

NEW ZEALAND ROD&RIFLE

NZ'S PREMIER HUNTING MAGAZINE

MEDIA PACK 2017

PUBLISHER

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DISTRIBUTION

Gordon&Gotch Limited



ESTABLISHED 1980

ISSUE DISTRIBUTION 18,000 COPIES

**AVERAGE AGE OF THE
NZ HUNTER IS 39 YEARS**

**READERSHIP 99%
MALE OF ALL AGES**

NEW ZEALAND ROD&RIFLE

NZ Rod & Rifle has been a bimonthly magazine since its inception in 1980.

It is devoted to hunting, fishing and related outdoor sports. Each issue covers exclusive features, as well as test-fires, destinations, new products, and gun workshops, making it New Zealand's premier hunting magazine.

ADVERTISING:

BASIC BRANDING:

Our classified /display advertising is suitable for those that have a minimal budget and want to have consistent branding. It is most effective when an ad runs for at least 6 issues. Prices start at \$99 plus gst.

BRANDING, PRODUCT PROMOTION, CALL TO ACTION:

Look at our spec sheet to see the sizes available.

NEW PRODUCT PROMOTION:

Supply a clear-cut product image and up to 100 words to go into the New Product section of the magazine. This is part of the added value of annual plans packages, or they can be purchased on a casual basis.

PRODUCT REVIEWS:

Casual advertiser - POA.

Available as added value to annual plan packages

ANNUAL PLANS:

The most cost-effective way to advertise is to have an annual plan. We can then tailor-make a package for you and reward you with significant added value in the form of reviews, new product placement and online promotion through our website. (See www.rodandrifle.co.nz)



RATE CARD 2017

Publisher: Real Creative Media Ltd / **Circulation:** 18,000 per issue

FOUR COLOUR RATES	CAUSUAL RATES AS AT DEC 2016
Full page	\$1500
Double Page Spread	\$2800
Half page horizontal or vertical	\$800
Quarter page horizontal or vertical	\$420
One column vertical	\$590
Display Advertisements 60mm x 50mm	Start at \$99
New Product Promotion	\$500
Production testfire /review	P.O.A.

ANNUAL ADVERTISING PACKAGES: Please contact us for rates and added value

KEY PAGES AND SPECIFIC AD PLACEMENT incur a loading fee.

All prices exclude GST

ADVERTISING BOOKINGS 2017

*These dates are subject to change

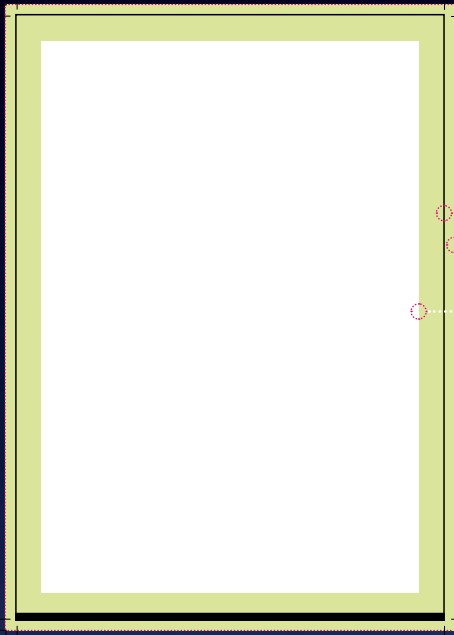
ISSUE	ON SALE DATE	BOOKING DEADLINE	SUPPLIED AD DEADLINE
FEB/MAR 2017	Monday February 06	Friday January 13	Thursday January 19
APR/MAY 2017	Thursday March 30	Friday February 17	Thursday February 23
JUN/JUL 2017	Monday May 30	Friday April 14	Thursday April 20
AUG/SEP 2017	Thursday 27 July	Friday June 16	Thursday June 22
OCT/NOV 2017	Monday 25 September	Friday August 11	Thursday August 17
DEC 2017/JAN 2018	Monday 27 November	Friday October 13	Friday October 19
FEB/MAR 2018	Monday 29 January	Friday December 8	Thursday December 14

DIGITAL PROMOTION

For digital advertising & promotions through NZ Rod&Rfile facebook and website, please contact Kevin Power.
kevin@realcreative.co.nz
027 229 9968



ADVERTISEMENT SPECIFICATIONS



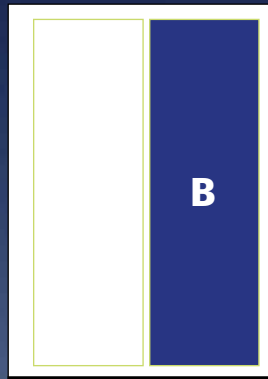
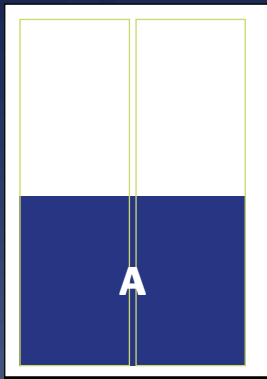
FULL PAGE ADVERT

- TRIM SIZE: 210mm wide x 297mm deep.
- BLEED SIZE: Add 3mm top, bottom and sides. 216mm wide x 303mm deep.
- IMAGE AREA: All type/images must be 20mm (inside) clear the trim on the side and 10mm top and bottom

PDF FILES

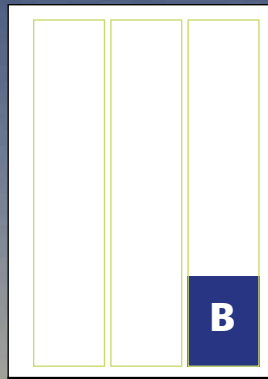
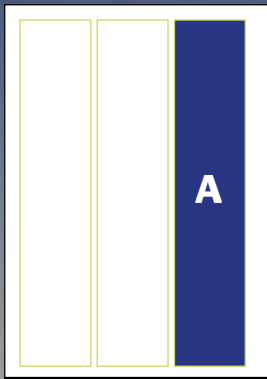
When producing PDF files:

- Save as a 'high quality print' or 'press quality' optimized file.
- All fonts must be embedded.
- Show trim and bleed marks.
- All colours must be converted to CMYK (No specials or RGB colours).



HALF PAGE ADVERTS

- (A) HALF PAGE HORIZONTAL
178mm wide x 134mm deep.
- (B) HALF PAGE VERTICAL
87mm wide x 273mm deep.

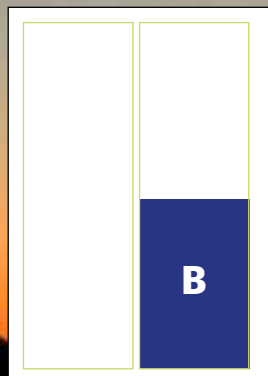
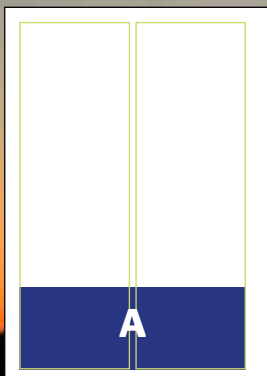


THIRD PAGE ADVERT

- (A) THIRD PAGE VERTICAL
58mm wide x 273mm deep.

CLASSIFIED ADVERT

- (B) 58mm wide x 60mm deep.



QUARTER PAGE ADVERT

- (A) QUARTER PAGE HORIZONTAL
178mm wide x 65mm deep.
- (B) QUARTER PAGE VERTICAL
87mm wide x 134mm deep.

