

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 2023

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.

Bonus space!

Book a half page or larger ad 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 or with margins: 190 wide x 277 deep	
Half page	Horizontal: 180 wide x 128 deep (full bleed 210 wide x 148 deep + 3mm)	Vertical: 87 wide x 247 deep (full bleed 99 wide x 297 deep + 3mm)
Quarter page	Horizontal: 180 wide x 60 deep	Vertical: 87 wide x 122 deep
Eighth page	87 wide x 60 deep	Banner format: 180 wide x 35 deep

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

Booking enquiries

Advertising Manager, Amy Wills

Phone: 021 92 92 46 • Email: amy.wills@deernz.org

Deer Industry News

2023 PUBLICATION DATES AND DEADLINES

Deer Industry News will be published **four** times in 2023, in March, June, September and December.

Edition	Ad booking deadline	Material deadline: Display adverts	Material deadline: Loose inserts	Mailout
Mar/Apr/May	21-Feb-23	28-Feb-23	10-Mar-23	17-Mar-23
Jun/Jul/Aug	2-Jun-23	8-Jun-23	23-Jun-23	27-Jun-23
Sep/Oct/Nov	1-Sep-23	7-Sep-23	22-Sep-23	26-Sep-23
Dec/Jan/Feb	20-Nov-23	24-Nov-23	12-Dec-23	15-Dec-23

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 and adverts can be arranged. Please contact Amy for information. Quotations available on application.

Photos: Jenny McMurdo (front) and Grant Charteris

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