
NEW ZEALAND **MARKETING**

ESSENTIAL MARKETING INTELLIGENCE

MEDIA KIT 2020





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NZ MARKETING IS ONE OF THE COUNTRY'S MOST TRUSTED PROFESSIONAL BUSINESS MAGAZINES.

Published 3x per year it delivers marketing intelligence and best practice for marketers and their advertising and media agency partners in a visually appealing, easy-to-read, contemporary style.

EDITORIAL FOCUS // Journalistic in approach the magazine covers marketing and communications disciplines in the wider sense, in-depth and practical with a focus on facts, people, case studies and data.

TARGET AUDIENCE // Targets people working in marketing, advertising and media – the communications professionals who, combined, specify over \$2 billion per annum in marketing spend.

READER PROFILE // Has a strong subscription and distribution base, and is endorsed by the NZ Marketing Association. As such, all members are paid subscribers. **//** The magazine is also distributed to advertising and media agency professionals.

KEY MARKETING, ADVERTISING AND MEDIA DECISION- MAKERS READ NZ MARKETING

Audited Circulation (subscribers)

1,949*

NZ Marketing Association members

650 COMPANIES

Retail copies (leading bookshops)

507

Estimated readership

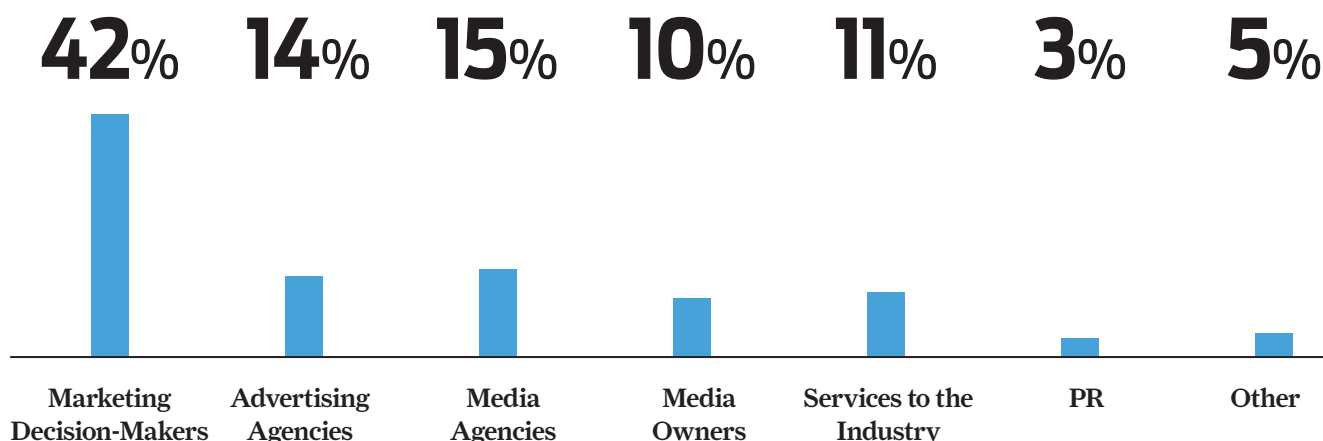
10,000

TOTAL DISTRIBUTION

3,832

**Source: NZ Audited Bureau of Circulation,
Total NZ Audited Circulation to 30/03/2019*

READER PROFILE



INSIDE MAG

▼ **ISSUES //** Investigations into the challenges facing the industry, including technological and business change, talent and HR management, economic trends, government regulation and business strategy



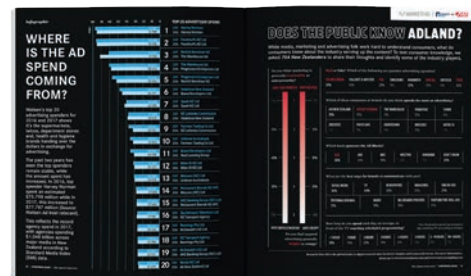
▲ **HOW TO //** Practical and experienced insight into the minutiae of marketing and communications, from marketing disciplines and strategy to campaigns, office politics and managing your boss



▲ **PERSONALITY PROFILES //** The back story and insights of our leading marketing and communications personalities



▲ **HORSE'S MOUTH //** The magazine provides strong opinion and insight into the core disciplines of marketing and communication



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

RATE CARD

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

MARCH

THE AGENCY ISSUE

On sale 16 March 2020

JUNE

THE CX ISSUE

On sale 29 June 2020

SEPTEMBER

THE MARKETING AWARDS ISSUE

On sale 14 Sept 2020

MARCH 2020

THE AGENCY ISSUE

MAIN FOCUS: THE STATE OF ADLANDIA

A look at how the Indies are holding their own against the global multinationals, including stories of agencies doing great work and winning clients; Update on Out-of-Home

JUNE 2020

THE CX ISSUE

CX/UX/UI/SD/AI/VR

What's the difference and why is each so important? Digital Tech Trends update; B2B Marketing; Digital Design

SEPT 2020

THE MARKETING AWARDS ISSUE

Includes full coverage of the 2020 TVNZ NZ Marketing Award winners. A celebration of marketing excellence and to share the stories of creativity, energy, tenacity and results that have made a difference.

