

AdMedia

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Media Kit  
2012



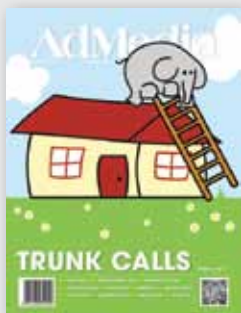
**AdMedia is the only monthly, glossy magazine for those working in New Zealand’s advertising, media and related industries. It offers total coverage including news, events, profiles, campaign analyses and feature stories – all essential reading for anyone interested in this fast-paced, multibillion-dollar 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. ”

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.

**Editor**

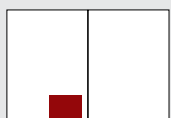
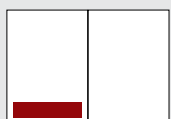
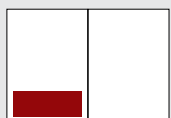
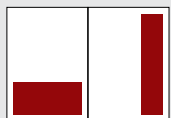
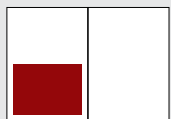
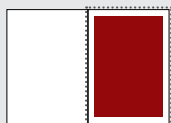
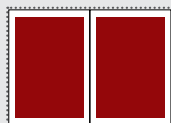
David Gapes  
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 david@admedia.co.nz

**Advertising Manager**

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

**Subscriptions**

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



	Full Colour	B&W
<b>Double Page Spread</b> BLEED: 285mm(h) x 430mm(w) • TRIM: 275mm(h) x 420mm(w)	\$4,480	\$2,780
<b>Outside Back Cover</b> BLEED: 303mm(h) x 216mm(w) • TRIM: 297mm(h) x 210mm(w)	\$2,925	–
<b>Full Page</b> BLEED: 303mm(h) x 216mm(w) • TRIM: 297mm(h) x 210mm(w)	\$2,575	\$1,925
<b>Half Page</b> HORIZONTAL: 120mm(h) x 175mm(w)	\$1,650	\$1,090
<b>Third Page</b> HORIZONTAL: 80mm(h) x 175mm(w) VERTICAL: 240mm(h) x 85mm(w)	\$1,360	\$885
<b>Quarter Page</b> HORIZONTAL: 60mm(h) x 175mm(w)	\$980	\$700
<b>Strip</b> HORIZONTAL: 40mm(h) x 175mm(w)	\$670	\$515
<b>Classified</b> BACK PAGE ONLY: 60mm(h) x 85mm(w)	\$395	–

**Volume Incentive Discounts**

<b>2-4 insertions</b>	5%
<b>5-7 insertions</b>	10%
<b>8-11 insertions</b>	15%

**Estimated Production Costs**

<b>1/4 Page</b>	\$260
<b>1/3 Page</b>	\$300
<b>1/2 Page</b>	\$400
<b>Full Page</b>	\$560
<b>DPS</b>	\$975

A complete 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 Enquiries**

Fran marshall Production Manager  
 franm@mediaweb.co.nz  
 DDI 09 832 0024

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

(Bleed - allow additional 5mm bleed on all edges + in the centre)  
 Cancellations in writing 5 weeks prior to publication date.

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

## 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 – free
- 1 campaign, 2 visuals – \$150
- 1 campaign, 3 visuals – \$250

## 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.



## Major Presence



### Front Cover

TRIM: 220mm(h) x 210mm(w)



### Bellywrap

TRIM: 80mm(h) x 480mm(w)



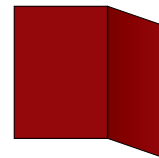
### Front Cover + Inside DPS

TRIM: 220mm(h) x 210mm(w)  
+ TRIM: 275mm(h) x 420mm(w)



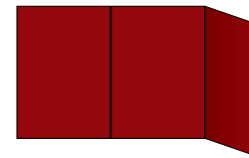
### Flagsheet

TRIM: 275mm(h) x 210mm(w)



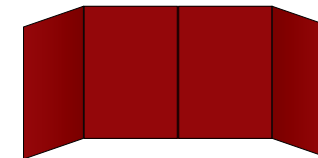
### 3 Page Gate Fold

TRIM: 3x 275mm(h) x 210mm(w)



### 4 Page Gate Fold

TRIM: 4x 275mm(h) x 210mm(w)



### 6 Page Gate Fold

TRIM: 6x 275mm(h) x 210mm(w)

Price on application

## 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

### 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.

	Week	Month
<b>Leaderboard Banner</b> 760pixels(w) x 120pixels(h)	\$300	\$1,000
<b>Rectangle</b> 300pixels(w) x 250pixels(h)	\$300	\$1,000
<b>Skyscraper</b> 120pixels(w) x 600pixels(h)	\$200	\$700
<b>Tile</b> 120pixels(w) x 120pixels(h)	\$150	\$500

All ad formats are based on The Internet Bureau specifications

### Online Examples



- Banner
- Tile
- Rectangle
- Skyscraper



**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>B&amp;W</b>	\$34 per column per centimetre
<b>Spot Colours</b>	\$38 per column per centimetre
<b>Full Colour</b>	\$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).

**Advertising Options**

	<b>B&amp;W</b>	<b>Spot Colour</b>	<b>Full Colour</b>
4cm tall x 2 columns (12cm) wide	\$72	\$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)	\$1,200	\$1,425	\$1,650
Full page (25cm high x 18cm wide)	\$2,400	\$2,850	\$3,300

**Volume Incentive Discounts**

Once a month = 5%	Twice a month = 10%	Every issue = 15%
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Special Positions: Plus 20%  
 Rates are in NZ dollars, exclude GST and are agency commission bearing

### 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!



### 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

	Week	Fortnight
<b>Leaderboard Banner</b> 760pixels(w) x 120pixels(h)	\$300	\$1,000
<b>Rectangle</b> 300pixels(w) x 250pixels(h)	\$300	\$1,000
<b>Skyscraper</b> 120pixels(w) x 600pixels(h)	\$200	\$700
<b>Tile</b> 120pixels(w) x 120pixels(h)	\$150	\$500
<b>Jobline - recruitment listing</b>	\$60 + gst online only	

**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](mailto:admanager@admedia.co.nz) at least 3 working days prior to going live

**Material** – Please email material to Kelly Lucas – [admanager@admedia.co.nz](mailto:admanager@admedia.co.nz) clearly stating the ad is for Fastline and the date it is to be published.



**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

Frequency – Published weekly on a Thursday

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

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

## Tab Dividers

One side	\$3,000
Both sides	\$4,200

## Special Positions

Inside Front Cover	\$3,000
Inside/Outside Back Cover	\$3,000

## Run of Book

Double Page Spread	\$4,000
Full Page	\$2,200
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

## Material Specs

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

Allow 5mm bleed around all outside edges.

## Online

[www.agenciesandclients.co.nz](http://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

