

# IrrigationNZ news

## Rate card 2017–2018

### ABOUT OUR PUBLICATION

IrrigationNZ News is presently a 52 pp self-covered magazine dedicated to topical information and expert advice on all issues associated with irrigation and water management. This includes: technical advice, good management practice, scheme and community experiences, topical issues for irrigators, political perspectives, governance, central government and local body issues, news, views and case studies from throughout New Zealand.

#### Magazine aim:

- Provide news and information on the challenges and opportunities facing water users across all sectors and throughout New Zealand.
- Add value for individual irrigators', scheme and irrigation industry business
- Improve the general level of knowledge of good management practice by encouraging a culture of continuous improvement to contribute to positive economic, socio-cultural and environmental outcomes.
- Highlighting the value of irrigation to the wider economy and community of New Zealand.

**Read by:** IrrigationNZ membership, Irrigation schemes, Irrigators across all sectors: arable, meat & wool, dairy, horticulture, viticulture and other, industry, consultants, engineers, scientists, politicians, central and local government, education sector and students.

**Published:** Quarterly

**Print run:** >9,000

**Distribution:** To IrrigationNZ members, plus consent holders in the following regions: Bay of Plenty, Hawke's Bay, Horizons, Greater Wellington (Wairarapa), Canterbury and Otago.

### CONTACT US

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## ANNUAL PACKAGES

DESCRIPTION	ANNUAL PACKAGE	EQUIVALENT PER ISSUE
Outside back cover	\$8360 <sup>+GST</sup>	\$2090 <sup>+GST</sup>
Inside front cover	\$7700 <sup>+GST</sup>	\$1925 <sup>+GST</sup>
Inside back cover	\$7240 <sup>+GST</sup>	\$1815 <sup>+GST</sup>
Full page advertisements	\$7040 <sup>+GST</sup>	\$1760 <sup>+GST</sup>
Half page advertisements	\$4400 <sup>+GST</sup>	\$1100 <sup>+GST</sup>
Product and Service Directory advertisement	\$1650 <sup>+GST</sup>	\$412.50 <sup>+GST</sup>

There is limited advertising available in the editorial body of the magazine.

- IrrigationNZ members will get first option on Editorial advertising (membership is recommended) and first right of renewal each subsequent year.
- Advertising will only be sold as annual packages.
- Each package will comprise either a full, half page advert per issue (depending on package purchased)
- For 2017–18 the annual package will consist of four issues.
- Annual packages will be invoiced in full to coincide with the release of the first magazine unless alternative terms for invoicing are coordinated with IrrigationNZ.

## ADVERTORIAL

*Up to three pages per issue available.*

Advertorials in IrrigationNZ News are a great opportunity to sell your company's products and/or service through an editorial approach. Identified as advertorial, your editorial pieces can sing the praises of your business and its products in detail.

- Double page spread: \$3,520<sup>+GST</sup>, word count 1200 (less with photo).
- Single page: \$2,200<sup>+GST</sup>, word count 600 (less with photo).
- Must meet publisher's format requirements.
- Editorial services available upon request.

## ADDITIONAL OPPORTUNITIES

*Promotional inserts.*

Feature your latest product release, service promotions or company brochure by inserting it in IrrigationNZ News.

- Insert: \$220<sup>+GST</sup> per 1,000.
- Production cost of the insert is the responsibility of the advertiser. Please request a quote if you need assistance in this area.

## PRODUCTS AND SERVICES DIRECTORY

- Sold as an annual package only.
- One full colour advertisement per issue, four issues per package.
- Advert size is 92mm (w) x 59mm (h), slightly larger than a business card size.
- Annual package: \$1,650<sup>+GST</sup> (equivalent to \$412.50<sup>+GST</sup> per issue)

## DEADLINES 2017–2018

ISSUE	BOOKING CONFIRMATION	COPY/ADVERT DEADLINE	EDITORIAL
Winter 2017	10 April 2017	1 May 2017	5 May 2017
Spring 2017	13 July 2017	3 August 2017	7 August 2017
Summer 2017	3 October 2017	23 October 2017	27 October 2017
Autumn 2018	16 January 2018	8 February 2018	12 February 2018

## ADVERTISEMENT SIZES

ADVERTISEMENT SIZE	DEPTH/HEIGHT	WIDTH	PLUS BLEED
Full Page	297 mm	210 mm	3 mm
Half Page Horizontal	130 mm	185 mm	None
Products and Services Directory	59 mm	92 mm	None

## FILE SPECIFICATIONS

- Preferred file format is a high resolution print ready PDF file. Other acceptable formats are EPS, JPEG, TIF, InDesign, Illustrator
- All files to be provided as high resolution (minimum 300dpi)
- All artwork supplied electronically is to have all linked files and fonts included (if necessary)
- Please ensure all files are saved in CMYK format (convert all RGB images to CMYK)
- All spot colours will be converted to CMYK
- Origination charges will apply when finished material has not been supplied or alterations to supplied material is required or requested.

## GRAPHIC DESIGN AND EDITORIAL SERVICES

Graphic design and editorial services are available. If you require assistance in producing a new advertisement or editing an existing advertisement, please get in touch to discuss.

Products & Services Directory	\$100 <sup>+GST</sup> per advertisement*
Half Page Horizontal	\$250 <sup>+GST</sup> per advertisement*
Graphic Design Services	\$100 <sup>+GST</sup> per hour
Editorial Services	\$100 <sup>+GST</sup> per hour

(\*Based on text and images being supplied in a finished format, and two sets of artwork alterations – additional alterations will incur extra cost.)

