

# AdMedia



**ADMEDIA** is the only monthly, glossy magazine for those working in **NEW ZEALAND'S ADVERTISING, MEDIA AND RELATED INDUSTRIES**. It offers total coverage including **NEWS, EVENTS, PROFILES, CAMPAIGN ANALYSES AND FEATURE STORIES** – all essential reading for anyone interested in this fast-paced, multibillion-dollar section of the economy.



Roughly speaking, 65% of AdMedia's subscribers are advertising agencies – including 150 creatives and 200 media planners; 20% are media companies; 10% provide services\* to these industries; and 5% are marketers in the top corporates.

\*Services include television commercial production and post-production, public relations, research, events & tradeshow organisers, web solutions, photographers and photo libraries, print providers and more.

## Visible Consumers

AdMedia's readers themselves are highly visible consumers and premium brands have all enjoyed success in communicating to the magazine's early adopting readership.



“Advertising agency people are avid readers of AdMedia”



**AdMedia is published** mid month, every month except January.

**Audited Circulation:** 1440 (ABC to 31 December 2009)

**Distribution:** 95% subscription, limited bookshop sales.

Relatively few people work in advertising agencies – 1800 according to the 2008 Agencies & Clients directory. These people have influence wildly out of proportion to their numbers, controlling a sector of the economy worth more than \$2 billion (the majority of this country's marketing budgets). Advertising agency people are avid readers of AdMedia.

# Rate Card



## The Facts

CIRCULATION 1440\*

FREQUENCY monthly [11 issues per year February-December]

DISTRIBUTION By subscription

\*Source: NZ Audited Bureau of Circulation;  
Total NZ Net Circulation; to 31st Dec 2009

## Creative Advertising Solutions

### What's New

Enter your creative work in the monthly showcase that is AdMedia's hub. Find out who did what, where, and with whom. Media accepted – print, outdoor, TV, packaging, design, direct marketing, promotions, websites and radio.

- 1 campaign, 1 visual **\$350**
- 1 campaign, 2 visuals **\$530**
- 1 campaign, 3 visuals **\$660**

### Loose Inserts

Inserts – A popular way to deliver your promotional material direct to your target market within the magazine.

- Up to A4 size and up to 300gsm • Accepted in final print form
- Flat rate: \$1200 • Supply quantity of 1700

### Editorial Features

AdMedia regularly publishes surveys, industry relevant special features and guides. Align your brand with these features by placing your ad in the relevant section at no extra cost.

### Sponsorship

There are various sponsorship agreements available monthly columns – please ask for a quote.

Ad size	Full colour	B&W
Double Page Spread (420 x 275mm)	\$4480	\$2780
Outside Back Cover (210 x 275mm)	\$2925	-
Full page (210 x 275mm)	\$2575	\$1925
1/2 page (175 x 120 mm)	\$1650	\$1090
1/3 page (175 x 80mm)	\$1360	\$885
1/4 page (175 x 60mm)	\$980	\$700
Strip advertisement (175 x 40mm)	\$670	\$515
Classified (back page only) 85 x 60mm	\$395	-

(Bleed - allow additional 5mm bleed on all edges + in the centre)

CANCELLATIONS in writing 5 weeks prior to publication date.

### Volume Incentive Discounts

2-4 insertions – 5% | 5-7 insertions – 10% | 8-11 insertions – 15%

All rates are commission bearing • Terms & Conditions apply  
• All rates are in NZ dollars and exclude GST

## Estimated advertisement production costs

A complete advertising production service is offered. This service extends from initial concept and design through to final layout. All production costs will be quoted on proofs.

Production rates	
1/4 page	\$260
1/3 page	\$300
1/2 page	\$400
Full page	\$560
DPS	\$975

All prices exclude GST

BOOKING DEADLINE approximately 21st of the month prior.

MATERIAL DEADLINE approximately 29th of the month prior.

