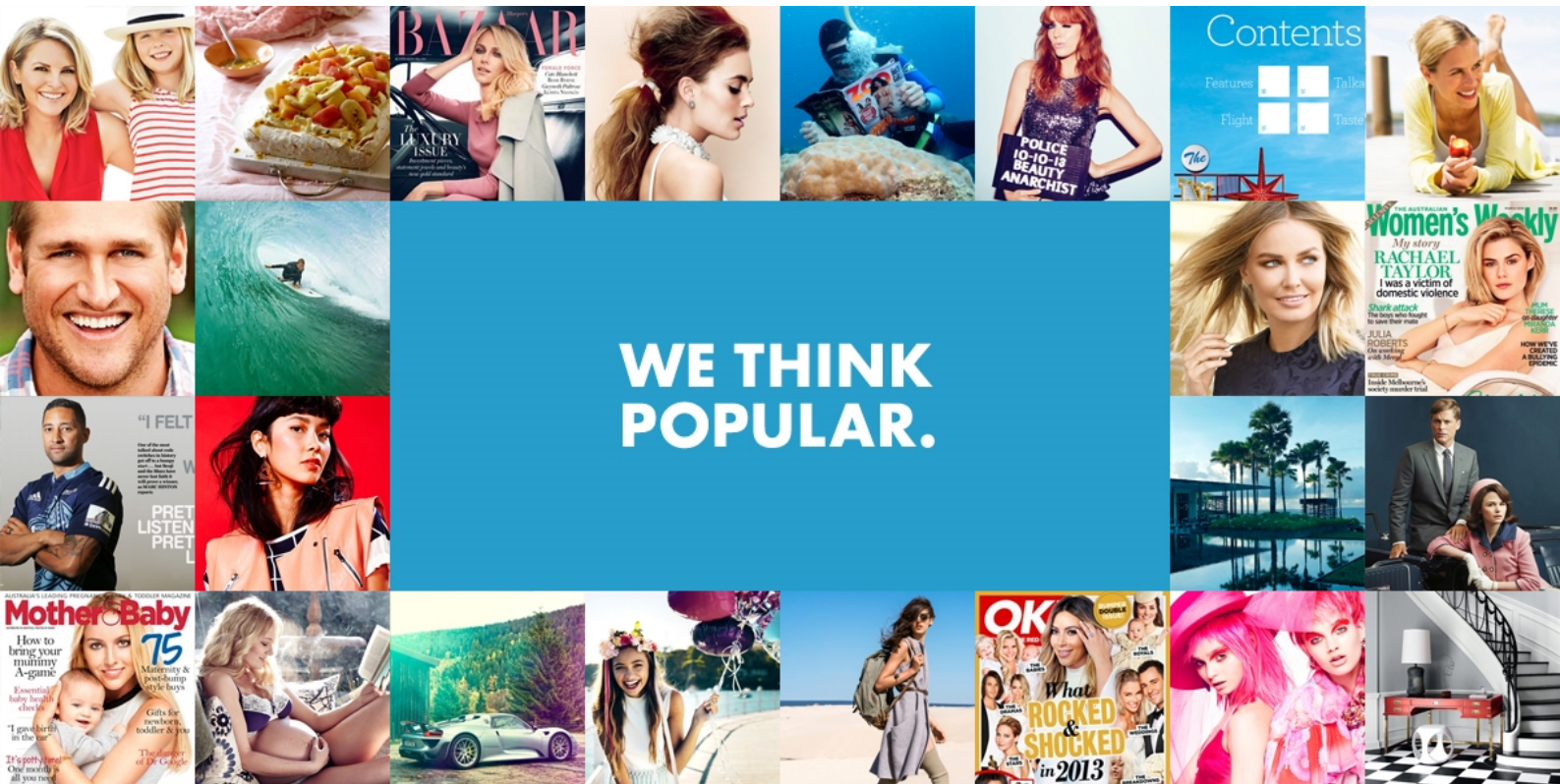




MEDIA GROUP



# Media Kit

January 2018

**WE THINK POPULAR.**

Specifications

Specifications

	Bleed (h x w)	Trim (h x w)	Type (h x w)
Insertions			
Full Page	285.0mm x 220.0mm	275.0mm x 210.0mm	250.0mm x 180.0mm
Double Page Spread	285.0mm x 430.0mm	275.0mm x 420.0mm	250.0mm x 390.0mm
Half Page Vertical	285.0mm x 110.0mm	275.0mm x 100.0mm	250.0mm x 90.0mm
Half Page Horizontal	145.0mm x 220.0mm	135.0mm x 210.0mm	125.0mm x 180.0mm
Third Page Vertical	285.0mm x 83.0mm	275.0mm x 73.0mm	250.0mm x 60.0mm
Third Page Horizontal	100.0mm x 220.0mm	90.0mm x 210.0mm	80.0mm x 180.0mm
Quarter Page Block	120.0mm x 85.0mm		
Quarter Page Vertical	285.0mm x 65.0mm	275.0mm x 55.0mm	250.0mm x 45.0mm
Half Page Horizontal Spread	145.0mm x 430.0mm	135.0mm x 420.0mm	125.0mm x 390.0mm

Ratecard

	Casual
Four Colour	
Double Page Spread	18,000
Full Page	11,500
Half Page	7,500
Third Page	5,500
Inside Front Cover	19,900
Outside Back Cover	12,000
8 x 1	1,150
8 x 2	2,200
8 x 3	3,100
SC	3,100
2pp	160
4pp	210
6pp	253
8pp	303
12pp	440

# Contacts

First Name	Last Name	Position	Phone Number	Email Address
Bridget	Hewitt	Commercial Brand Manager	09 366 5348	bhewitt@bauermedia.co.nz
