

# Seafood

NEW ZEALAND



**Rate Card**  
2017/2018

Seafood New Zealand Magazine  
Advertising Rates



# Explore advertising opportunities in the Seafood New Zealand Magazine.

17,000 readers for every issue,  
all with a passion for New Zealand's seafood industry



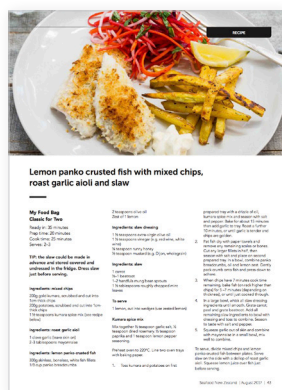
Seafood New Zealand is an industry-owned bi-monthly magazine reaching New Zealand's fishing community including quota owners, from family-owned, publicly listed and joint venture seafood companies to aquaculturists and iwi organisations.

Every two months, nearly 4,000 copies are mailed to these readers and other interested groups including politicians, schools, libraries and fish and chip shops. It is the commercial fisher's preferred publication and can be found on fishing vessels as well as in corporate foyers.

A recent survey found that the magazine is well-read and highly rated amongst its readers.

## New Zealand's seventh largest export industry

With a total export value of \$2 billion, the seafood industry is a major export earner, employing over 13,000 people directly and indirectly. Seafood New Zealand represents a wide cross-section of the industry and is the most influential and direct way to communicate with this valuable and dynamic industry.



## An engaged readership

- A high proportion of people read all or most of the magazine (92.4 percent)
- Almost half of readers keep the magazine indefinitely as a record
- 50% of readers pick up the magazine 3 or more times

## From our advertisers



**"We have been advertising our business through Seafood New Zealand for a number of years as we find it an excellent way of getting to our target audience, the fishing industry throughout New Zealand."**

*Dominic Preece, Managing Director,  
Aotearoa Quota Brokers*

**"We are a new advertiser in the Seafood Magazine and we are already gaining real benefits for growing our business."**

*Wayn Hamson, Director,  
Chilltainers*

# Publication Dates and Advertising Deadlines

Seafood New Zealand magazine is published in February, April, June, August, October and December.

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE
October 2017	Thursday 14 September 2016	Thursday 15 September 2016
December 2017	Thursday 2 November 2016	Thursday 9 November 2016
February 2018	Thursday 18 January 2017	Thursday 25 January 2017
April 2018	Thursday 8 March 2017	Thursday 15 March 2017
June 2018	Thursday 10 May 2017	Thursday 17 May 2017
August 2018	To be advised	To be advised

**Cancellation deadline:** 5 days after booking deadline. Completed digital material deadline; 7 days after booking deadline

## Advertising Rates (excluding GST)

AD SIZE	CASUAL RATE	3 INSERTIONS	6 INSERTIONS
Front Cover and Feature	\$2,730		
Outside Back Cover	\$1,890	\$1,796	\$1,701
Inside Front Cover	\$1,717	\$1,631	\$1,545
Inside Back Cover	\$1,591	\$1,511	\$1,431
Full Page A4	\$1,470	\$1,397	\$1,323
Half Page	\$1,113	\$1,061	\$1,002
Quarter Page	\$761	\$723	\$688
Insert	\$2,520		

## Classified Rates (excluding GST)

AD SIZE	CASUAL RATE
Full Page A4	\$853
Half Page (horizontal)	\$567
Quarter Page (vertical or horizontal)	\$378
Business Card	\$151

All prices exclude GST. Volume discounts are based on scheduling in advance.  
Advertising agency commission is not included.

DISPLAY SIZES
<b>Double Page Spread:</b> Width 420mm x height 297mm plus 5mm bleed
<b>Full Page A4:</b> Width 210mm x height 297mm plus 5mm bleed
<b>Half page Horizontal:</b> Width 185mm x height 120mm
<b>Quarter Page Horizontal:</b> Width 185mm x height 55mm
<b>Quarter Page Vertical:</b> Width 90mm x height 120mm
<b>Business Card:</b> Width 90mm x height 55mm

## ADVERTISING SPECIFICATION

Artwork should be supplied CMYK with images and fonts embedded (text converted to paths is also acceptable).

Artwork should be registered centred on the page with appropriate bleeds (5mm). All images should be 300dpi or higher in resolution.

Wording for copy and advertisements should be supplied in a word document or as a text file. Photos and logos should not be embedded in word documents. Send original jpegs or tifs as 300dpi colour images.

ADVERTISING	EDITORIAL	ADDRESS
<b>Advertising Manager</b> <b>Phone</b> +64 4 802 1513 <b>Email</b> advertising@seafood.org.nz	<b>Bill Moore</b> <b>Email</b> editor@seafood.org.nz	Seafood New Zealand Magazine Eagle Technology House Level 6, 135 Victoria Street PO Box 297 Wellington 6140

# Seafood

## NEW ZEALAND

### Advertising Booking Form

#### Advertiser contact details

Organisation name	<input type="text"/>
Contact name	<input type="text"/>
Billing address	<input type="text"/>
E-mail address	<input type="text"/>
Contact phone	<input type="text"/>

#### Booking details

Please select the issue you would like to place the advertisement in:

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> October 2017  | <input type="checkbox"/> April 2018  |
| <input type="checkbox"/> December 2017 | <input type="checkbox"/> June 2018   |
| <input type="checkbox"/> February 2018 | <input type="checkbox"/> August 2018 |

Now select what type of advertisement you would like to place:

*Please note discounts are available for advance bookings of three or six insertions.*

*Contact us to discuss this option: 04 802 1513, [advertising@seafood.org.nz](mailto:advertising@seafood.org.nz)*

		Casual	3 insertions	6 insertions
<input type="checkbox"/> Display	Select size	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Special	Select placement	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Classified	Select size	<input type="text"/>		

Any special requests?

Please sign, date and e-mail to [advertising@seafood.org.nz](mailto:advertising@seafood.org.nz)

Signed:

Date:

*By submitting this form you acknowledge that you are making a booking in Seafood New Zealand magazine on the basis selected above. The cancellation deadline is five days after the booking deadline, and the material deadline is 10 days after booking deadline.*