

NEW ZEALAND  
**AVIATION**  
NEWS

# ABOUT US

**New Zealand Aviation News** started in 1978. It remains New Zealand's only aviation newspaper. Published 11 times a year, the paper has an ever broadening circulation and distribution base.

Readership is from an ever-increasing subscription base and retail sales in New Zealand and the Pacific. Current readership exceeds 15,000.

New Zealand Aviation News is widely distributed to aviation related businesses which include; aircraft owners, flight training, maintenance, component supply, aerial certificate holders, Government and regulatory agencies.

Airways Corporation of New Zealand, NZCAA, the RNZAF, Aircraft owners and Pilots Assoc (AOPA) and other aviation industry associations have bulk subscriptions which are delivered to their headquarters for distribution.

Copies are direct mailed to all subscribers and libraries. The journal is distributed nationally by a distributor to a wide range of retail outlets and subscriptions are also available in digital format.



*“ How come NZ can support a first class light and general aviation magazine while we in the UK can only have Aeroplane Monthly for historical stuff? ”*

- S. Skinner [UK]

## FOCUS

Editorial content is focused on activity within the aviation industry and recreational activity in New Zealand and the Pacific region including, but by no means limited to:

- ▶ **EVENTS**
- ▶ **SPORTS**
- ▶ **INDUSTRY**
- ▶ **CAREERS**
- ▶ **DEFENCE**
- ▶ **HISTORY**
- ▶ **FLY-INS**
- ▶ **PROFILES**
- ▶ **AIRSHOWS**
- ▶ **CALENDAR**
- ▶ **YOUTH**
- ▶ **TRAINING**



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WEBSITE ADDRESS

[www.aviationnews.co.nz](http://www.aviationnews.co.nz)

*“ As a pilot moving back to NZ I am impressed with the diversity of information/articles in your paper. I have already contacted 3 of your advertisers for products I need to buy.”*

- L. Weller

# SUCCESS

New Zealand Aviation News over the years has consistently produced a high quality coldset newspaper. Our printers, Horton Media, are regular winners of the Pride in Print awards with New Zealand Aviation News being one of their regular winners of the Gold Medal and Highly Recommended awards.



*“2014, 2012, 2011, 2010, 2009, 2008, 2007 2005, 2004”*

New Zealand Aviation News in association with our printers Horton Media Limited were also recipients of the **2010 & 2011 Flint Australia Shield** for best coldset commercial work. No other New Zealand publication had received the award since 2003. The award acknowledges print quality, photograph quality, editorial content and general layout.



*“ I really enjoy reading it each month. Thank you!!!”*

- Nelson Aviation Supplies

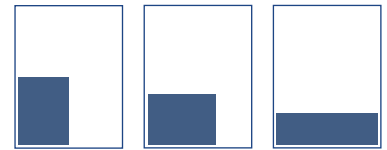
# ADVERTISING RATES

## LARGE ADVERTS

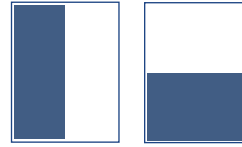
<b>Full Page</b>	colour b&w	\$2,700 \$2,100
<b>1/2 Page</b>	col vert/horiz b&w vert/horiz	\$1,365 \$1,065
<b>1/2 Front Page</b> <i>See below specifications for bleed</i>	col horizontal	\$1,500
<b>1/3 Page</b>	col vert/horiz b&w vert/horiz	\$900 \$700
<b>1/4 Page</b>	col vert/horiz b&w vert/horiz	\$685 \$530



**Full**  
255x375mm



**Quarter Vert/Horiz**  
125x190mm / 190x125mm



**Half Vert/Horiz**  
125x375mm / 255x190mm



**Third Vert/Horiz**  
85x375mm / 255mmx125mm

\*DISCOUNTS AVAILABLE for multiples

## SMALL ADVERTS

<b>60 x 75</b>	colour b&w	\$135 \$105	<b>125 x 100</b>	colour b&w	\$360 \$280
<b>60 x 85</b>	colour b&w	\$153 \$120	<b>125 x 150</b>	colour b&w	\$540 \$420
<b>60 x 100</b>	colour b&w	\$180 \$150	<b>125 x 125</b>	colour b&w	\$450 \$350
<b>60 x 125</b>	colour b&w	\$225 \$175	<b>125 x 60</b>	colour b&w	\$225 \$175

\*DISCOUNTS AVAILABLE for 3 or more insertions

\*CASUAL RATE COL CM \$18.00 colour / \$14.00 b&w

Other individual sizes are available on request and are subject to individual quotation. Standard column width 60mm. All smaller spaces charged on a single column centimetre rate except for Trade and Services. Rates are NZ Dollars. For agencies these are non commission bearing rates.

## WEBSITE ADVERTS

Website Adverts are sized in PIXELS.

201 pixles wide x 255 pixles deep **\$125.00** + GST

201 pixles wide x 500 pixles deep **\$225.00** + GST

600 pixles wide x 200 pixles deep **\$325.00** + GST

**INSERTS:** Rates for insertions within the paper are available on request.

## ADVERTISING SPECIFICATIONS

### FREQUENCY:

Eleven issues published per year.

### PRINTING:

Heatset, saddle stitched & trimmed.

Cover: 104 gsm HB Gloss

Inside pages: 65 gsm silk.

Colour: Four colour process (CMYK) and Black & White.

### ADVERT BLEED:

Bleed available on the front and back cover only.

Live image area: 260mm x 195mm deep

Trimmed area: 270mm x 200mm deep + 5mm bleed supplied with Crop and Bleed Marks.

