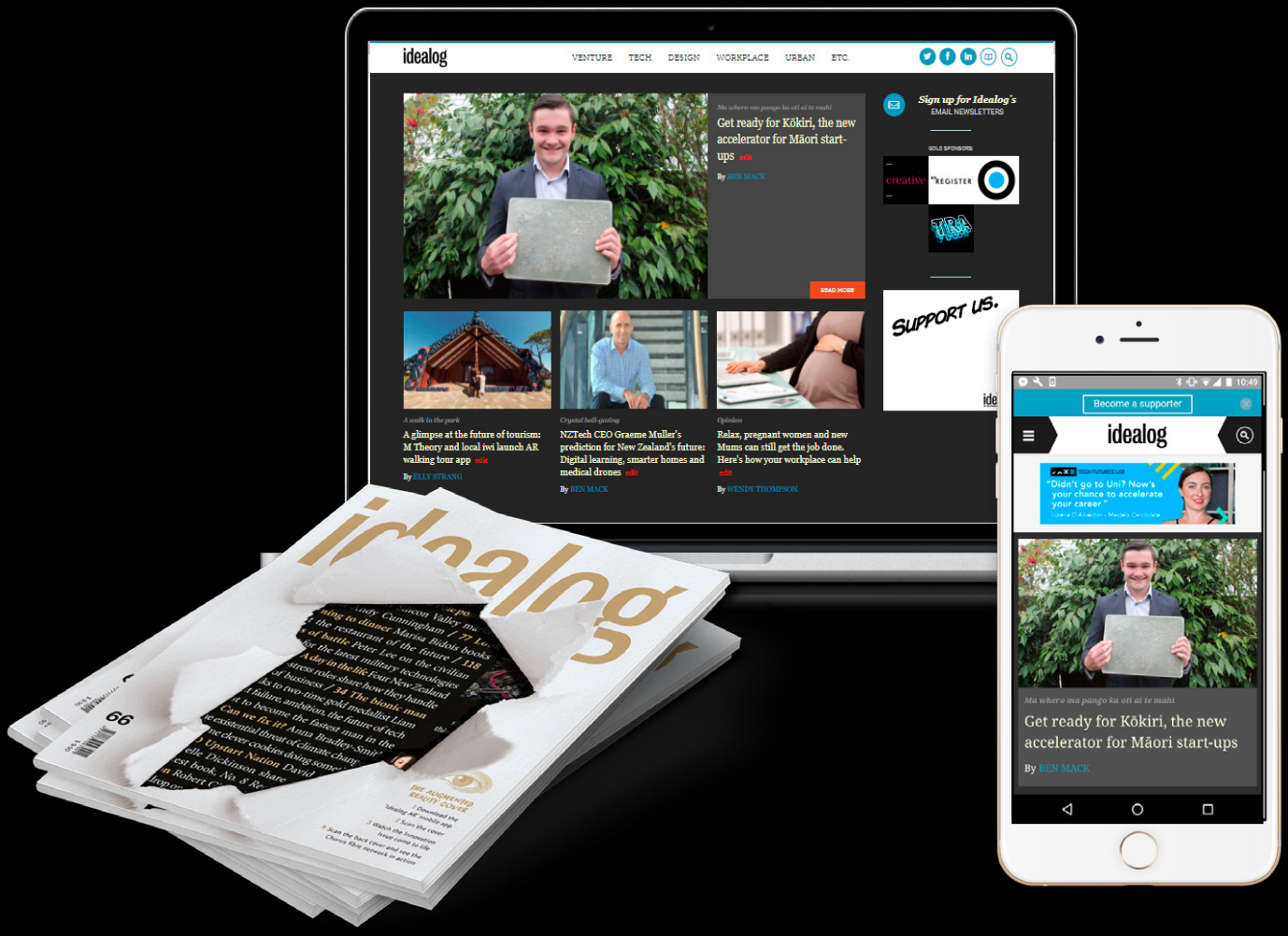
idealog



MEDIA KIT 2019

WWW.IDEALOG.CO.NZ

ELLY STRANG
Editor
021 070 3524
elly.strang@icg.co.nz

MIKE SANDERS
Commercial Manager
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mike.sanders@icg.co.nz

IDEALOG is a media brand like no other. The voice of New Zealand innovation, technology and design, we represent a community of innovators who are using the transformative power of creativity to not only achieve commercial success, but to solve issues facing the world today and set the social, cultural and ethical agenda for consumers.