For advice and space booking please contact:

Kelly Lucas, Advertising Manager

Phone: 09 366 0443 • Mobile: 021 996 529 • Email: [admanager@admedia.co.nz](mailto:admanager@admedia.co.nz)



# Online



## Banners

Banners are rectangular ad formats that are placed in the top part of the page. This is one of the most common ad units available.

## Rectangles

Rectangles (Showcases or Islands) usually sit central to page content; some sites are offering extra large formats giving you more impact on the page.

## Skyscrapers

Vertical rectangle ads usually placed on the right hand side of the page; often the best format for pages that are scrolled down, e.g. news stories, article pages.

## Tiles

Tiles are usually placed within the page; this means advertisers deliver their message while users scroll through the pages while viewing certain content; they are small in dimension and file size.

ALL AD FORMATS ARE BASED ON THE INTERNET BUREAU SPECIFICATIONS



SMALL BANNER

SKYSCRAPER

RECTANGLE



SMALL BANNER

SKYSCRAPER

TILE

### Specifications

	width x depth
Small banner	760 x 120 pixels
Skyscraper	120 x 600 pixels
Rectangle	300 x 250 pixels
Tile	120 x 120 pixels

### Rates

	Week	Month
Small banner	\$200	\$800
Skyscraper	\$250	\$700
Rectangle	\$250	\$700
Tile	\$100	\$300

For advice on advertising please contact:

Kelly Lucas, Media Manager

Phone: 09 366 0443 • Mobile: 021 996 529 • Email: admanager@admedia.co.nz

# The Team



## Editor

DAVID GAPES  
david@admedia.co.nz  
ph + 64 9 575 9088  
m 021 596 686

## Advertising Manager

KELLY LUCAS  
admanager@admedia.co.nz  
ph + 64 9 366 0443  
m 021 996 529

## Agencies & Clients Listings

GRIFFIN STOCKWELL  
listings@agenciesandclients.co.nz  
ph + 64 9 845 5114

## Production

FRAN MARSHALL  
franm@mediaweb.co.nz  
ph + 64 9 832 0024

## Subscriptions

ph + 64 9 845 5114  
email: subs@mediaweb.co.nz



# Features & Events 2010



## New Zealand Awards 2010

- FAIRFAX/ADMEDIA AGENCY OF THE YEAR AWARDS 26 Feb  
www.admedia.co.nz
- CAANZ AXIS AWARDS 25 March  
www.caanz.co.nz
- DIRECT MARKETING & INTERACTIVE AWARDS 26 March  
www.nzdirectmarketingawards.co.nz
- CAANZ MEDIA AWARDS 6 May  
www.caanz.co.nz
- THE PRIDE IN PRINT AWARDS TBC May  
www.prideinprintawards.co.nz
- RADIO AWARDS TBC May  
www.rba.co.nz
- QANTAS MEDIA AWARDS TBC May  
www.qantasmediaawards.co.nz
- MAGAZINE PUBLISHERS ASSOCIATION AWARDS 28 June  
www.mpa.org.nz
- ART OF THE ENVELOPE AWARDS TBC Nov  
www.marketing.org.nz
- CAANZ EFFIE AWARDS 7 Oct  
www.caanz.co.nz
- BEST DESIGN AWARDS TBC Oct  
www.bestawards.co.nz