DISPLAY ADVERTISING**

	Casual
Outside Back Cover	\$3,500
Inside Front Cover	\$3,500
Inside Front Cover and page 1 DPS	\$5,500
Double Page Spread (460w x 275h + 5mm bleed)	\$5,000
Full page (230w x 275h + 5mm bleed)	\$3,000
Half page Vertical (100w x 235h)	\$1,700
Half page Horizontal (205w x 120h)	\$1,700
Third page Horizontal*** (205w x 80h)	\$1,200
Quarter page Horizontal*** (205w x 60h)	\$870

**advertiser supplies finished, camera-ready artwork

***Note: Solus positioning not guaranteed

INSERTS AND TIP-ONS

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

Quantity to supply:	3,000
Standard rate A4 size:	\$1,800
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 NZ Marketing'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 commission bearing.

DEADLINES

Issue	Booking	Material (supplied)	Loose insert delivery date	On-sale date
March	29 Jan	21 Feb	27 Feb	16 Mar
June	13 May	04 Jun	11 Jun	29 Jun
Sept	29 Jul	21 Aug	27 Aug	14 Sep

FEATURES + SPECIAL REPORTS

NZ Marketing regularly commissions specialist writers and exclusive research to publish marketing related surveys, features and guides. These provide advertising and sponsorship options to align your brand with. Ask Vernene Medcalf about these – vernene.medcalf@icg.co.nz

PAID CONTENT

Our audience wants to read articles that cover marketing, advertising and media topics, and are also:

NEW // What can you tell our readers that they haven't heard before?

DISTINCTIVE // Do you have an unusual perspective on something?

HUMAN STORIES // Readers love hearing about personal stories - real responses to well-loved brands, things that touch the emotions.

USEFUL ADVICE // Do you have expertise in an area marketers/advertisers struggle with? What can you advise?

This option provides advertisers 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 - either prepared by the advertiser or, for an extra cost, written by NZ Marketing 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.

The content can be published in the magazine only, or also on **StopPress.co.nz**

If you're looking to educate this sector about an industry issue or comment on an ongoing marcomms conversation this is an opportunity to deepen marketers' and agencies' understanding of trends and developments which may affect their businesses.

STOPPRESS - website, newsletters and events - the hub for New Zealand's communications industry, provides essential news and intelligence. Informative and interactive, StopPress website is updated daily, providing readers a forum for lively commentary and opinion on industry trends, movers/shakers, job opportunities and more. StopPress newsletters are delivered free to 10,000 subscribers' inbox every Tuesday and Friday. If you're looking to directly introduce your brand to this audience, and maintain high awareness, this is the place. Sharing content on StopPress also gives you a useful link to help distribute far and wide.

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.

TOPIC SERIES

When you want to delve deep into a topic or sector - anything from millennials' TV viewing habits to the current thinking on marketing tech/ programmatic advertising and everything in-between. Our writers will work with you to find the best angles.

IMAGES enhance the content, and we ask the advertiser to provide these. Can be people pics, 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. Images need to be high-resolution (300dpi or more) and sent in .jpg or .tif format please. Photography can be arranged at an additional cost.

DEADLINES

Issue	Booking	Copy & Images into design	Final approval	On-sale date
March	17 Jan	31 Jan	14 Feb	16 Mar
June	13 May	27 May	10 Jun	29 Jun
Sept	24 July	7 Aug	21 Aug	14 Sep

RATES

Subject to specific requirements. Rates include interview, writing, design, production and media space. Images to be supplied by advertiser.

3 or 4 page options also available

	One page - 600 words plus 2 images	Two pages - 1000 words plus up to 5 images
Interview	\$3,500 - Marketing. \$4,500 to add StopPress	\$4,500 - Marketing. \$5,500 to add StopPress
Q&A	\$3,100 - Marketing. \$4,100 to add StopPress	\$4,000 - Marketing. \$5,000 to add StopPress
Advertiser to write	\$2,800 - Marketing. \$3,800 to add StopPress	\$3,800 - Marketing. \$4,800 to add StopPress

4 ARTICLE SERIES (including Intro page) \$8000 - 9 pages in Marketing. \$10,000 to add StopPress

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 ICG 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

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
Include all fonts
- 6 Set transparency flattening options to high resolution
- 7 Save to create the PostScript® file
- 8 Launch Adobe Acrobat Distiller
- 9 Select PDF/X1a as the default job options
- 10 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.

