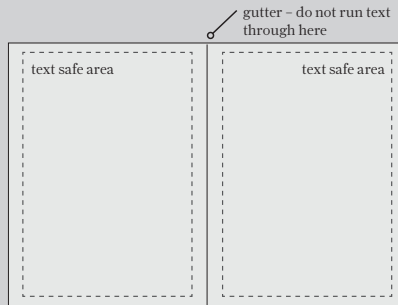
TERMS OF ACCEPTANCE OF ADVERTISING COPY

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



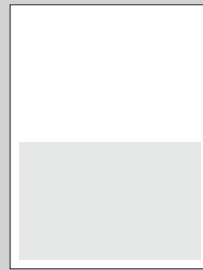
Double page spread (please supply as two single page pdfs)
460w x 275h* - no allowance for gutters
440 x 255 text safe area



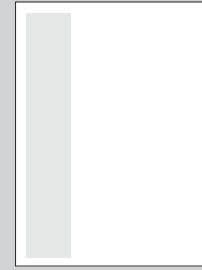
Full page
230w x 275h* + 5mm bleed
210w x 255h text-safe area



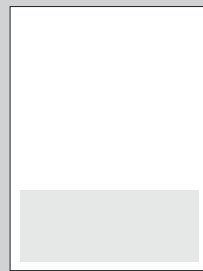
Half page vertical
100w x 235h



Half page horizontal
205w x 120h



Third page vertical
65w x 275h



Third page horizontal*
200w x 75h

*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.