

Deer Industry News

Official magazine of Deer Industry New Zealand and the New Zealand Deer Farmers' Association

ADVERTISING RATES

Rates quoted are exclusive of GST and agency commission
EFFECTIVE 1 JANUARY 2021

SPREADS	Centre spread	Run of magazine*
Double page spread	2,750	2,600
FULL PAGE		
Outside back cover		1,700
Inside front cover		1,700
Inside back cover		1,600
Early right-hand page**		1,600
Run of magazine*		1,500
HALF PAGE		
Early right-hand page**		900
Run of magazine*		800
QUARTER PAGE		
		450
EIGHTH PAGE		
		300
LOOSE INSERTS		
All NZ		900
One Island or region		700

* Run of magazine: Placement at editor's discretion.

** Early right-hand page: First available right-hand page, prior to centrefold.

New this year!

Book a half page or larger space and get a FREE half page of editorial space[†] to accompany it!

[†]Advertiser supplies copy, subject to usual editorial discretion; max 400 words, or 200 words + 1 photo

DISPLAY ADVERTISEMENT SIZES		
Full page	Full bleed: 210 x 297 + 3mm bleed (With margins: 190 wide x 277 deep)	
Pony page	198 wide x 170 deep	
Half page	Horizontal: 178 wide x 122 deep (full bleed 210 wide x 145 deep + 3mm)	Vertical: 87 wide x 247 deep (full bleed 99 wide x 297 deep + 3mm)
Quarter page	Horizontal: 178 wide x 60 deep	Vertical: 87 wide x 122 deep
Eighth page	87 wide x 60 deep	Banner format: 178 wide x 35 deep

See overleaf for formats, publishing schedules, deadlines and other requirements.

Booking enquiries

Advertising Manager, *Deer Industry News*, Words & Pictures, 89 Mills Road, Brooklyn,
Wellington 6021 (delivery and postal address).

Phone: 021 620 399 • Email: phil@wordpict.co.nz

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2021 PUBLICATION DATES AND DEADLINES

Deer Industry News is published six times a year, in February, April, June, August, October and December.

Edition	Ad booking deadline	Material deadline: Display adverts	Material deadline: Loose inserts	Mailout
Feb/Mar	29-Jan-21	2-Feb-21	15-Feb-21	19-Feb-21
Apr/May	26-Mar-21	31-Mar-21	15-Apr-21	20-Apr-21
Jun/Jul	28-May-21	2-Jun-21	15-Jun-21	21-Jun-21
Aug/Sep	30-Jul-21	3-Aug-21	16-Aug-21	20-Aug-21
Oct/Nov	30-Sep-21	4-Oct-21	14-Oct-21	20-Oct-21
Dec/Jan	24-Nov-21	29-Nov-21	13-Dec-21	17-Dec-21

Format and colour

Deer Industry News is an A4, saddle stapled magazine, printed on 128gsm Sumo Matt stock.

- Allow 3mm bleed plus crop marks on all supplied material for full page ads.
- Half and quarter page advertisements can be supplied in horizontal or vertical format. Bleed is available for half-page advertisements. (See sizes overleaf.) Other sizes and formats available on application.
- All colours are printed using CMYK process colour. There is no separate rate for black and white advertisements.
- Special (spot) pantone colours, if specified, incur additional production costs over and above the quoted rates and are not encouraged.

Material

- All material must be supplied as a high resolution PDF. Full-page or double-page advertisements should have 3mm bleed (if required) and crop marks. Material can be submitted either by email or via file transfer for large files (eg, Dropbox link).
- Additional production work required for supplied advertisements (eg, design, layout, scanning, alterations to fit page or colour format) are charged in addition to advertising placement costs.
- Material for loose inserts must be delivered to Orange Box, 17 Toop Street, Lower Hutt. See publication schedule above for deadlines. Boxes of material must include "Loose insert for Deer Industry News" on the address label.
- Advertising space is NOT available on the front cover or editorial page.
- Deer Industry New Zealand reserves the right to decline submitted advertising or accompanying editorial material.

Other services

Design and/or print production of loose inserts can be arranged on your behalf by Words & Pictures. This will save you freight costs to Wellington for insert material. Layout and design service for display advertisements is also available. Quotations available on application.

Photos: Billy Pullar (front) and Denise Pawsey

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