

## Advertising rates & advert specifications - October 2017

### Advertising Rates

	Orientation	Ad Size (width x height)	Rate
Back Cover	Portrait	210 mm x 297 mm (text area 180 mm x 267 mm)	\$2000
Inside Covers'	Portrait	210 mm x 297 mm (text area 180 mm x 267 mm)	\$1800
Full page inside	Portrait	210 mm x 297 mm (text area 180 mm x 267 mm)	\$1650
Half page inside	Landscape	180 mm x 133.5 mm	\$880
Half page inside	Portrait	87.75 mm x 267 mm	\$880
Third page - 1	Landscape	180 mm x 90 mm	\$605
Third page - 2	Portrait	118.5 mm x 133.5 mm	\$605
Third page - 3	Portrait	57 mm x 267 mm	\$605
Quarter page	Landscape	118.5 mm x 90 mm	\$495
Quarter page	Portrait	87.75 mm x 118.5 mm	\$495
Eighth page strip	Landscape	180 mm x 40 mm	\$385
Ninth page	Portrait	57 mm x 90 mm	\$250
Inserts (x 3200) - by arrangement		210 mm x 297 mm	\$900

[Replaces all earlier versions and subject to change without further notice.]

All rates are shown per insertion. Origination, file manipulation and resizing will incur additional charges (\$50 initial setup fee and/or an hourly rate of \$100), separate from the above positional rates. These rates do not include agency commission, are exclusive of GST and are subject to change without notification.

### Bookings

Please contact the Advertising Manager for confirmation of booking and material deadlines and for preferred position bookings, e.g. inside front cover, check with the Advertising Manager for availability.  
All advertising copy to be directed to [kiwifruitjournal@extra.co.nz](mailto:kiwifruitjournal@extra.co.nz)  
All placements are at the discretion of the publisher.

### Deadlines & supply of materials

Bookings by the 1st of the month prior to publication material by 10th of the month prior to publication. All advertising copy to be directed to [kiwifruitjournal@extra.co.nz](mailto:kiwifruitjournal@extra.co.nz)

### Publication details

The New Zealand kiwifruit Journal is published bi-monthly in February, April, June, August, October and December.

### Submitted articles

To discuss submitting articles please contact the Editor - Jamie Troughton on 027 274 3559 or email [jamie@dscribe.co.nz](mailto:jamie@dscribe.co.nz)

### Zespri® brand name standards

All advertisements supplied must adhere to the Zespri branding standards. Zespri SunGold Kiwifruit, Zespri Green Kiwifruit, Zespri Sweet Green Kiwifruit and Zespri Organic Kiwifruit.

Zespri Kiwifruit must be in capitals.

### Supplied Adverts

We prefer that you supply all Advert artwork as pdf files. All supplied advertisements must be CMYK Print-ready/HiRes PDF files.  
All full page adverts (210 x 297) require 3 mm bleed and trim marks (Total including bleed = 216 x 303 mm).

Please supply final Advert PDFs via email to [kiwifruitjournal@extra.co.nz](mailto:kiwifruitjournal@extra.co.nz)

Files must be 10mb or less, larger files will be blocked by our servers.

### Advertorials

Advertorials will be charged at the applicable space rate (i.e. one page of advertorial = one page rate).

### Adverts requiring artwork

For adverts requiring artwork to be created, please supply any text for the advert either by email or emailed Word File. Photos should be supplied as HiRes 300dpi JPEG files and logos as Hires in .AI, .EPS, JPEG or PDF formats.

### Contact us

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