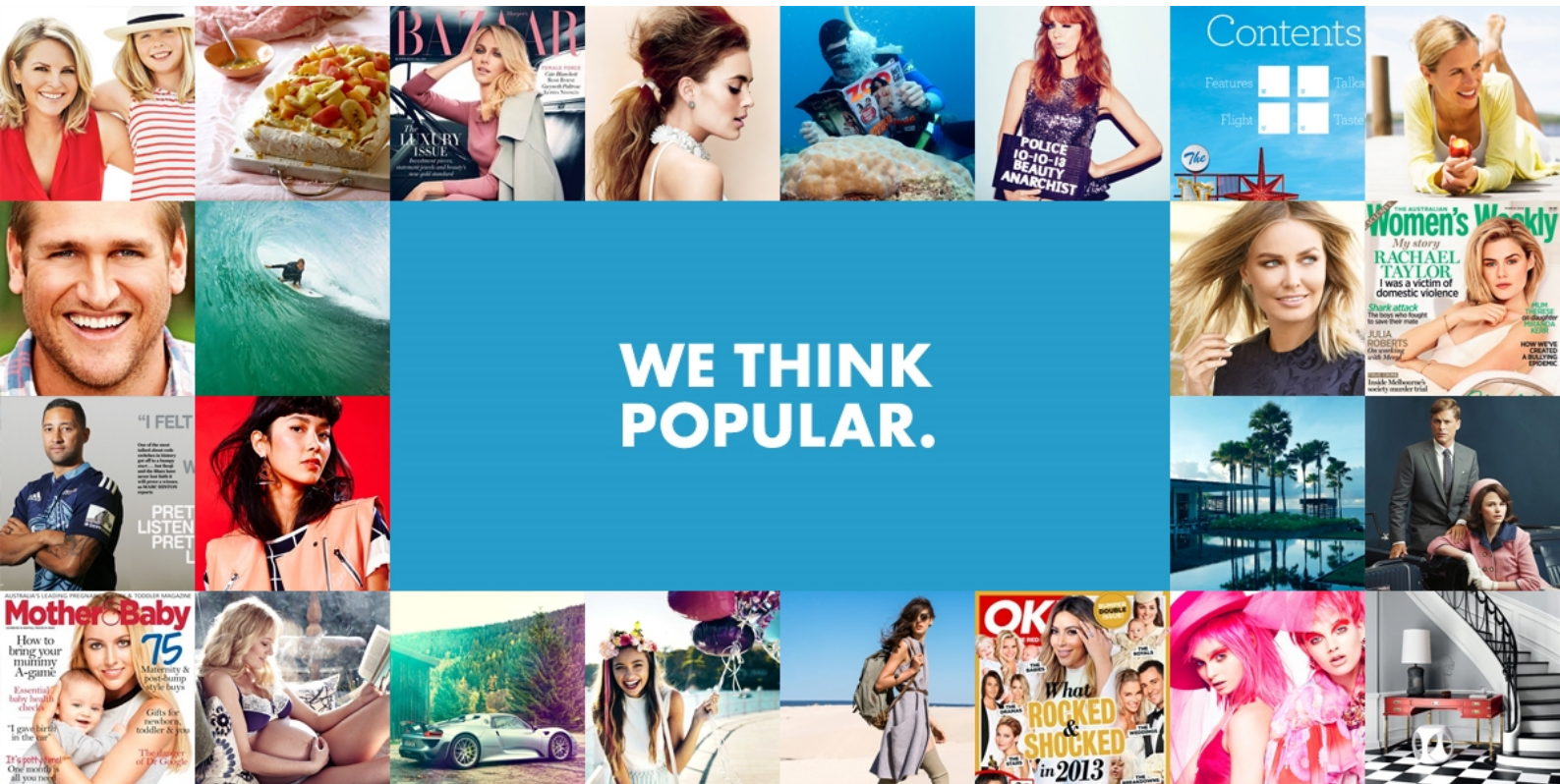




MEDIA GROUP



Media Kit

January 2018

WE THINK POPULAR.

