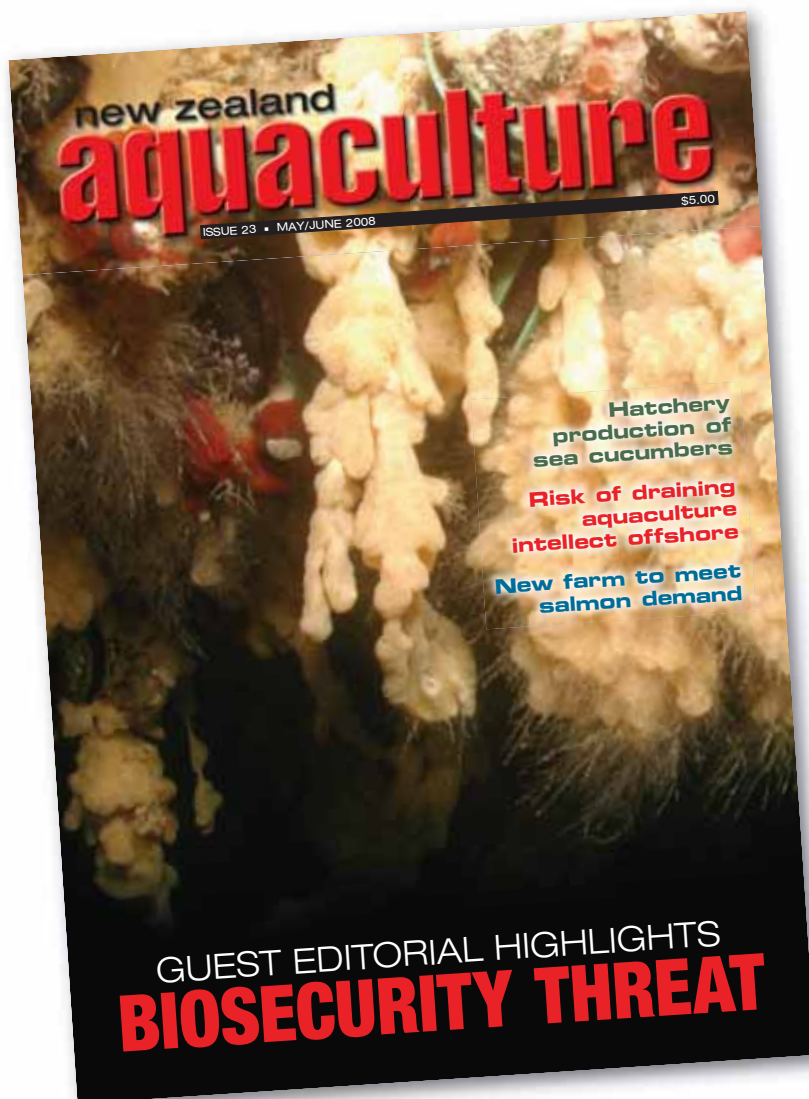


new zealand **aquaculture**

AN INDEPENDENT PUBLICATION
FOR THE AQUACULTURE AND SEAFOOD INDUSTRY



Reports on news, views, issues, legislation, accidents, court findings and rulings, including industry challenges.

MEDIA KIT



Magazine Profile

- An independent publication for the aquaculture and seafood industry.
- **NEW ZEALAND AQUACULTURE** provides an essential source of information to all readers who have an interest in aquaculture.
- It covers a broad spectrum of subjects including research, production, harvesting, processing and marketing within the aquaculture sector.
- Reports on news, views, issues, legislation, accidents, court findings and rulings, including industry challenges.
- Written by recognised professionals within the industry, the magazine carries sound credibility backed by solid scientific research.

NEW ZEALAND AQUACULTURE contains relevant articles from industry members, who are encouraged to contribute.