Ahead of the pace on trends, we cover the latest developments in tech, design, marketing and more and most importantly, we explain to our readers why they matter.

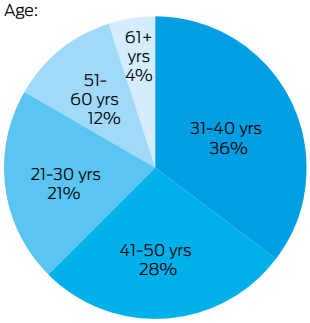
As well as this, we have our finger on the pulse for the most interesting and ambitious individuals operating in the New Zealand business scene. Every mover and shaker you need to know can be found on one of our channels. Our overall vision is to equip progressive New Zealand businesses with the inspiration and knowledge that will give Aotearoa a more optimistic, thriving future.

EDITORIAL FOCUS /// The Idealog brand covers the innovation, technology, design and work life disciplines, with the three annual magazines themed as the Creativity, Transformation and Reimagination issues. We provide both inspiration and in-depth and practical advice through challenges and collaborations, interviews, case studies, data and more.

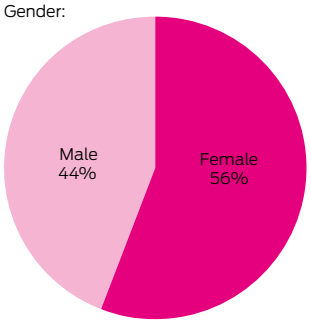
TARGET AUDIENCE /// Our target audience is people working in the innovation, technology and design sectors, from corporate innovators to small-to-medium business owners.

READER PROFILE

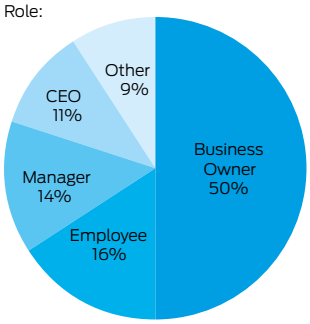
Age:



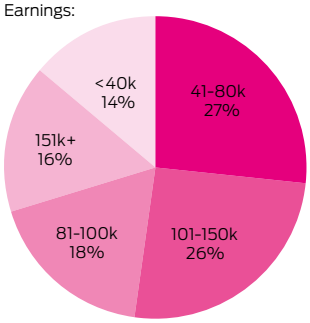
Gender:



Role:

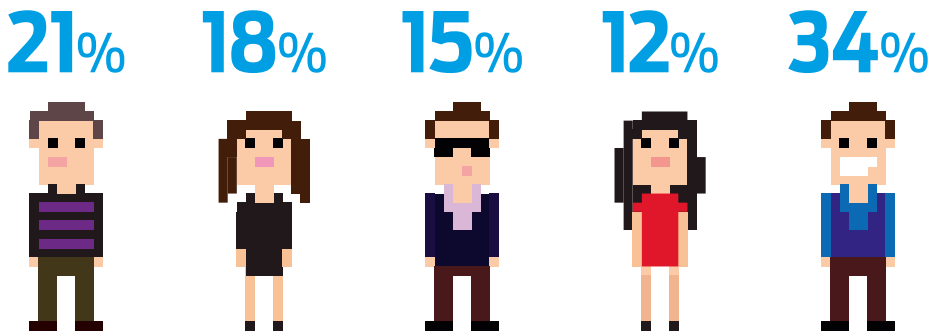


Earnings:



OUR READERS

Idealog readers are open-minded, curious, entrepreneurial and always on the look-out for better ways of doing things, with 88 percent seeing ideas and innovation as the future of business and 86 percent saying they are always looking for new ideas and inspiration.



KEY STATS

Our traffic is significant and reflects the size of the innovation community in New Zealand.

