

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

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