	DEADLINES		
	BOOKING	MATERIAL	LOOSE INSERTS
<ul style="list-style-type: none"> <li>SPECIAL FEATURES</li> <li>AWARD EVENTS</li> <li>INDUSTRY SURVEYS</li> <li>SHOWCASE/DIRECTORY LISTINGS</li> </ul>			
<b>FEBRUARY 2010</b> Sound: Mixing studios, audio-post, libraries – special report	22/1	29/1	8/2
<b>MARCH 2010</b> Stock footage libraries Animation Point of Sale Advertising	19/2	26/2	8/3
<b>APRIL 2010</b> Fairfax/AdMedia AGENCY OF THE YEAR AWARDS Coverage CAANZ AXIS AWARDS Coverage TVC Production & Post Update: Includes DIRECTORS' SHOWCASE Television Advertising	22/3	31/3	8/4
<b>MAY 2010</b> Digital Media Update: Focus on social marketing Out of Home (Outdoor) Advertising Newspapers: Focus on weekend papers & NIMS (newspaper inserted mags)	22/4	29/4	7/5
<b>JUNE 2010</b> QANTAS MEDIA AWARDS Coverage CAANZ MEDIA AWARDS Coverage PRIDE IN PRINT AWARDS Coverage: Printing & packaging – special report THE RADIO AWARDS Coverage: Radio special report Ad Industry Education & Training: Includes Course Listings Guide	21/5	28/5	8/6
<b>JULY 2010</b> MAGAZINE PUBLISHERS ASSOCIATION (MPA) AWARDS Coverage Photography Update: Includes PHOTOGRAPHERS' SHOWCASE Photolibraries PLUS 'Make an Ad' Contest	23/6	30/6	8/7
<b>AUGUST 2010</b> Search Marketing and Optimisation Ethnic/Cultural Media Mobile Marketing	27/7	30/7	9/8
<b>SEPTEMBER 2010</b> TVC Production Post Production	22/8	2/9	8/9
<b>OCTOBER 2010</b> Research Update Television Advertising Rural Media	23/9	30/9	8/10
<b>NOVEMBER 2010</b> CAANZ EFFIE AWARDS Coverage BEST DESIGN AWARDS Coverage PLUS the 2009 MAGAZINE SHOWCASE	21/10	29/10	8/11
<b>DECEMBER 2010/JANUARY 2011</b> THE ART OF THE ENVELOPE AWARDS Coverage Out of Home (Outdoor) Advertising AdMedia's Annual Salary Survey: What are you worth? Letterbox Advertising	23/11	30/11	8/12

## International Awards

- AWARD www.awardonline.com
- ADFEST www.asiapacificadfest.com
- CAANES LIONS www.caaneslions.com
- CLIO www.clioawards.com
- D&AD www.dandad.org
- THE ONE SHOW www.enteroneshow.org

### FOR ADVICE AND SPACE BOOKING PLEASE CONTACT:

Kelly Lucas, Advertising Manager  
 Phone: 0-9-366 0443 Mobile: 021-996 529 Email: admanager@admedia.co.nz

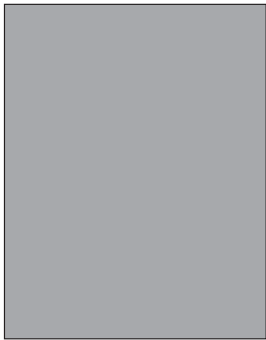
# Deadlines & Specs



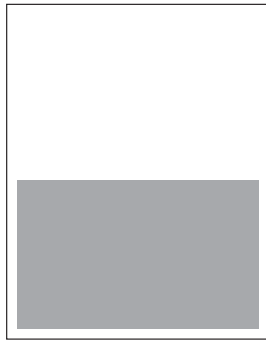
**BOOKING DEADLINE** 21th of the month prior  
**MATERIAL DEADLINE** 29th of the month prior



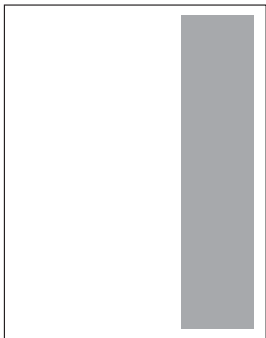
**DOUBLE PAGE SPREAD BLEED (DPS)** 420 x 275mm + 5mm bleed



