

## RATES per issue - full colour

SIZE	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
Inside Front Cover - Double Page Spread	\$6,685	\$6,017	\$5,682	\$5,348
Double Page Spread	\$6,220	\$5,598	\$5,287	\$4,976
Outside Back Cover	\$3,915	\$3,524	\$3,328	\$3,132
Full page	\$3,565	\$3,208	\$3,030	\$2,848
1/2 page	\$2,410	\$2,169	\$2,049	\$1,928
1/3 page	\$1,700	\$1,530	\$1,445	\$1,360
1/4 page	\$1,400	\$1,260	\$1,190	\$1,120
1/8 page	\$800	\$720	\$680	\$640
1/16 page	\$515	\$465	\$385	\$305
INSERTS	\$2,975	\$2,678	\$2,529	\$2,380

## Paid Advertorial rates available on request The above rates are commission bearing

- All figures are in NZ dollars and exclude GST and all rates are PER ISSUE
- To get contract rate advertising space must be booked as a series prior to the first insertion.
- Any advertisement production or modification charges are in addition to the above space charges.
- Rates are commission bearing for accredited agencies.

### SAVE USING OUR FREQUENCY DISCOUNTS

- **10%** off for 3 Issue Contract rate
- **15%** off for 6 Issue Contract rate
- **20%** off for 11 Issue Contract rate

## SPONSORSHIP ADVERTISING

Specific columns are available on request.

e.g. Tech Biz, Customer Excellence, Marketing, Sustainability, Franchise, Biz Tools, Motor Biz.

## INSERTS

Price is for loose insert placed randomly in magazine or inserted to be supplied folded so as not to protrude beyond magazine edges, maximum 4 sides A4 equivalent.

Larger sizes, stitched or specific placement available POA. Split run inserts available please enquire.

## CANCELLATIONS:

For cancellations of advertisements which form part of a multiple insertion advertising contract, the rate for the non-cancelled advertisements will revert to the appropriate rate that would have been charged based on the actual insertions run. Casual cancellation fee will apply. Cancellations to be in writing 2 weeks prior to advertising material deadline or a 50% cancellation fee may apply.

- All solid blacks used should be made from 100% black and 60% cyan.
- Use only CMYK colours.
- For bleed ads for full page and DPS please have a bleed area of 3mm all round. Files must contain crop marks.
- Preferred format is Adobe Acrobat (PDF format) - please contact us before supplying any other formats.
- All PDF's must be high resolution. (300dpi).
- When creating a PDF file, be sure to embed the entire set of ALL fonts; this option is not the default and must be specified.
- Preferred delivery method is via the Quickcut ad service
- Alternative methods – In all cases specify Advertiser name/magazine/issue.
- FTP server: ads can be uploaded to our FTP server at ftp://vpn.adrenalin.co.nz
- **Email:** Email to margaret@adrenalin.co.nz with advertiser/magazine/issue in subject line.
- **Courier CD:** To Adrenalin Publishing Ltd, 14c Vega Place, Mairangi Bay, Auckland, Attn: NZBusiness
- **Post CD:** To Adrenalin Publishing Ltd, PO Box 65092, Mairangi Bay, North Shore City, 0754, Attn: NZBusiness
- Ads should be supplied with a high resolution digital colour proof to ensure accurate colour reproduction. No responsibility is taken if ad is not supplied with proofs.

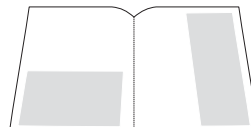
If you have any technical questions or need further assistance regarding the specifications in this document, please call Margaret on (09) 478-4771 or email margaret@adrenalin.co.nz.



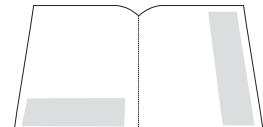
**DOUBLE PAGE SPREAD:  
WITH BLEED:**  
426 mm (width) x 303 mm  
**FINISHED SIZE:**  
420 mm (width) x 297 mm



**FULL PAGE AD:  
WITH BLEED:**  
216 mm (width) x 303 mm  
**FINISHED SIZE:**  
210 mm (width) x 297



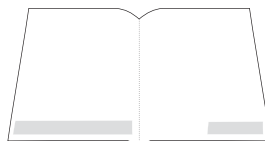
**1/2 PAGE HORIZONTAL AD:**  
180 mm (width) x 130 mm  
**1/2 PAGE VERTICAL AD SIZE:**  
88 mm (width) x 270 mm



**1/3 PAGE HORIZONTAL AD:**  
180 mm (width) x 85 mm  
**1/3 PAGE VERTICAL AD:**  
60 mm (width) x 270 mm



**1/4 PAGE HORIZONTAL AD:**  
180 mm (width) x 65 mm  
**1/4 PAGE VERTICAL AD:**  
88 mm (width) x 130 mm



**1/8 PAGE STRIP:**  
180 mm (width) x 40 mm  
**1/16 PAGE STRIP:**  
87 mm (width) x 40 mm



New Zealand  
Export & Trade  
Handbook:  
A comprehensive  
resource for  
exporters and  
importers  
published  
annually.