TOTAL IDEALOG AUDIENCE

115,710

Total reach across all platforms

Source: Magazine 360, Oct 2018

IDEALOG WEBSITE

860,000
unique visitors in 2018

70,800
average monthly unique visitors

72,000
average monthly page view

2.55 min
average monthly session duration

44%
of traffic is from a tablet, iPad or mobile device

Source: Google Analytics, Dec 2018

SOCIAL MEDIA FOLLOWERS

49,500

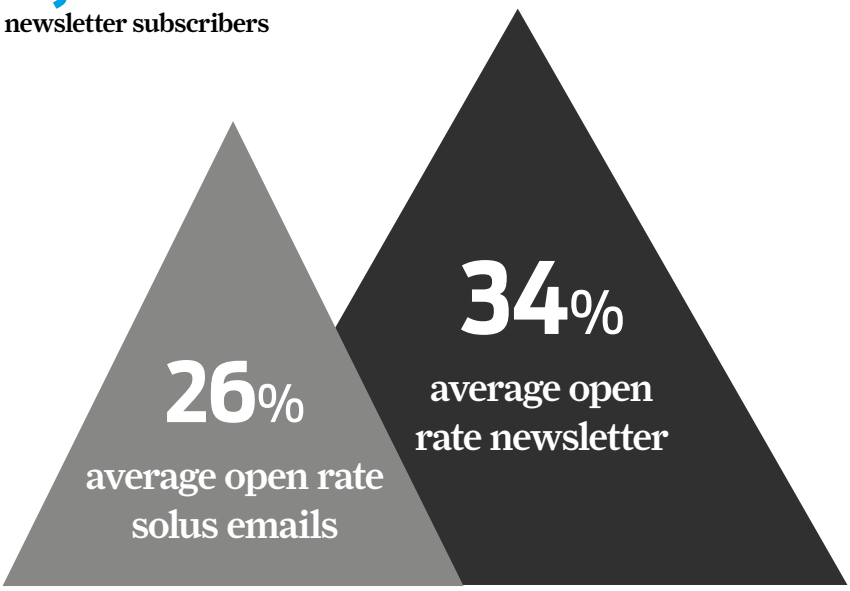
7,080

1,200

1500

IDEALOG HAS THREE WEEKLY NEWSLETTERS

5,500 newsletter subscribers → Our readers enjoy our newsletter



Source: Adestra, Dec 2018

MAGAZINE DISTRIBUTION

Estimated Magazine Readership
24,000

Magazine Circulation
4790*

**Source: NZ Audited Bureau of Circulation. Sep 2017*

INDUSTRY COMMENTS

"I am always impressed and inspired by Idealog's commitment to highlighting and sharing the success of New Zealanders from all forms of diverse backgrounds and identities."

ALEXIA HILBERTIDOU
Chief Executive Officer, GirlBoss

"Idealog are the mecca for tech media and One Fat Sheep are stoked to call them a partner. Creating AR is new to so many of our partners but Idealog made building this experience look like child's play."

SEBASTION DEANS
Managing Director, One Fat Sheep

INSIDE THE MAGAZINE

IDEALOG MAGAZINE /// Carries profiles of industry figures and companies, long-form feature articles, promotional features on practical topics and opinion pieces.

◀ **BRAND ADS ///** A powerful way to display products and services. Make an impact to our readers with a high-quality display.

HOW TO /// Practical and experienced insight into how to start and grow a business.

PROFILES /// The back stories of and insights from our leading business personalities.

◀ **ADVERTORIAL ///** Provides you with an opportunity to tell stories and deliver complex messages in a high-quality advertorial style format. Can be company profiles, case studies, expert opinion/thought leadership.

DEPARTMENTS /// The magazine provides strong opinion and insight into the core disciplines of Technology, Design and Innovation.

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

◀ **SPECIAL SECTIONS/AWARDS ///** Bespoke projects that illustrate our editorial authority, join together our various channels and tap into our audience's desire to interact with the brand.

RATE CARD

Three issues per year, each have a broad overall theme:

» **APRIL /// THE CREATIVITY ISSUE**
» **JULY /// THE TRANSFORMATION ISSUE**
» **OCTOBER /// THE REIMAGINATION ISSUE**

DISPLAY ADVERTISING

	Casual
Inside Front Cover (DPS)	$5,200
Outside Back Cover	$3,500
Other Premium Positions	$3,300
Double Page Spread (DPS)	$4,900
Full page	$3,200
Half page Vertical	$1,900
Half page Horizontal	$1,900

INSERTS AND TIP-ONS

Inserts within the magazine are a popular way to deliver promotional material direct to our readers.

