

WHEN YOU WANT TO
CONNECT
WITH NZ'S
MUSIC COMMUNITY

 **nzmusician.co.nz**

ADVERTISING RATES
OCTOBER 2017

WEB

ACCEPTABLE FORMATS: **JPG, GIF, PNG**
STATIC OR ANIMATED
MAX FILE SIZE **200KB** AT 72DPI IN RGB
ARTWORK & URL DEADLINE 2 DAYS BEFORE CAMPAIGN START

BIG LEADER BOARD - 900 X 180PX
\$280/WEEK



LEADER BOARD - 900 X 90PX
\$220/WEEK

BIG RECTANGLE
336 X 500PX
\$200/WEEK

RECTANGLE
336 X 280PX
\$150/WEEK



SMALL BANNER - 700 X 60PX - \$50 /WEEK



DYNAMIC AD DESIGN \$75/H
EXCLUSIVE PLACEMENT BY NEGOTIATION
DISCOUNTS PROVIDED FOR EXTENDED CAMPAIGNS
ALL PRICES + GST

BOOSTS

ANY WEB ADVERTISING CAN BE IMPROVED WITH A RELATED EDITORIAL ON NZMUSICIAN.CO.NZ THAT WILL BE:

- * WELL WRITTEN / EDITED / ENHANCED BY NZM FROM SUPPLIED PR.
- * IF POSSIBLE HAVE RELEVANT MULTIMEDIA CONTENT EMBEDDED.
- * LINKED TO RELEVANT URLS AND INTERLINKED WITH OTHER NZM CONTENT.
- * CAREFULLY AND VERY WELL SEARCH ENGINE OPTIMISED.
- * BOOSTED TO THE FEATURED POSTS AREA FOR AT LEAST 24 HOURS.
- * SHARED ON FB, T, I, G+

TO MAXIMISE RESULTS YOU CAN'T GET AROUND A PAID FACEBOOK BOOST, SET UP EITHER TO YOUR SPECIAL REQUIREMENTS, OR OUR OWN GOOD JUDGEMENT.

AGAIN NZM OFFER A RANGE OF BOOST PACKAGES TO KEEP THINGS SIMPLE.

- * **STARTER BOOST: \$50/WEEK**
- * **STANDARD BOOST \$100/WEEK**
- * **SERIOUS BOOST: \$150/WEEK**

NOTE THAT THIS SERVICE IS AN ADDITION TO ANY DISPLAY ADVERTISING TAKEN – FOR INSTANCE A BIG RECTANGLE AD FOR ONE WEEK PLUS A STANDARD BOOST WILL TOTAL \$300.

NZM PRESENTS

WITH A MINIMUM SPEND OF \$500 WE'D HAPPILY MAKE EVENTS AN 'NZM PRESENTS', MEANING WE WILL ACTIVELY INVITE PEOPLE, YOU CAN SHARE THE HOSTING WITH OUR FACEBOOK PAGE, SO IT'LL SHOW IN OUR FEED.

THIS WILL ALSO GET YOU AN INCLUSION IN NZM'S FORTNIGHTLY NEWSLETTER'S GIG GUIDE.

NZM PRESENTS LOGOS FOR YOUR POSTER ARE AVAILABLE ON REQUEST.

EDM ELECTRONIC DIRECT MARKETING

ACCEPTABLE FORMATS: **JPG, GIF, PNG**
STATIC OR ANIMATED
MAX FILE SIZE **100KB** AT 72DPI IN RGB
COPY, ARTWORK & URL DEADLINE MONDAY NOON

SINGLE INCLUSIONS ADS

RECTANGLE - 336 X 280PX
EDM BANNER - 600 X 60PX

\$80

EDM LARGE BANNER - 600 X 120PX

\$160

ADVERTORIAL CONTENT

MINIMUM BOOKING (GRAPHIC + 40 WORDS + URL)
PER ADDITIONAL 40 WORDS
PER ADDITIONAL URL

\$110

\$30

\$10

MONTHLY INCLUSIONS GIG GUIDE

MINIMUM BOOKING (GRAPHIC + 40 WORDS + URL)
PER ADDITIONAL URL

\$80

\$10

CLASSIFIEDS

STANDARD - 40 WORDS + URL
HI VIS - 40 WORDS + URL + COLOUR
GRAPHIC - 200 X 250PX + URL

\$30

\$45

\$60

PER ADDITIONAL 40 WORDS
PER ADDITIONAL URL

\$30

\$10

ALL PRICES + GST

CIRCULATION/FREQUENCY:

TARGETED AT MUSICIANS
AND MUSIC FANS, THE
NEWSLETTER GOES OUT EVERY
SECOND WEDNESDAY TO 5000+
SUBSCRIBERS.

