



Heritage

NEW ZEALAND

PAST, PRESENT AND FUTURE

ADVERTISING
information



Heritage



Heritage New Zealand winner for Best Journalist and highly commended cover at NZ Magazine Publishers Awards 2013

Scott's last expedition

See the epic story from every angle
Coming soon - November 2012

Heritage Spring 2012

42

10

28

Canterbury Museum

The treasure hunter

... museums can change lives by reconnecting people with their heritage"

CITY OF GARDENS

The Coasters

Despite its history of mining disasters, there's no place like it for those who love the West Coast

Charted territory

Discover Captain Cook's Fiordland

Embark on a unique multi-day voyage of discovery

SUGAR BAG

THE KAURI MUSEUM

Fancy London?

Old English tiles since 1894 WINGED HANS





BETTE FLAGLER

EDITOR'S profile

Bette Flagler has been the editor of Heritage New Zealand magazine since 2006. As a writer and editor, her work has appeared in many New Zealand magazines and she is also the author of *Adventure Guide - New Zealand*, a major travel guide as well as *New Zealand - Pocket Adventures*.

Bette is co-founder, with Amanda Traves, Heritage New Zealand magazine art director, of Sugar Bag Communications a company that provides full service publishing and communications work to organisations such as Heritage New Zealand Pouhere Taonga.

Bette and her husband split their time between Palmerston North and Wellington, where they own a 1903 worker's cottage. They have recently completed a heritage-sensitive renovation on their Wellington home.

Bette enjoys tramping, riding her road and mountain bikes, playing with her dog, eating great food, drinking good wine, growing organic vegetables and spending time with her husband and friends.

WHO WE ARE and our readership profile

Who we are

Heritage New Zealand is the official membership magazine of Heritage New Zealand Pouhere Taonga (formerly The New Zealand Historic Places Trust). It is a high quality, quarterly publication that promotes the protection, preservation and conservation of New Zealand's historic places and wahi tapu.

For more than 50 years, our organisation has served as advocate for, and guardian of, the nation's significant heritage places. We are charged by Parliament with identifying, recording and caring for the nation's significant ancestral sites and buildings, and ensuring that these are passed on to future generations.

Distribution

For current circulation numbers refer to www.abc.org.nz

- Approx 20,000 membership base, volunteers and associations
- Qantas international lounges
- Approximately 300 retail outlets
- The Governor General
- Prime Minister
- All other members of Parliament
- Local body authorities
- Heritage agencies such as Department of Conservation and the Antarctic Heritage Trust
- NZ wide distribution to museums and like minded organisations such as, D.O.C./Antartic Heritage Trust/Architects Institute/IPENZ

Readership Profile

Heritage New Zealand has a loyal, committed membership and subscriber base. Typically, our readers are families, baby boomers and beyond.

- They are well educated, highly cultured, and affluent audience with discretionary money to spend.
- Hobbies and interests include travel, theatre, the arts, classical concerts, ballet, house renovations and investments.*
- They are passionate about our heritage and our country.
- 80% of our readers have travelled at least twice within New Zealand and 57% travelled overseas at least once in the last year.*
- 62% intended to make a financial investment decision within the next 18 months - purchasing a car, buying or selling real estate through to the share market.*
- 42% are interested in events and exhibitions.*
- 56% are interested in gardens and gardening.*
- 65% read most articles in every issue.*

* New Zealand Historic Places Trust membership survey June 2008



ADVERTISING rates

All prices exclude GST.

Advertising	Advert size	Casual size	3 Issues	4 Issues
FEATURE				
Double page spread	420mm x 275mm (h)	\$4,394.50	\$3,850.00	\$3,520.00
Full page	220mm x 275mm (h)	\$2,420.00	\$2,194.50	\$1,980.00
Half page horizontal	188mm x 115mm (h)	\$1,314.50	\$1,155.00	\$1,056.00
Half page vertical	91mm x 240mm (h)	\$1,314.50	\$1,155.00	\$1,056.00
Third page horizontal	188mm x 80mm (h)	\$951.50	\$825.00	\$764.50
Third page vertical	60mm x 240mm (h)	\$951.50	\$825.00	\$764.50
Quarter page horizontal	194mm x 55mm (h)	\$770.00	\$676.50	\$616.00
PREMIUM POSITIONS				
Inside front cover	20% premium on the full page rate			
Outside back cover	20% premium on the full page rate			
HERITAGE MARKETPLACE				
Landscape	96mm x 54mm (h)	\$313.50	\$264.00	\$231.00
Portrait	96mm x 113mm (h)	\$462.00	\$396.00	\$352.00
INSERTS				
(machine insertions)	\$250 per thousand, part run rates available on request. Specifications to be discussed with advertising co-ordinator - some size configurations may attract a premium.			
HNZ ELECTRONIC NEWSLETTER				
'Heritage This Month' is sent to approximately 8,000 recipients nationwide on the first of every month. For advertising or subscription enquiries email: advertising@heritage.org.nz				
NEWSLETTER ADVERTISING BANNER				
	580px x 200px (h)	\$450.00		