Quantity to supply: 5000

Standard rate A4 size: POA

For non standard size: POA

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

All rates are quoted exclusive of GST and subject to Idealog'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 commision bearing.
*** advertiser supplies finished, camera-ready artwork*
****Note: Solus positioning not guaranteed*

DEADLINES

	PAID CONTENT			DISPLAY ADVERTISING		
ISSUE	BOOKING	INTO DESIGN	SIGN-OFF	BOOKING	MATERIAL (SUPPLIED)	ON-SALE DATE
April 2019	13 Feb	11 Mar	20 Mar	13 Feb	8 Mar	**8 April**
July 2019	5 Jun	7 Jun	28 Jun	5 Jun	28 Jun	**22 July***
November 2019	18 Sep	20 Sep	11 Oct	18 Sep	11 Oct	**4 Nov***

*July & November on sale dates are a guide and may alter by 1-2 weeks.
Cancellation deadline is 60 days prior to publication date. Deadlines are subject to change.

IMAGES

IMAGES enhance the content, and we ask the advertiser to provide these. Can be photos of people, graphs/infographics, product shots, etc. Size requirements depend on how the image is to be used. A standard picture running across two columns of text should be 150 x 90mm or larger.
Usually though we can work with any size.

IMAGE REQUIREMENTS

- Must be high-resolution (300dpi or more)
- Sent in .jpg or .tif format
- Photography can be arranged at an additional cost.

IDEALOG ONLINE

WEBSITE, NEWSLETTERS, SOCIAL MEDIA

Idealog is the hub for New Zealand's innovation sector and provides essential news, intelligence and inspiration. Informative and interactive, the website is updated daily, providing readers a forum for lively commentary and opinion on industry trends, movers/shakers, done deals and much more.

Ad type	Website	Mobile	Newsletter	Social Media		Weekly Rate
Megaheader	1920 x 480	450 x 250	600 x 200	1200 x 630	1080 x 1080	$2,000
Leaderboard	728 x 90	320 x 100	600 x 200	1200 x 630	1080 x 1080	$1,000
Medium Rectangle	300 x 250	300 x 250	300 x 250	1200 x 630	1080 x 1080	$500
Pop Up Section	1400 x 200	500 x 200	600 x 250	1200 x 630	1080 x 1080	$2,000
Topic Series	1400 x 200	250 x 250	250 x 250	1200 x 630	1080 x 1080	$1,000
Sponsored Content	600 x 400	600 x 400	600 x 400	1200 x 630	1080 x 1080	$500
Video Content	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080		$1,000

Note: Megaheader and Medium Rectangles support static, animated or video creative.

SOLUS EDM

Reach our audience through email marketing. This highly effective digital marketing strategy is an effective way of connecting with leads, nurturing them, and turning them into customers.

VIDEO CONTENT SECTION

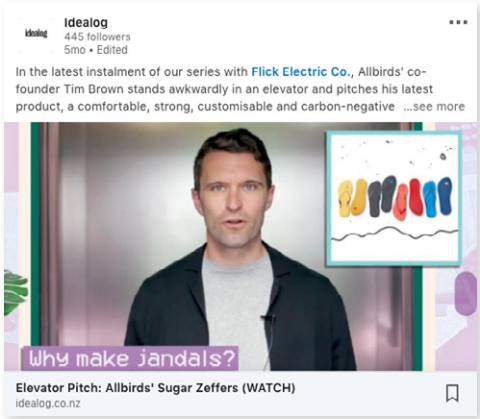
Sight, sound, and motion have always been the most engaging way to reach an audience. Capitative the new ideas, talks, or a video series.

IDEALOG ON SOCIAL MEDIA

FACEBOOK

TWITTER

LINKEDIN



NAVIGATING IDEALOG.CO.NZ

LEADERBOARD

Top of mind and at the top of our website the leaderboard position puts you well in the lead.

CONTENT SECTION

Available for you to tell stories and deliver complex messages. Content sections can be written, podcasts or video series. This space is yours to use so the content can be swapped and changed as much as you would like over the booking period.

POP UP SECTION

A longer term approach where a sponsor funds a specific regular series of content around a similar theme and we create a special portal online.

MEGAHEADER

Make an instant impression using video, graphics and animation whether you are building your brand or announcing a new product, service or event.

VIDEO CONTENT SECTION

If you have a great video produced then make sure it gets in front of the right audience. These can be "how to" videos, "Q&A" videos, a branded series or anything else in video format.

TOPIC SERIES

When you want to delve deep into a topic or sector — anything from the future of a sector to the current thinking on artificial intelligence and everything in-between - our writers will work with you to find the best angles.

