

adventure

— where actions speak louder than words —



ANNIVERSARY
40
adventure



40 YEARS IN PRINT AND ON THE CUTTING EDGE OF ADVENTURE SINCE 1981
> www.adventuremagazine.co.nz

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Adventure readers are...

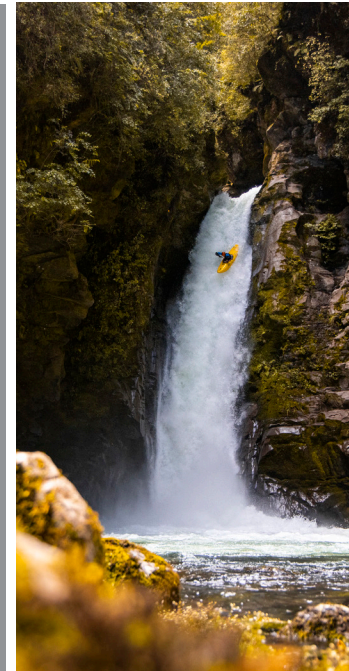
ACTIVE **ADVENTUROUS** AFFLUENT
CLASSIC CURIOUS **FIT** AND HEALTHY

Reader survey Jan 2020



NZ ADVENTURE

magazine inspires and stimulates further participation. 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 Jan 2020 – percentages have not been rounded up as some readers chose not to answer some questions.

AGE

20% are under 21

27% are 21-31

53% are over 31

GENDER

60% are male

40% 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:

24% might travel

14% will not travel

62% will travel

PURCHASING

Readers who have purchased a product after reading or seeing advert in Adventure magazine:

83%



“Where **actions** speak louder than words”

DISTRIBUTION & MERCHANDISING

Retail sales are via outlets New Zealand 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. As well as promoting anything that’s relevant, each issue includes a themed indepth tech review to create greater reader interest. All products booked will also feature on our website with URL links to your webpage. Point-of-Sale items can be varied but each issue has a theme and you may wish to promote inline with that. Specific tech reviews are as follows :

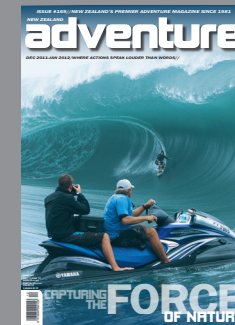
ISSUE	THEME	TECH GUIDE
#230 Feb/Mar	Hiking/Biking	Travel Bags
#231 April/May	Survival	Survival gear
#232 June/July	Winter	Insulated Jackets
#233 Aug/Sept	Women	Women’s gear
#234 Oct/Nov	Camping	Camping/tramping equipment
#235 Dec/Jan	Water	Water related

ACTIVE ADVENTURE

A way for you to promote your active adventure in a classified type setting. Three sizes available.



MULTI AWARD WINNING DESIGN



**NATIONAL
AWARD WINNER**



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.





//web and social media

If not supplied please ask for a current breakdown of statistics as these are updated monthly steve@pacificmedia.co.nz

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//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	active adventure: a collection of similar promotions	tech guide	web banners
standard \$3200 inside front \$3600 trim size (mm): 420w x 297h + include 5mm bleed	standard \$2200 inside back/front \$2500 back cover \$3000 trim size (mm): 210w x 297h + include 5mm bleed	\$1200 trim size (mm) 210w x 140h + 5mm bleed	\$1200 trim size (mm) 93w x 297h + 5mm bleed	trim size (mm) 65w x 297h + 5mm bleed \$890	\$690 trim size (mm) 210w x 70h + 5mm bleed	\$625 trim size (mm) 93w x 140h no bleed	60.5w x 85h no bleed (mm) \$110 190w x 64h 64w x 190h no bleed (mm) \$200	100 words plus clear cut image \$250 point-of-sale 25 words plus one clear-cut image \$130	main: \$1,500 585 px(w) x 72 px(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
#230: FEB/MAR	TRAVEL	16 JAN	07 FEBRUARY
#231: APR/MAY	SURVIVAL	17 MAR	10 APRIL
#232: JUN/JUL	WINTER	15 MAY	5 JUNE
#233: AUG/SEP	WOMEN & EDUCATION	17 JULY	07 AUGUST
#234: OCT/NOV	CAMPING	11 SEPT	02 OCTOBER
#235: DEC/JAN	JUST ADD WATER	13 NOV	04 DECEMBER
#236: FEB/MAR	TRAVEL	16 JAN	07 FEBRUARY
#237: APR/MAY	SURVIVAL	17 MAR	10 APRIL

//terms and conditions

1. Cancellation by the client must be made more than seven days prior to booking deadline which will incur a 25% 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 design@pacificmedia.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 Lynne Dickinson 021 138 1777 or design@pacificmedia.co.nz

EDITOR AND SALES MANAGER Steve Dickinson PH: 027 577 5014 EMAIL: steve@pacificmedia.co.nz

ART DIRECTOR Lynne PH: 021 1381777 EMAIL: design@pacificmedia.co.nz

PO Box 562, Whangaparaoa, New Zealand 0932 DELIVERY: 11a Swann Beach Road, Manly, Whangaparaoa

PACIFIC MAGAZINE PUBLICATIONS: ADVENTURE | SKI & SNOW