Krista	Rostenberg	Direct Sales	09 308 7420	krostenberg@bauermedia.co.nz
Kim	Chapman	Directory	07 578 3646	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
Kia Ora JAN-18	01 Jan 2018	30 Nov 2017		05 Dec 2017	14 Dec 2017	20 Nov 2017		13 Dec 2017
Kia Ora FEB-18	01 Feb 2018	08 Dec 2017		13 Dec 2017	11 Jan 2018	27 Nov 2017		11 Jan 2018
Kia Ora MAR-18	01 Mar 2018	26 Jan 2018		31 Jan 2018	08 Feb 2018	15 Jan 2018		08 Feb 2018
Kia Ora APR-18	01 Apr 2018	22 Feb 2018		01 Mar 2018	09 Mar 2018	09 Feb 2018		09 Mar 2018
Kia Ora MAY-18	01 May 2018	29 Mar 2018		03 Apr 2018	12 Apr 2018	19 Mar 2018		12 Apr 2018
Kia Ora JUN-18	01 Jun 2018	27 Apr 2018		01 May 2018	10 May 2018	16 Apr 2018		10 May 2018
Kia Ora JUL-18	01 Jul 2018	24 May 2018		31 May 2018	08 Jun 2018	11 May 2018		08 Jun 2018
Kia Ora AUG-18	01 Aug 2018	28 Jun 2018		03 Jul 2018	11 Jul 2018	18 Jun 2018		11 Jul 2018
Kia Ora SEP-18	01 Sep 2018	30 Jul 2018		02 Aug 2018	10 Aug 2018	17 Jul 2018		10 Aug 2018
Kia Ora OCT-18	01 Oct 2018	30 Aug 2018		04 Sep 2018	13 Sep 2018	20 Aug 2018		13 Sep 2018
Kia Ora NOV-18	01 Nov 2018	28 Sep 2018		03 Oct 2018	11 Oct 2018	17 Sep 2018		11 Oct 2018
Kia Ora DEC-18	01 Dec 2018	29 Oct 2018		01 Nov 2018	09 Nov 2018	16 Oct 2018		09 Nov 2018