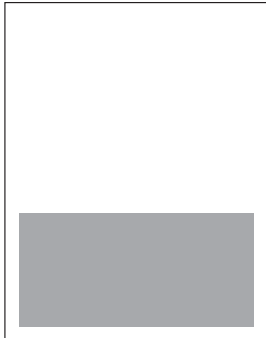
**FULL PAGE BLEED**  
210 x 275mm + 5mm bleed



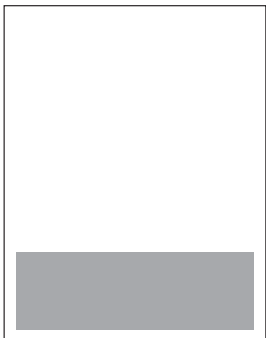
**HALF HORIZONTAL**  
175 x 120mm



**THIRD VERTICAL**  
85 x 240mm



**THIRD HORIZONTAL**  
175 x 80mm



**QUARTER HORIZONTAL**  
175 x 60mm



**STRIP**  
175 x 40mm

Issue	Booking & Cancellation Deadline	Material Deadline	Loose Inserts Delivery Date
February	22 Jan	29 Jan	8 Feb
March	19 Feb	26 Feb	8 Mar
April	22 Mar	31 Mar	8 Apr
May	22 Apr	29 April	7 May
June	21 May	28 May	8 Jun
July	23 Jun	30 Jun	8 Jul
August	27 Jul	30 Jul	9 Aug
September	24 Aug	2 Sep	8 Sep
October	23 Sep	30 Sep	8 Oct
November	21 Oct	29 Oct	8 Nov
December	23 Nov	30 Nov	8 Dec

Specifications	width x depth
Double page spread	420 x 275mm + 5mm bleed
Full page bleed	210 x 275mm + 5mm bleed
1/2 page horizontal	175 x 120mm
1/3 page vertical	85 x 240mm
1/3 page horizontal	175 x 80mm
1/4 page horizontal	175 x 60mm
Strip	175 x 40mm

*(bleed - allow additional 5mm bleed on all edges + in the centre)*

## Production Enquiries

FRAN MARSHALL  
**Production Manager**  
 franm@mediaweb.co.nz  
 p + 64 9 832 0024  
 m 027 4304 559

# Rate Card



## Agencies & Clients

Agencies & Clients has been acknowledged as the advertising industry bible since 1985. It is a high quality reference directory, published annually in April and updated daily online.

Agencies & Clients is an indispensable tool for anyone working in the advertising and media industries in New Zealand.

It contains New Zealand's only detailed list of the country's advertising agencies and includes details on agency executives, media mix, clients and brands handled.

### 4 SECTIONS:

- Agencies
- Media Independents
- Services to Agencies
- Media Companies

Print run – 800

Cover price – \$114.95 (inc GST) – includes both printed and online versions

**PUBLICATION** – Annually in April



### Tab Dividers

One side	\$3000
Both sides	\$4200

### Special Positions

Inside Front Cover	\$3000
Inside/Outside Back Cover	\$3000

### Run of Book

Double Page Spread	\$4000
Full Page	\$2200
Third Page	\$750

### Listings

Ad Agency & Media Independents Listing with colour logo	\$300
Ad Agency & Media Independents Listing (without logo)	FREE
Service to Agencies section	\$450
Media & TVC Production Sections: Premium Listing with colour logo	\$250
Standard Listing (without logo)	\$90
Free listing (contact details only)	FREE

*All prices are annual, in NZ dollars and exclusive of GST  
 No Agency commission applicable on house ads.*

### Material Specs

	width x depth
Dividers and Full Pages – trim size	210 x 270mm
Covers (IFC & IBC/OBC) – trim size	224 x 270mm
Double Page Spread – trim size	434 x 270mm

*Allow 5mm bleed around all outside edges.*

**BOOKING DEADLINE** – annually on or about 24 February

**MATERIAL DEADLINE** – annually on or about 3 March

**CANCELLATIONS** – must be in writing and cannot be accepted after booking deadline

### WWW.AGENCIESANDCLIENTS.CO.NZ

AdMedia's Agencies & Clients website, with its own high-horsepower search engine, includes contact details for all agencies and their key people – plus their clients, brands, and media mix ... plus sections featuring companies that supply services to agencies.

www.agenciesandclients.co.nz is the only NZ advertising & media online service, and offers advertisers a full range of online creative options.

