

We tell the wonderful stories of New Zealand's past, and showcase our people who do extraordinary work to keep our colourful and rich history alive.

Our readers are mostly, but not exclusively, in the mature age category, are passionate about Kiwi history and they are a loyal bunch. Subscription renewals are around the 80% mark; 90% keep the magazines "indefinitely" or a "very long time" and many refer to the magazines when planning trips and holidays for places of interest to visit. A survey revealed they'd be happy to see advertising relevant to their interests.

## **ADVERT SIZES, SPECIFICATIONS, RATES & DEADLINES, REVISED FOR 2012**

SIZE	DIMENSIONS All ad sizes: width x height	RATES - GST exclusive	
		Single issue booking	2+ issues booking
Full Page	Trim: 210mm x 297mm Image area: 180mm x 267mm Bleed: 216mm x 303mm	\$1,300	\$1,050
Half page vertical	Trim: 103mm x 297mm Image area: 88mm x 267mm Bleed: 109mm x 303 mm	\$ 660	\$560
Half page horizontal	Trim: 210mm x 148mm Image area: 180mm x 133mm Bleed: 216mm x 154mm	\$660	\$560
Third page – Horizontal Third page - Vertical	180mm x 87mm 57mm x 267mm	\$450	\$380
Quarter page – Portrait Quarter page - Horizontal	88mm x 132mm 180mm x 66mm	\$350	\$300
Eighth page	88mm x 65mm	\$185	\$165
Your Business Card *	88mm x 56mm	\$170	\$150

\* Just send us your business card for scanning – no additional cost for art work

### **SPECIFICATIONS FOR PRINT-READY ADVERTISEMENTS:**

Hi-res print quality PDF preferred (fonts embedded, and images in CMYK)

(If not sure please ask for more details)

**OPEN FILES:** These following files can be accepted: Illustrator or InDesign CS2/CS3  
- please package with fonts and all linked images.

We can also produce your advertisements - please ask us for details.

### **CLASSIFIEDS – SELL, BUY, EXCHANGE, SERVICES, etc**

Black & White run-on advertisements, first two to four words in bold.

\$40.00 incl GST for up to 50 words text only; with colour photo \$65.00 incl GST.

<b>ADVERTISING DEADLINES AND ESTIMATED PUBLISHING DATES FOR 2012</b>			
Issue	Advert Booking Deadlines	Material Deadlines (ready to our specs)	Estimated On Sale From:
Issue 30, Autumn 2012	17 February 2012	2 March 2012	26 March 2012
Issue 31, Winter 2012	21 May 2012	4 June 2012	25 June 2012
Issue 32, Spring 2012	20 August 2012	31 August 2012	24 September 2012
Issue 33, Summer 2012/13	1 November 2012	16 November 2012	17 December 2012

**Payment Terms:** strictly 20<sup>th</sup> following month of publication. Fee for one-off classifieds at time of booking unless otherwise arranged.

Please call now to discuss your advertising ideas and to reserve your space for the next issue.

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