

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  
2014



# 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.

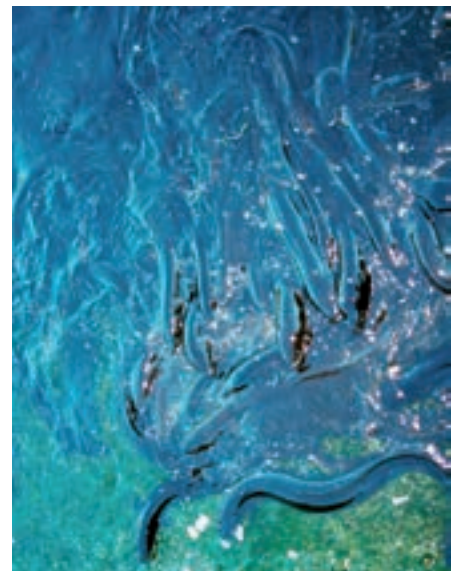
**NEW ZEALAND AQUACULTURE** contains relevant articles from industry members, who are encouraged to contribute.

## 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 94,000.



# Rate Card

	CASUAL	3 ISSUES	6 ISSUES
Full page	\$1260	\$1197	\$1134
Half page	\$962	\$915	\$865
Quarter page	\$660	\$627	\$594
Eighth page	\$350	\$332	\$315
Service	\$185	–	\$150
Classified	Run on \$1 per word (min. charge \$35)		

Preferred positioning carries a 10% loading on ratecard.

All prices exclude GST and are charged per insertion. Advertising agency commission not included.

Note: Advert production and scanning costs will incur an additional charge.

## TERMS AND CONDITIONS:

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

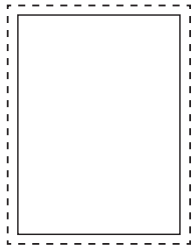
Deadlines: 20th January, March, May, July, September and November.

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.



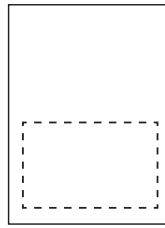
# Ad specifications



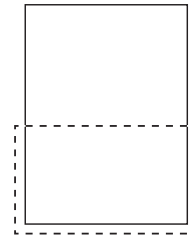
Full page  
210 x 297mm  
+ 3mm bleed



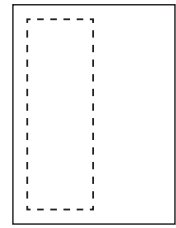
Double page spread  
420 x 297mm + 3mm bleed



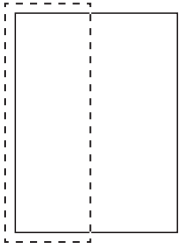
Half page  
186 x 128mm



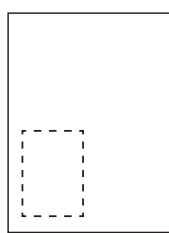
Half page + bleed  
210 x 145mm  
+ 3mm bleed



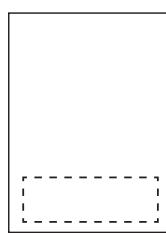
Half page vert  
90 x 262mm



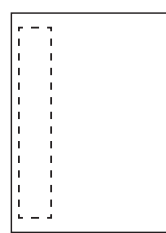
Half page vert + bleed  
102 x 297mm + 3mm



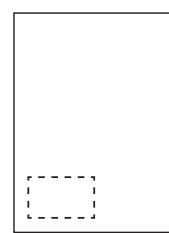
Quarter page  
90 x 128mm



Quarter page horz  
186 x 61mm



Quarter page vert  
45 x 262mm



Eighth page & Service  
90 x 61mm

## MECHANICAL PROCESS:

A4, gloss art Press: Sheet fed Binding: Saddle stitch

## MATERIAL REQUIREMENTS:

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

Accepted formats include Indesign CS6, Illustrator CS6, Acrobat PDF, Photoshop CS6.

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

Ads created in 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 QUALITY setting. All fonts must be embedded.

Registration must be centered.

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

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

## CONTACT DETAILS

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