MEDIUM RECTANGLE

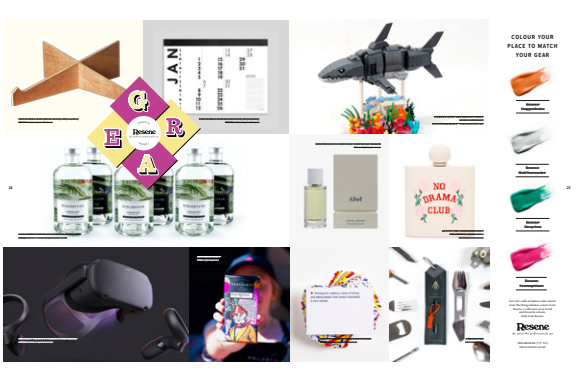
Banners are highly visible and are instantly noticed by the audience.

BESPOKE CONTENT

Provides advertisers with an opportunity to tell stories and deliver complex messages in a high quality advertorial-style format. This can be company profiles, case studies, expert opinion/thought leadership - either prepared by the advertiser or, for an extra cost, written by Idealog journalists. This type of content allows advertisers to contract our editorial team to use their judgement and skill to tell our readers your story in a compelling way, appropriate to our channels.

INTEGRATED CAMPAIGNS /// When putting together an effective, memorable and successful campaign, the 'big idea' is crucial. But equally vital is fitting the elements together seamlessly, getting all the parts working as a synchronised whole. Idealog has a unique creative flair to dream up hard-hitting concepts, the analytical nous to sense-test marketing strategy, and the production capacity to deliver. We offer an end-to-end integrated campaign service, working with brands and businesses from initial brainstorming through to execution and beyond. We aim to make our clients stand out each and every time – while keeping the process simple and streamlined.

WRITTEN CONTENT /// As award-winning editors and journalists, we know what success looks like and how to get you there. Through the power of content, we've transformed numerous brands and businesses into leading industry voices, and innumerable consumers into loyal brand ambassadors. Our content crew delight and inspire every day and enjoy pushing the limits of what's possible.



VIDEO PRODUCTION /// Whether you need a short introduction video, a fun engaging social campaign, or a regular video, we can help. In addition to creating a beautifully planned and produced result for you, we also get your video content in front of our audience.

EVENTS /// Bring your business to life in the real world, allow us to curate speakers and an audience and bask in the glow of Idealog's profile in the innovation community.

PODCAST PRODUCTION /// From concept to execution, we can produce a podcast series. Keep the audience updated with new episode notifications and instantly stream or download podcasts to play offline. Staying top of mind with listeners is a key component of maximizing your podcast marketing.

PAID CONTENT OPTIONS

INTERVIEW Tap into our editorial skills. Our writers will work with the advertiser to find angles which align with our audiences' interests. Interviews can be face-to-face or via phone or email.

Q&A Our editorial team will provide the advertiser with a series of questions to answer – usually via email.

ADVERTISER SUPPLIED – Advertiser writes the article, and our editorial team will sub-edit and work into our style.

BOOKING FORM

Publication: Idealog					
Name:					
Company Name:					
Campaign Overview:					
Magazine	**Start Date**	**End Date**	**Price**	**Quantity**	**Total**
Inside Front Cover			$5,200		
Outside Back Cover			$3,500		
Double Page Spread			$4,900		
Full Page			$3,200		
Half Page			$1,900		
Additional					
Writing			$500 each		
Design			$250 each		
Inserts			POA		
Extra Magazines			$7.50 each		
Digital	**Start Date**	**End Date**	**Price**	**Quantity**	**Total**
Megaheader			$2,000		
Leaderboard			$1,000		
Medium Rectangle			$500		
Pop-Up Section			$2,000		
Topic Series			$1,000		
Content Section			$500		
Video Section			$1,000		
Additional					
Writing			$500 each		
Ad Banner Design			$250 each		
Other Services Offered	**Start Date**	**End Date**	**Your Approx. Budget**		
Concept Development					
Event					
Podcast Production					
Video Production					
Gross Total					
Project Discount **Total**					

Client Signature: **Account Manager Signature:**

TERMS AND CONDITIONS

Conditions of acceptance of advertising
These conditions are deemed part of the contract issued by ICG 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 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.

