



NEW ZEALAND

# adventure

//WHERE ACTIONS SPEAK LOUDER THAN WORDS



**27 YEARS IN PRINT AND ON THE CUTTING EDGE OF ADVENTURE SINCE 1981**

**→ [WWW.ADVENTUREMAGAZINE.CO.NZ](http://WWW.ADVENTUREMAGAZINE.CO.NZ)**

*high impact, low risk advertising...*

*where actions speak louder than words.*



**NZ ADVENTURE** magazine

*inspires and stimulates further participation and spending. Each issue includes great reading, not only of Adventure pursuits, but personalities, equipment and great places to explore.*



**READERSHIP PROFILE**

Survey results from verbal, online and magazine reader survey – last completed June 2010 – percentages have not been rounded up as some readers chose not to answer some questions.

**AGE**

14% are under 21  
20% are 21-31  
63% are over 31

**GENDER**

62% are male  
38% are female

**READERS INCOME RANGE**

6% of household earns \$250,000 plus  
9% of household earns \$150,000 - \$249,000  
46% of household earns \$80,000 - \$149,000

**TRAVEL**

Readers who will travel in next 12 months:  
29% might travel  
19% will not travel  
51% will travel

**PURCHASING**

Readers who have purchased a product after reading or seeing advert in Adventure magazine:  
23% haven't  
75% have purchased

**DISTRIBUTION & MERCHANDISING**

Retail sales are via outlets New Zealand and Australia-wide: booksellers, service stations, supermarkets and specialist adventure retailers.



*NZ ADVENTURE is New Zealand's true lifestyle adventure magazine that targets editorial, images and new products relating to our outdoor pursuits.*

**POINT-OF-SALE GEAR GUIDE SECTION**

Promote your latest product to our readers in a clean and clear format. Every section is themed to create greater reader interest. All products booked will also feature on our website with URL links to your webpage. Point-of-Sale themes are:

ISSUE	POINT-OF-SALE
#163 Dec/Jan	Christmas gifts, tents, sleeping bags, footwear, packs, clothing
#164 Feb/Mar	Footwear, packs, clothing, all travel products
#165 April/May	Pre-winter clothing: mid/base/outer, footwear, sleeping bags
#166 June/July	Skis, snowboards, boots, bindings, gloves, goggles, footwear, Extreme wear: mid/base/outer, packs, sleeping bags
#167 Aug/Sept	Spring clothing, footwear, packs, Father's Day gift guide
#168 Oct/Nov	Mountain Bikes, accessories, hydration/packs, clothing, footwear, camping accessories, tents, sleeping bags

**INNOVATIONS SECTION/TECHNICAL TOOLS**

Available in every issue for all products that don't fit into the above themes but deserve highlighting.



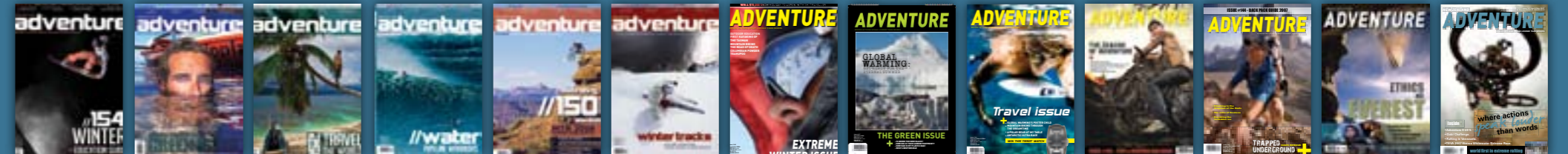
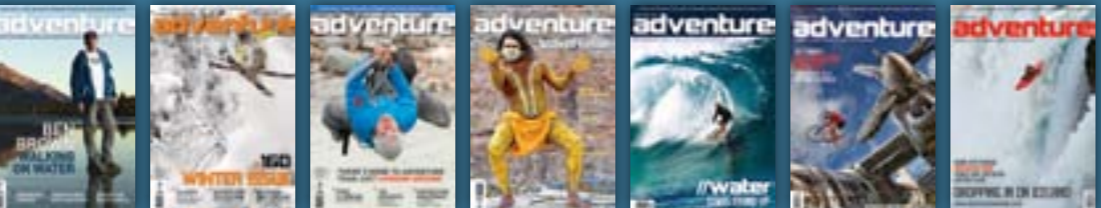
**COVER OF THE YEAR**

**2008 WINNER**  
Category: Special Interest

**The Judges comment**  
Adventure magazine stood out for having "an idea" and created graphic standout with a dynamic image.

**Publishers comment**  
We pride ourselves on our outstanding images and it is nice to be recognised for this effort.

Special thanks to all who have been involved with the magazine from readers to advertisers and everyone in between.