### AUDIENCE:

- 2,422 Unique browsers
- 64,469 Page impressions
- Average time spent on site 6.45 minutes.

\*Source: Google Analytics 1 Jan 08 - 1 Jan 09

### Advertising Rates - Banner or Skyscraper

Home Page	\$2,000/12 months
Section Pages	\$1,500/12 months
Category Pages	\$1,000/12 months

**Accepted files:** jpeg, gif, swf (Flash) files or code. Maximum size 100KB.

**Email ads and/or text links to:**

admanager@admedia.co.nz at least three working days prior to going live.

**For advice and space booking please contact:**

Kelly Lucas, Advertising Manager

Phone: 09 366 0443. Mobile: 021 996 529. Email: admanager@admedia.co.nz

# Rate Card



Fastline is the weekly information lifeline to New Zealand's multibillion-dollar advertising and media industry. Fastline is 4-8 pages of Thursday morning breakfast reading, packed full of late breaking stories, rumour, informed comment and invaluable insights. Fastline is a vital weekly component of a total information package delivered to every AdMedia subscriber. Together, AdMedia and Fastline deliver timely, provocative and authoritative coverage of the advertising and extended media industries to everyone working in and affected by these industries. Fastline is the ideal advertising option delivering quick results. It provides the ideal environment for situations vacant for the advertising and media industry. And Fastline offers the immediacy of short booking and material deadlines.

**CIRCULATION** – Delivered to AdMedia subscribers

**FREQUENCY** – Published weekly on a Thursday



## Rates

B&W	\$34 per column per centimetre
Spot Colours	\$38 per column per centimetre
Full Colour	\$46 per column per centimetre*

## Sizes

Fastline has 3 columns (each 6cm wide) and is 25cm in height. Advertisements can be any height up to 25cm. Width must be in multiples of 6cm – (6cm, 12cm or 18cm wide).

EXAMPLES OF SIZES	B&W	SPOT COLOUR	FULL COLOUR
4cm tall x 2 columns (12cm) wide	\$272	\$304	\$368
10cm tall x 1 column (6cm) wide	\$340	\$380	\$460
6cm tall x 1 column (6cm) wide	\$204	\$228	\$276
1/4 page (6cm high x 18cm wide)	\$576	\$684	\$792
1/2 page (12.5cm high x 18cm wide)	\$1200	\$1425	\$1650
Full page (25cm high x 18cm wide)	\$2400	\$2850	\$3300

*Special Positions: Plus 20%*

*Rates are in NZ dollars, exclude GST and are agency commission bearing*

## Volume Incentive Discounts

Once a month = 5%      Twice a month = 10%      Every issue = 15%

## Loose Inserts

Finished/folded size up to 105mm high x 215mm wide

Flat Rate \$1200

Supply 1700

## Booking & Material Deadline

Ad material      Tuesday, 12 noon, two days prior to Thursday's issue.

Loose inserts      Monday, three days prior.

**It is wise to book as early as possible to avoid disappointment!**

**FOR ADVICE AND SPACE BOOKING PLEASE CONTACT:**

Kelly Lucas, Advertising Manager

Phone: 09 366 0443 Mobile: 021 996 529, Email: admanager@admedia.co.nz

## FASTLINE EMAIL UPDATES

– Comprise breaking news, too late for Fastline's weekly deadline. Updates are delivered to the inboxes of advertising and media industry professionals. All have specifically requested their name to be added to the list. An average of 130-150 updates are sent out during a 12-month period.