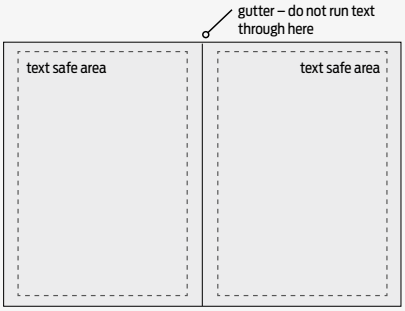
General
a) The Publisher reserves the right to decline the insertion of any advertisement
b) The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
c) Casual displacement, rejection or omission of an advertisement does not invalidate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

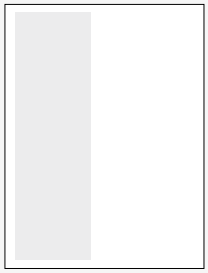
The Advertiser acknowledges that ICG Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

AD SIZES, SHAPES AND TECHNICAL DATA

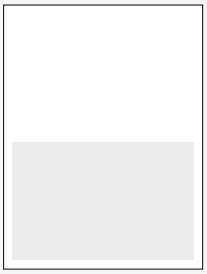


Double page spread (please supply as two single page pdfs)
460w x 275h* – no allowance for gutters
440 x 255 text safe area

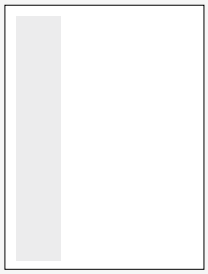
Full page
230w x 275h* + 5mm bleed
210w x 255h text-safe area



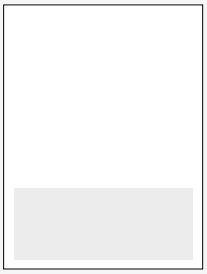
Half page vertical
100w x 235h



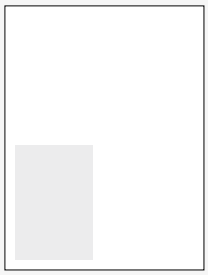
Half page horizontal
205w x 120h



Third page vertical
65w x 235h

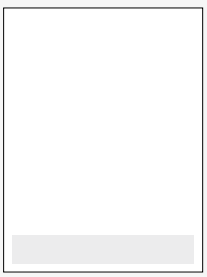


Third page horizontal*
205w x 80h



Quarter page*
100w x 120h

*Note: Solus positioning not guaranteed



Strip*
205w x 40h

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

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.

ICG 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.

TERMS AND CONDITIONS

- Effective 1 January 2019
- All rates are direct and non-Agency commission bearing.
- All creative due 3 working days, (5 working days for rich media), prior to live date
- Rates are in New Zealand dollars and exclusive of GST
- Rates do not include any third party ad serving charges
- Rates are for standard formats only. Please contact us for prices on non-standard ad formats
- Advertisers are responsible for the creation of their own ads
- Unique Visitor and Page Impression numbers are estimates sourced from Google Analytics traffic data

TECHNICAL SPECIFICATIONS FOR ADVERTISING IN E-NEWSLETTERS

- All .gif and .jpg files are acceptable and file sizes should be as small as possible (30k max).
- Resolution should be 72 dpi
- Format should be .gif .jpeg or animated .gif*

***Note for *animated .gif* email newsletter ads:** animated .gif ads may not rotate past the first frame when displayed in some versions of Outlook. As this is the case we recommend any animated .gif ads for email newsletters start with a frame which, if static, will deliver the advertiser's message. To ensure no potential issues arise with your email adverts, it is best to use a static .gif or .jpg file.

SPECIFICATIONS FOR ADVERTISING ON IDEALOG.CO.NZ

FOR ANIMATION:

- Keep animation simple – no distracting strobe effects
- Looping is acceptable
- Creative with a white background must have a border
- File sizes should be as small as possible (40k max)
- Resolution should be 72 dpi
- Formats should be .gif, .jpg, animated .gif or Adobe Flash (.swf), including back up .gif or .jpg
- Third Party HTML banners are acceptable. Creative files must be included with third party tags. You must use {clickurl} and {random} as your place holders if you are not using a known third party redirect listed below. You will need to use the relevant method when creating your banner html.

Accepted Third Party Redirects: Double Click – iframe tags, Facilitate, Eyeblaster, Atlas, Mediaplex, EyeWonder

Sizes: See IAB Ad Standards and Guidelines for more details

CONTACTS

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