

ADVERTISING RATES and DEADLINES for 2012

STANDARD AD SIZES

AD PLACEMENT RATES (excl. gst)

<p>INSIDE FRONT COVER INSIDE/OUTSIDE BACK</p> <p>(PAGE SIZE) 210 x 297mm (+3mm BLEED)</p>	<p>FULL PAGE</p> <p>(WIDTH X HEIGHT) 210 x 297mm (+3mm BLEED)</p>
HALF PAGE OPTIONS	
<p>HALF PAGE</p> <p>90 x 265mm</p> <p>HALF PAGE (H) 186 x 130mm</p>	<p>HALF PAGE (PONY)</p> <p>122 x 180mm</p>
<p>THIRD PAGE</p> <p>THIRD PAGE (V) 58 x 265mm</p> <p>THIRD PAGE (H) 186 x 90mm</p>	<p>QUARTER PAGE</p> <p>QTR PAGE (STD) 90 x 130mm</p> <p>QUARTER (H) 186 x 60mm</p>
<p>SIXTH PAGE</p> <p>1/6 PAGE (STD) 58mm x 120</p> <p>1/6 (H) 186 x 40mm</p>	<p>SPECIAL REQUESTS</p> <p>COMPLETE AD DESIGN SERVICE AVAILABLE \$ EXTRA</p> <p>SPOT COLOUR \$100 EXTRA PER COLOUR</p> <p>DISCOUNTS NEGOTIABLE ON LONG TERM AD BOOKINGS</p>

	COLOUR	MONO
Inside Cover/IBC/OBC	\$ 1900	n/a
Full Page	\$ 1700	\$ 1100
Half Page	\$ 950	\$ 750
Third Page	\$ 750	\$ 600
Quarter Page	\$ 550	\$ 450
Sixth Page	\$ 450	\$ 350

CIRCULATION/FREQUENCY: NZ Musician is published every second (even) month and distributed FREE nationwide; via musical equipment and CD stores, studios, schools, subscriptions, libraries and other musical outlets. Current circulation is 10,000 copies.

DIRECTORIES: Alternate issues carry FREE pull out NZM Directories.

- April/May features the Brands & Distributors Directory
- Aug/Sept is the Music Industry Training Courses Directory
- Dec/Jan includes the Studio & Record Label Directory

WEBSITE: www.nzmusician.co.nz provides a range of excellent additional promotional opportunities. It includes an on-line version of the current magazine along with comprehensive back issue library including features, product and CD reviews, extensive links, industry news and the various NZM Directories updated.

Advertising Deadlines	Publication	
Feb/March	Mon. 16 January	17 February
April/May	Mon. 19 March	17 April
June/July	Mon. 14 May	15 June
Aug/Sept	Mon. 16 July	15 August
Oct/Nov	Mon. 17 September	17 October
Dec/Jan '13	Mon. 12 November	12 December

All enquiries regarding print and website advertising please phone 09 373 2572
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