Advertising Benefits

- Unique window of opportunity
- Specific target market
- National coverage
- Focused on the aquaculture industry
- Interesting technical and lifestyle stories
- Delivers the right message to the right market at the right frequency (6 issues per year)

Readership Profile

- The magazine is circulated by direct mail to members of the aquaculture and seafood industry.
- Includes the associated commercial marine industry, the legal fraternity and Government agencies.
- Because of its marketing association with **PROFESSIONAL SKIPPER** magazine **NEW ZEALAND AQUACULTURE** now enjoys a similar readership exposure, estimated at 76,000.



Rate Card

	4 COLOUR ONLY
FC.....	\$2200
IFC.....	\$1485
IBC.....	\$1375
OBC.....	\$1650
Full page.....	\$1266
Half page.....	\$962
Quarter page.....	\$660
Eighth page.....	\$485
Service – contract 6 issues.....	PER ISSUE \$165
Service – casual.....	\$185
Classified.....	Run on \$1 per word (min. charge \$35)

All prices exclude GST. Advertising agency commission not included.

Discount: 5% for 3 consecutive issues, 10% for 6 consecutive issues.

Note: Advertising production and scanning costs may incur an additional charge.

TERMS AND CONDITIONS:

Rates exclude ad production and scanning costs, which may be charged.

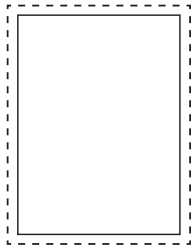
Deadlines: 20th January, March, May, July, September and November.

Terms of payment are in full on 20th of month of publication.

Advertisers are encouraged to contribute information on new products and services within the magazine's Marketplace section.



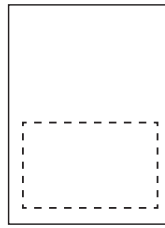
Ad specifications



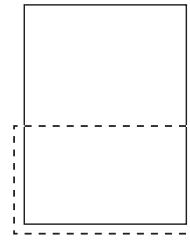
Full Page
210 x 297mm
+ 3mm bleed



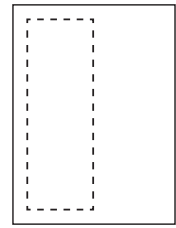
Double Page Spread
420 x 297mm + 3mm bleed



Half Page
186 x 128mm



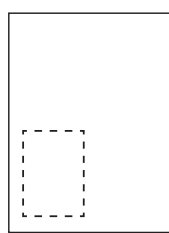
Half page + bleed
210 x 145mm
+ 3mm bleed



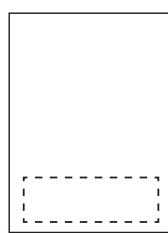
Half page vert
90 x 262mm



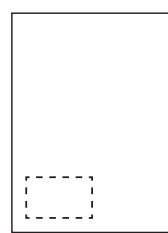
Half page vert + bleed
102 x 297mm + 3mm



Quarter page vert
90 x 128mm



Quarter page
186 x 61mm



Eighth page
90 x 61mm

Service 90 x 61mm

MECHANICAL PROCESS:

A4, gloss art Press: Sheet fed, 4x pages per plate Binding: Stapled

MATERIAL REQUIREMENTS:

Files can be sent to us on either CD Rom, or via email: advertising@skipper.co.nz

Accepted formats include Indesign CS2, Illustrator CS2, Acrobat PDF, Photoshop CS2.

Colour images must be CMYK and 300dpi, greyscale images should be 240dpi

Ads created in Freehand or Illustrator should be supplied as an EPS or PDF file with all images and fonts embedded, text should be converted to outlines. Also supply a printed copy (or PDF file) for visual reference. PDF files should be high resolution using the Acrobat PRESS OPTIMISED default setting. All fonts must be embedded. Registration must be centered.

ADVERTISING AGENCIES MUST SUPPLY COPY OF COMPLETED ADVERTISEMENT DIGITALLY, WITH FONTS, LOGOS, ETC, ATTACHED. (OTHERWISE PRODUCTION CHARGES WILL APPLY).

Any text for insertion into the magazine should be saved as a word file (.doc).

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