Rates

Ratecard

	Casual
Four Colour	
Full Page	10,000
DPS	19,950
Half Page	5,760
Third Page	4,000
Covers	
Inside Front Cover	24,986
Outside Back Cover	12,494

Signature Positions

	Loading %
Specified Positions Loading (%)	
Inside Front Cover Spread	10
Outside Back Cover	10

Contacts

First Name	Last Name	Position	Phone Number	Email Address
Anna	Magasiva	Sales Director - Women's Weekly Titles, Advertising Sales	02 1655 898	AMagasiva@bauermedia.co.nz
Liezl	Hipkins	Commercial Brand Manager, Advertising Sales	02 7706 6035	LHipkins@bauermedia.co.nz
Rebecca	Knight	Account Manager: Woman's Mass Title (Direct)	02 7705 1153	ReKnight@bauermedia.co.nz
Kim	Chapman	Directory Sales Manager	02 1673 133	classifieds@xtra.co.nz

Deadlines

Issue Name	On Sale Date	Booking Deadline	Advertorial And Broken Space Deadline	Material Deadline	Inserts To Printer Deadline	Cancellation Deadline	Product Code	Confirming Special Order Deadline
Aust Women's Weekly - NZ JAN-18	04 Jan 2018	13 Dec 2017		18 Dec 2017	18 Dec 2017	27 Nov 2017		19 Dec 2017
Aust Women's Weekly - NZ FEB-18	01 Feb 2018	12 Jan 2018		17 Jan 2018	19 Jan 2018	21 Dec 2017		18 Jan 2018
Aust Women's Weekly - NZ MAR-18	01 Mar 2018	09 Feb 2018		14 Feb 2018	16 Feb 2018	22 Jan 2018		15 Feb 2018
Aust Women's Weekly - NZ APR-18	29 Mar 2018	09 Mar 2018		14 Mar 2018	16 Mar 2018	19 Feb 2018		15 Mar 2018
Aust Women's Weekly - NZ MAY-18	26 Apr 2018	06 Apr 2018		11 Apr 2018	13 Apr 2018	19 Mar 2018		12 Apr 2018
Aust Women's Weekly - NZ JUN-18	24 May 2018	04 May 2018		09 May 2018	11 May 2018	16 Apr 2018		10 May 2018
Aust Women's Weekly - NZ JUL-18	21 Jun 2018	01 Jun 2018		06 Jun 2018	08 Jun 2018	14 May 2018		07 Jun 2018
Aust Women's Weekly - NZ AUG-18	19 Jul 2018	29 Jun 2018		04 Jul 2018	06 Jul 2018	11 Jun 2018		05 Jul 2018

Aust Women s Weekly - NZ SEP-18	16 Aug 201 8	27 Jul 2018	01 Aug 2018	03 Aug 2018	09 Jul 2018	02 Aug 2018
Aust Women s Weekly - NZ OCT-18	13 Sep 201 8	24 Aug 2018	29 Aug 2018	31 Aug 2018	06 Aug 2018	30 Aug 2018
Aust Women s Weekly - NZ NOV-18	11 Oct 201 8	21 Sep 2018	26 Sep 2018	28 Sep 2018	03 Sep 2018	27 Sep 2018
Aust Women s Weekly - NZ DEC-18	08 Nov 201 8	19 Oct 2018	24 Oct 2018	26 Oct 2018	01 Oct 2018	25 Oct 2018
Aust Women s Weekly - NZ XMAS1 8	06 Dec 201 8	16 Nov 2018	21 Nov 2018	23 Nov 2018	29 Oct 2018	22 Nov 2018

Specifications

	Bleed (h x w)	Trim (h x w)	Type (h x w)
Insertions			
Full Page	285 x 220mm	275 x 210mm	235 x 180mm
Double Page Spread	285 x 430mm	275 x 420mm	235 x 380mm
Half Page Vertical	285 x 108mm	275 x 98mm	240 x 78mm
Half Page Horizontal	146 x 220mm	136 x 210mm	115 x 180mm
Third Page Vertical	285 x 75mm	275 x 65mm	240 x 49mm
Third Page Horizontal	103 x 220mm	93 x 210mm	75 x 180mm