## Advertising Options

Ad Type	Size (pixels)	Week	Fortnight	Month
Banner	468 x 60	\$200	\$370	\$700
Skyscraper	120 x 600	\$200	\$370	\$700
Text with link	up to 30 characters (max)			\$300
Tile	120 x 60	\$60	\$100	\$200

**FILE SPECS** – jpeg, gif, swf (Flash) files or code.  
Maximum size 100KB

**MATERIAL DEADLINE** – Email ads and/or text links to: admanager@admedia.co.nz at least 3 working days prior to going live

**MATERIAL** – Please email material to Kelly Lucas – admanager@admedia.co.nz clearly stating the ad is for Fastline and the date it is to be published.

# Material Specs

OFFSET MAGAZINES

## How to CREATE PDF FILES

Print to a Postscript File,  
(Adobe PDF) then produce  
your PDF using Acrobat  
Distiller PRESS OPTIMISED  
setting PDF Version 1.5  
(Acrobat Distiller comes with full  
version of Adobe Acrobat).

*Warning: Although some applications  
are able to export to PDF directly, we  
recommend you create PDF files directly  
within the program, but due to the  
extremely complex nature of the image/  
plate setters and greater control with  
pre-flighting, it is recommended that  
a postscript file is first created  
and that file then distilled with  
Acrobat Distiller 4.0 or greater.*

**DISTILLER SETTINGS** Acrobat Distiller  
6 or above users should make PDF  
1.5 compatible PDFs.

**SYSTEM AND PPD** Your system must  
be configured with the Adobe  
Printer Description (Adobe PPD).

## ACCEPTABLE SOFTWARE

### ACROBAT PDF (PREFERRED FORMAT)

Adobe's Portable Document Format (PDF) is now the recommended format for all files received from clients. We require a **PRESS OPTIMISED** pdf, distilled with Acrobat 4.0 or greater. (PDF Version 1.5) DO NOT create your PDF directly from the application. (eg. not a PDF exported from Illustrator, PDF library from InDesign, etc.) (see "how to" for more info)

### ADOBE ILLUSTRATOR - CS3

All fonts to outline or embedded SAVE as EPS, all images embedded or links attached.

### ADOBE PHOTOSHOP - CS3

Ensure files are in bitmap, greyscale or CMYK mode at 300dpi @ 100% scaling, SAVE as EPS or TIFF or JPG.

### INDESIGN - CS3

Please postscript file and distill using Acrobat Distiller 4.0 or greater using the PRESS OPTIMISED PDF setting.

**(WORD, PUBLISHER OR POWERPOINT FILES WILL NOT BE ACCEPTED)**

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## FILE SETTINGS

**BLEED ADVERTS** All bleed adverts should have register and trim marks located at least 5mm outside the trim area.

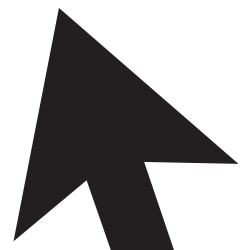
**DOUBLE PAGE SPREADS** Please supply the PDF as two single pages. NOT AS A SPREAD. The pages need to be split for imposing.

**IMAGES** All images are to be saved CMYK and high resolution. (CMYK, not indexed colour images.) Recommended resolution is 300dpi at 100%. If file needs transparency flattening when printing, all images must be high resolution.

**COLOURS** All colours, including those used in EPS files, must be converted to four colour process. DO NOT attach colour profile on any images or graphics.

**FONTS** All fonts to be embedded, including fonts in EPS files.

**PROOF** An accurate, high resolution, press quality proof prepared from the file supplied MUST accompany the material. Proofs to be used for colour matching must be labelled as such. Other proofs are accepted for content layout only.