SIGN UP HERE: NZMUSICIAN.CO.NZ/SUBSCRIBE

PRINT

DEADLINES

DEC/JAN 2018: NOV 7

MAY/JUNE 2018: APR 3

PUBLICATION

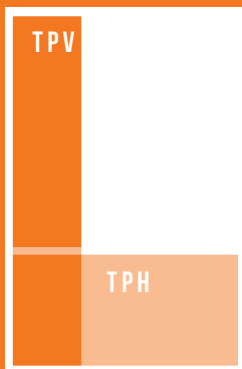
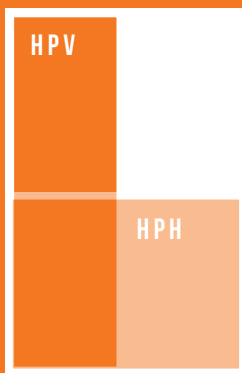
NOV 30

APR 24

ARTWORK MUST BE PROVIDED AT 300DPI IN CMYK

CIRCULATION/FREQUENCY:

NZ MUSICIAN IS NOW PUBLISHED TWICE ANNUALLY, DISTRIBUTED FREE NATIONWIDE VIA MUSICAL EQUIPMENT STORES, STUDIOS, SCHOOLS, LIBRARIES, SUBSCRIPTIONS AND OTHER MUSICAL OUTLETS. CIRCULATION IS 8,000 COPIES.



NOTICE BOARD

CLASSIFIEDS
PER 40 WORDS \$30

WINDOW AD - W59 X H40MM

STRIP AD - W122 X H20MM

MONO \$100

FULL COLOUR \$180

FULL PAGE

INSIDE COVER

INSIDE BACK COVER

OUTSIDE BACK COVER \$1900

RUN OF MAG \$1700

WIDTH 210MM X HEIGHT 297MM (+3MM BLEED)

HALF PAGE

VERTICAL: WIDTH 90MM X HEIGHT 265MM

HORIZONTAL: WIDTH 186MM X HEIGHT 130MM

PONY: WIDTH 122MM X HEIGHT 180MM

\$950

THIRD PAGE

VERTICAL: WIDTH 58MM X HEIGHT 265MM

HORIZONTAL: WIDTH 186MM X HEIGHT 90MM

\$750

QUARTER & SIXTH PAGE

VERTICAL: WIDTH 90MM X HEIGHT 130MM

HORIZONTAL: WIDTH 186MM X HEIGHT 60MM

\$550

SIXTH: WIDTH 58MM X HEIGHT 120MM

\$450

ALL PRICES + GST

OTHER

PROMO SUBSCRIPTION BUNDLES

TALK TO US ABOUT OUR GREAT VALUE PACKAGE DEALS- YOU COMMIT TO A MONTHLY SUBSCRIPTION, AND IN RETURN WE'LL CREATE CUSTOM-TAILORED CROSS-MEDIA MARKETING CAMPAIGNS WITH NZM FOR YOUR PRODUCT.

SPONSORSHIP OPPORTUNITIES

INTELLIGENT, RELEVANT CONTENT THAT REACHES THE RIGHT PEOPLE ASSOCIATED TO YOUR BRAND - GET IN TOUCH TO DISCUSS YOUR IDEAS.

ADVERTORIAL CONTENT

ADVERTORIAL CONTENT IN PRINT IS CHARGED BY PAGE SPACE. ONLINE ADVERTORIAL CONTENT REQUIRES A MINIMUM ADVERTISING SPEND DEPENDING ON THE SUBJECT.

GEAR REVIEWS

PLEASE REFER TO THE ADVERTORIAL CONTENT SECTION ABOVE. PRODUCT DELIVERY AND PICK UP IS YOUR RESPONSIBILITY. HIGHEST CARE WILL BE TAKEN WITH THE PRODUCT, BUT WE CAN'T BE HELD RESPONSIBLE FOR ACCIDENTAL DAMAGE.

COMPETITIONS

PLEASE REFER TO THE ADVERTORIAL CONTENT SECTION ABOVE. P & P COSTS WILL BE CHARGED EXTRA.

DIRECTORY LISTINGS

RECORD LABELS

STUDIOS

REHEARSAL SPACES

MUSIC TEACHERS

\$50/YEAR

2018 WALLPLANNER

STANDARD AD - W110 X H50MM

\$1150

DOUBLE SIZE AD - W110 X 105MM

\$1950

DEADLINE FOR ARTWORK IN 300DPI, CMYK AND FONTS TURNED TO OUTLINES IS NOV 7