DEADLINES

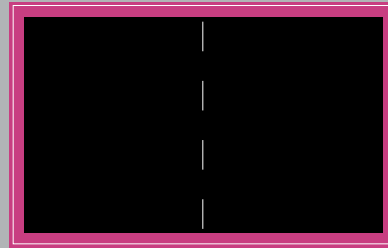
Issue	Ad material booking deadlines	Publication date
Autumn	All deadlines are as advised by Advertising Coordinator	First week Mar
Winter		First week Jun
Spring		First week Sep
Summer		First week Dec

Cancellations

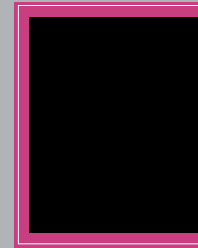
Cancellation must be made in writing to the advertising co-ordinator no later than one month prior to the final booking deadline date. If the advertisement is cancelled after this date, the agreed contractual price will be charged.



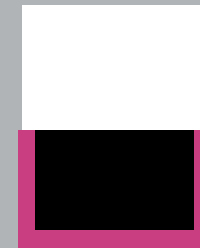
DISPLAY advertisement sizes



DOUBLE PAGE SPREAD
Type 420mm x 255mm (h)
Trim* 440mm x 275mm (h)
*add bleed 3mm



FULL PAGE
Type 200mm x 255mm (h)
Trim* 220mm x 275mm (h)
*add bleed 3mm



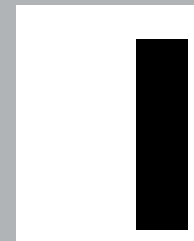
HALF PAGE HORIZONTAL
Type 188mm x 115mm (h)
Trim* 220mm x 141mm (h)
*add bleed 3mm



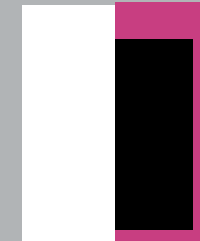
**QUARTER PAGE
HORIZONTAL**
194mm x 55mm (h)



**THIRD PAGE
HORIZONTAL**
188mm x 80mm (h)

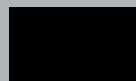


**THIRD PAGE
VERTICAL**
60mm x 240mm (h)



**HALF PAGE
VERTICAL**
Type 91mm x 240mm (h)
Trim* 111mm x 275mm (h)
*add bleed 3mm

MARKETPLACE classified advertising



LANDSCAPE
96mm x 54mm (h)



PORTRAIT
96mm x 113mm (h)

CONTACT

Advertising Co-ordinator
Heritage New Zealand
PO Box 2629, Wellington

DDI: 04 494 8034 **Ph:** 04 472 4341 **Fax:** 04 499 0669
Email: advertising@heritage.org.nz
www.heritage.org.nz



DESIGN specifications

All material should be delivered to the advertising coordinator at advertising@heritage.org.nz in the following format:

- High resolution PDF or tiff
- Convert all text to outlines
- Correct and contractually agreed measurements
- Artwork must be in CMYK colour. No spot colours or RGB colours.
- All scanned images supplied are to be scanned at 100% of output (print) size at 300dpi

If material does not fit these criteria, the advertiser will be asked to reformat it as necessary.

The following material is not suitable to print

- Images taken from a website
- Microsoft documents.

Electronic newsletter advertising banner

Must be delivered in a jpg format suitable for web.

A border surrounding artwork is preferred.

Design services

Our designers can offer design services.

Display advertising design is charged at \$50/hour

Marketplace classified advertising design is charged at:

- A. Landscape (96 x 54mm): \$80 (including one set of alterations)
- B. Portrait (96 x 113mm): \$120 (including one set of alterations)

Additional alterations to those specified above will be charged at the standard rate as specified above.

Alterations to existing advertisements

Alterations to advertisers' existing artwork is charged at \$50/hour, with a minimum of charge of \$25. This covers making changes, emailing the proof and getting client sign off. Advertisers will need to supply appropriate open design files for any alterations.

Conditions

Advertising design prices are based on obtaining a brief from the advertiser detailing specific requirements. The advertiser may be required to supply logos, images or other information at the appropriate resolution. Full, detailed instructions must be provided.

Electronic banner design

Design of static advertising banners for electronic newsletter are charged at \$120 (including one set of alterations).