## //advertising rates\* and dimensions

**\*\*IMPORTANT NOTE\*\***  
Hold all live type/art matter at least 15mm within trim edges to allow for binding

Double Page Spread**	Full Page**	1/2 horizontal	1/2 vertical	1/3 vertical	1/4 horizontal	1/4 block	signpost	just random	web banners
standard <b>\$3200</b> inside front <b>\$3600</b> trim size (mm): 420w x 297h + include 5mm bleed	standard <b>\$2200</b> inside back/front <b>\$2500</b> back cover <b>\$3000</b> trim size (mm): 210w x 297h + include 5mm bleed	<b>\$1200</b> trim size (mm) 210w x 140h + 5mm bleed	<b>\$1200</b> trim size (mm) 93w x 297h + 5mm bleed	trim size (mm) 65w x 297h + 5mm bleed <b>\$890</b>	<b>\$690</b> trim size (mm) 210w x 70h + 5mm bleed	<b>\$690</b> trim size (mm) 93w x 140h no bleed	<b>\$200</b> (mm) 60.5w x 85h no bleed point-of-sale <b>\$130</b> 25 words plus one clear-cut image	<b>\$250</b> just random 150 words, plus one clear-cut image. Located in front of magazine for new products and news.	<b>main: \$1,500</b> 468pix(w) x 80pix(h) @ 72dpi RGB 1 month duration <b>side: \$1,000</b> 338pix(w) x 90pix(h) @ 72dpi RGB 1 month duration

\* Prices are in \$NZ and do not include GST. Agency commission is not included in the rates. Discounts on multiple bookings-ring for details. **A \$100 (minimum) fee applies for the reformatting of advertisements not supplied in the specified format and size.**

## //material deadlines

ISSUE	ISSUE THEME	ARTWORK DEADLINE	ON SALE
#163: DEC/JAN	WATER/CHRISTMAS	5 NOV 2010	13 DEC 2010
#164: FEB/MAR	TRAVEL	13 JAN 2011	14 FEB 2011
#165: APRIL/MAY	PREWINTER WARMUP	18 MARCH 2011	11 APRIL 2011
#166: JUNE/JULY	EDUCATION/WINTER	20 MAY 2011	10 JUNE 2011
#167: AUG/SEPT	ALL ADVENTURES	15 JULY 2011	8 AUG 2011
#168: OCT/NOV	PRE SUMMER/MTB	16 SEPT 2011	10 OCT 2011
#169: DEC/JAN	PRE SUMMER/MTB	11 NOV 2011	2 DEC 2011

## //terms and conditions

1. Cancellation by the client must be made more than seven days prior to booking deadline which will incur a 20% fee, otherwise Pacific Media can run the material at the agreed price, or charge for lost revenue.
2. The stated rate is for page placement only and does not include additional production costs.
3. Failure to meet the stated deadline may mean deletion from publication unless special arrangements have been made.
4. If supplied artwork does not meet specifications stated, extra production work will be charged at agreed rates. Such material remains the property of Pacific Media until paid for.
5. Payment is due seven days within receipt of invoice.

## //artwork requirements

All artwork must be supplied in accordance with the following formats. Pacific Media Ltd cannot accept any responsibility for reproduction of advertisements or images not in conjunction with these specifications.

**Advertisements to be supplied in:**

**PDF:** Press quality PDF created from 300dpi CMYK artwork. Embed all fonts or convert into outlines. Include crop marks and be sure to offset colour bars/information in your PDF by 5mm. Leave all OPI comments unticked otherwise it interferes with the reproduction of your artwork in the printing process; if this happens, you will be required to resupply at proofing stage at a \$15 cost.

**Photoshop:** TIFF or EPS at 300dpi and CMYK.

*In both instances, Do NOT use 100% black or you will be required to resupply at proofing stage at a \$15 cost.*

**Images to be supplied in:**

300dpi/CMYK colour. Please **include clipping path for products**. Please see our note regarding production charges.

**Supplying images**

Email artwork (7MB or less) to [lisa@adventuremagazine.co.nz](mailto:lisa@adventuremagazine.co.nz). For larger files, please use <http://transferbigfiles.com>.

**Production charges:**

Any artwork made or altered by our art department on your behalf will incur a fee and an exact cost will be agreed on with the client before any work goes ahead. Once proofs have been sent to you, one complimentary change will be provided, after which you will be charged \$20 per alteration.

Our magazine trim size is 210w x 297h (mm). Cropping on the print press cannot be guaranteed to be accurate so, to avoid loss of information, important text and imagery must be kept within 5mm of the inside page edges. Pacific Media Ltd cannot take responsibility for information lost on adverts that are supplied incorrectly. If you have a query or require any further assistance with your artwork, please contact Nina Blackburn on Tel: +649428 3046 or email: [p.media\\_design@xtra.co.nz](mailto:p.media_design@xtra.co.nz).



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Pacific Media is a member of the Magazine Publishers Association.

