

new zealand aquaculture

An independent journal
for the aquaculture and
seafood industry



Magazine Profile

- Published as an independent journal for the aquaculture and seafood industry.
- The magazine will provide an essential source of information to all readers who have an interest in aquaculture.
- It will cover a broad spectrum of subjects from research to production and harvesting within the aquaculture scene.
- Reporting on news, views, issues, legalities, accidents, court findings and rulings, including industry challenges.
- Written by recognised professionals within the industry the magazine will carry sound and solid credibility backed by solid scientific evidence research.

The magazine will also contain relevant contributions from members who will be encouraged to contribute editorial from their particular sector of the industry



Rate Card

	4 COLOUR
Front Cover	2200.00
Outside Back Cover	1650.00
Inside Front Cover	1485.00
Inside Back Cover	1375.00
Full Page	1265.00
DPS	2750.00
Half Page	962.50
Half Pg DPS	1650.00
Quarter Page	660.00
Brokerage	65.00
Service	165.00
Service 4 Issues	570.00
Classified	\$1 per wd run on
Inserts	POA

All prices exclude GST. Advertising agency commission not included.

TERMS & CONDITIONS:

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

Deadline - 1st of month prior to publication month.

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 Market Place.

Advertising Benefits



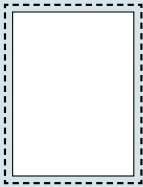
- Unique window of opportunity
- Specific target market
- National coverage
- Focused on the aquaculture industry
- Interesting, technical and lifestyle stories
- Delivering the right message to the right market at the right frequency (4 Issues/year)

Readership Profile

- The magazine is circulated by direct mail to all members of the aquaculture and seafood industry.
- Including the wider associated commercial marine industry legal fraternity and Government agencies
- Based on this market drawn from our extensive data base and aquaculture industry, we anticipate a base readership of 30,000



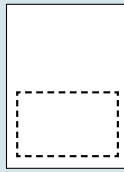
Ad specifications



Full Page
210 x 297mm
+ 3mm bleed



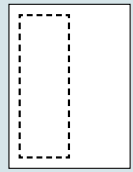
Double Page Spread
420 x 297mm + 3mm bleed



Half Page
186 x 128mm



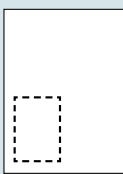
Half page + bleed
210 x 145mm
+ 3mm bleed



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

Brokerage 60 x 50mm
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: production@skipper.co.nz

Accepted formats include Quark Xpress 4.11, Illustrator 10, Acrobat 5, Photoshop 7.

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

Ads created in Freehand or Illustrator must be supplied as an EPS 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 magazine should be saved as a text file (.txt).

CONTACT DETAILS

Ph 09 533 4336, fax 09 533 4337

4 Prince Regent Drive, Half Moon Bay, Auckland

Editorial

Keith Ingram, mobile 0274 584 747, email: keith@skipper.co.nz

Sales & Marketing

Hamish Stewart, mobile 0274 984 095, email: advertising@skipper.co.nz

Accounts/Subscriptions

Vivienne Ingram, email: viv.ingram@xtra.co.nz