### MATERIAL REQUIREMENTS:

Our preferred format for all advertising is PDF.

We do accept TIFF or JPEG, minimum resolution of 300 dpi, all colour and images to be CMYK, and all fonts embedded, no spot colour.

# GENERAL TERMS & CONDITIONS FOR ADVERTISEMENTS

**New Zealand Aviation News Ltd**  
accepts all advertisements (including notices)  
for publication on the following terms and conditions:

- Warranties:** The Advertiser warrants and undertakes to New Zealand Aviation News that:
  - The advertisement does not contain any material:
    - that is or is likely to be misleading or deceptive or otherwise breaches the Fair Trading Act 1986; or
    - that is defamatory, infringes a copyright, trademark or otherwise infringes any intellectual or industrial property rights; or
    - otherwise breaches any provision of any statute, regulation, by-law or other rule or law; and
  - the material complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standard relating to advertising in New Zealand; and
  - publication of the material will not give rise to any liability on the part of New Zealand Aviation News or in a claim being made against us in New Zealand or elsewhere.
- Indemnity:** The Advertiser acknowledges that New Zealand Aviation News relies on the warranties set out in clause 1 and agrees to indemnify New Zealand Aviation News against all losses or costs arising directly or indirectly from publication of the material, and from any costs incurred in our making corrections or amendments in accordance with these terms and conditions.
- Right to Alter or Refuse:** We reserve the right to alter, abbreviate or refuse to publish any advertisement if, in our sole opinion, it would be undesirable to publish it. We may adjust material to conform to our technical specifications or for other genuine reasons as long as we do so using reasonable care.
- Notification of Errors:** It is the responsibility of the Advertiser to advise New Zealand Aviation News as soon as possible (and in any case within three days of the date the advertisement appeared or should have appeared) of any error or omission in an advertisement placed by the Advertiser. After three days, any claim is deemed to have been waived by the Advertiser.
- Disclaimer of Liability:** We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from

an error or omission in material published, or for failure to publish, whatever the reason for the error. If we are found to have any direct liability to an advertiser or third party in any circumstance that liability is limited to the cost of the advertising space. We accept no responsibility for any error in advertisements placed by any telecommunications method. We will not be liable for errors or omissions arising from the advertiser having given us incorrect instructions, or in any circumstances where a proof has been submitted and approved by the Advertiser.

- Placement:** While we will make reasonable efforts to place advertisements in the positions requested, we cannot guarantee positions unless a guaranteed position loading charge is agreed and paid.
- Late Material:** If material does not arrive prior to the copy deadline the company reserves the right to transfer the advertisement to the first available issue following the receipt of the material.
- Cancellation:** Cancellation of advertisements after the booking deadline will attract a cancellation fee of 50% of the total advertising charge.
- Consumer Guarantees Act Exclusion:** The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the Advertiser acquires, or holds himself out as acquiring, goods or services from New Zealand Aviation News for the purpose of a business.
- Payment:** Unless otherwise agreed in writing, payment for advertising is to be made in full by the 20th of the month following the date of the invoice or statement. If payment is not made by due date the Advertiser will be liable for interest at market rates and all costs of recovery, commissions and collection fees. In some cases payment is required in advance of publication.
- Material Specifications:** New Zealand Aviation News has the right to reject advertising material that does not conform to its current policies on material specifications. Should material supplied not comply with the company's material specifications and the material cannot be replaced or substituted before deadline then the company will charge for the space booked.
- Copyright:** Whenever NZ Aviation News Ltd creates and/or produces artwork for publication on behalf of the advertisers, this material remains the property of NZ Aviation News Ltd and cannot be published in other publications without written permission.

## PUBLICATION DEADLINES

2017			
ISSUE	BOOKING	MATERIAL	PUBLISH
February	Tue 17 Jan	Fri 20 Jan	Fri 27 Jan
March	Tue 21 Feb	Fri 24 Feb	Fri 3 Mar
April	Tue 21 Mar	Fri 24 Mar	Fri 31 Mar
May	Thu 13 Apr	Fri 21 Apr	Fri 28 Apr
June	Tue 23 May	Fri 26 May	Fri 2 Jun
July	Tue 20 Jun	Fri 23 Jun	Fri 30 Jun
August	Tue 18 Jul	Fri 21 Jul	Fri 28 Jul
September	Tue 22 Aug	Fri 25 Aug	Fri 1 Sep
October	Tue 19 Sep	Fri 22 Sep	Fri 29 Sep
November	Tue 17 Oct	Fri 20 Oct	Fri 27 Oct
Dec/Jan	Tue 21 Nov	Fri 24 Nov	Fri 1 Dec

2018			
ISSUE	BOOKING	MATERIAL	PUBLISH
February	Tue 23 Jan	Fri 26 Jan	Fri 2 Feb
March	Tue 20 Feb	Fri 23 Feb	Fri 2 Mar
April	Tue 20 Mar	Fri 23 Mar	Thu 29 Mar
May	Tue 17 Apr	Fri 20 Apr	Fri 27 Apr
June	Tue 22 May	Fri 25 May	Fri 1 Jun
July	Tue 19 Jun	Fri 22 Jun	Fri 29 Jun
August	Tue 17 Jul	Fri 20 Jul	Fri 27 Jul
September	Tue 21 Aug	Fri 24 Aug	Fri 31 Aug
October	Tue 18 Sep	Fri 21 Sep	Fri 28 Sep
November	Tue 23 Oct	Fri 26 Oct	Fri 2 Nov
Dec/Jan	Tue 27 Nov	Fri 30 Nov	Fri 7 Dec

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