# Advertising Terms & Conditions

MEDIAWEB LIMITED UNDERTAKES TO PROVIDE YOU WITH A PROFESSIONAL SERVICE. WE UNDERTAKE TO PUBLISH YOUR ADVERTISEMENT ACCORDING TO YOUR WRITTEN INSTRUCTIONS, AND IF MATERIAL IS RECEIVED ON TIME AND MEETS OUR SPECIFICATIONS, IT WILL BE PUBLISHED TO THE BEST OF OUR AND OUR PRINTER'S ABILITY AND BE OF ACCEPTABLE QUALITY.

## 1. ACCEPTANCE OF ADVERTISING ORDERS

- a) We will accept all written advertising orders and will confirm all verbal orders in writing.
- b) An advertiser may amend or cancel any booking without penalty if written notice is received before the advertising cancellation date.
- c) If an advertiser cancels all or part of an advertising booking after the cancellation date, or does not meet the advised deadline, we reserve the right to repeat a previously used advertisement and charge the full advertising rate.

## 2. CONTRACT RATES

- a) We will apply appropriate contract rates for multiple space usage for the period of the contract.
- b) We will protect rates for the period of the written and confirmed contract. Should advertising rates increase during the contract period, we will hold the rate for three subsequent issues following our rate increase advice.
- c) In cases where actual advertising space used falls below the contracted volume, we will surcharge all space taken to the rate appropriate to the volume of space used.

## 3. COPY/MATERIAL

- a) Advertising material or copy must be received by advised deadline and according to our published specifications. We cannot accept responsibility for errors in advertisements when complete material is supplied digitally.
- b) If an advertisement is required to be designed and set by us, additional costs for this service will apply. For advertising agencies, this will be a non-commissionable cost.
- c) We reserve the right to place 'advertisement' above any copy/material which, in our opinion, resembles editorial copy.
- d) The advertiser warrants to Mediaweb that all copy/material: complies with all laws, statutes, regulations, codes of practice and any standards applicable to our publications or determined by any relevant regulatory agency or industry self regulatory body; complies with any standard or requirement specified by us and notified to the advertiser from time to time; is not defamatory or does not infringe copyright, trademark or other legal rights of any person; is not false, misleading and is true in substance and in fact; does not infringe upon the Fair Trading Act 1966 (NZ) (as amended).

The advertiser acknowledges that Mediaweb in accepting the advertisement relies on the provision of this clause and agrees to indemnify Mediaweb, its employees, affiliates and agents against any action, claim, loss or expense, legal or otherwise, arising as a result of the publication (or non-publication) of any advertisement.

- e) Advertising material is held at the advertiser's risk; is not insured; will only be held unused for two years; and will only be returned on request.

## 4. GENERAL

- a) Mediaweb reserves the right to decline and may, at its discretion, cancel or reschedule any advertisement and accepts no responsibility for late or non-insertion through accident or otherwise.
- b) Placement of any advertisement (except where actual position is confirmed in writing) is at Mediaweb's discretion.
- c) Casual displacement, rejection or omission of an advertisement does not invalidate a space order.
- d) Whilst every care is taken, Mediaweb will not accept any liability for loss whatsoever incurred through either the content of, or the incorrect appearance of an advertisement.

## 5. TAXES AND LEVIES

All costs are exclusive of GST and any Government taxes/levies and are quoted in New Zealand dollars.

## 6. PAYMENT TERMS

- a) Accounts for advertisements are due and payable by 20th of the month following the invoice date. Advertisers and their advertising agents are jointly and severally responsible for payment due.
- b) PMAA accredited Advertising Agencies: Commission of 20% if payment received by the last day of the month following invoice date; 15% only if paid by the 15th of the second month following invoice date; 0% if paid after the 15th of the second month following invoice date. In the event the advertising agency does not meet these payment terms, Mediaweb reserves the right to approach the Advertiser direct for payment and, in any such case, the Advertising Agency will have no claim on commission whatsoever.
- c) If payment for advertising is not made by the due date the Advertiser and Advertising Agency will be liable at market rates for all costs of recovery, commissions and collection fees.