

TE KARAKA

TE KARAKA RATECARD 2012

WHY ADVERTISE?

Quality Māori magazine

TE KARAKA is a current affairs and lifestyle magazine at the forefront of indigenous issues. It is an insight into the contemporary world of Ngāi Tahu, issues that affect the iwi, and in turn affect New Zealand. It serves to inform, record, debate and inspire.

Wide audience

TE KARAKA is sent to subscribers throughout New Zealand and sold nationally in major bookstores. TE KARAKA is also sent to all Government Ministers and MPs, and has a growing following among people passionate about New Zealand, the environment and tangata whenua.

High production standards

TE KARAKA has top quality editorial and photography appearing in a polished, dynamic setting. Our designer was a finalist in the MPA Designer of the Year 2009 for TE KARAKA.

To advertise in TE KARAKA, contact:

Pam Graham

Advertising Rep
0274 333 818
pgraham@tekaraka.co.nz

ADVERTISING RATES

POSITION	PRICE
Inside front cover – full page	\$3500
Back cover	\$3550
Double page	\$5000
Full page	\$3000
Half page	\$1750
Quarter	\$800



DEADLINES

ISSUE	DATE	BOOK/MATERIAL	ON SALE
Issue 53	Kahuru/Autumn	12 March/16 March	10 April
Issue 54	Makariri/Winter	11 June/15 June	9 July
Issue 55	Kana/Spring	10 September/14 September	8 October
Issue 56	Raumati/Summer	26 November/30 November	21 December

Frequency discounts, inserts and special positions available on application. Cancellations to be made three weeks prior to sale date.

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MORE INFORMATION

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1. KEY STATISTICS

TE KARAKA magazine is published quarterly. It has a cover price of \$7.95. TE KARAKA has extremely high production and conservation values. All inks used are vegetable based. Currently it is printed on Alpine paper, which is 100 per cent virgin fibre from traceable, sustainable forests. The cover is printed on 300gsm gloss art. The text sections are printed on 123gsm gloss art. As a result, premium brands sit comfortably in TE KARAKA.

TE KARAKA also has a stand-alone website www.tekaraka.co.nz. This website was launched in October 2009 and is constantly being developed and monitored so that it can better serve the needs of its users.

AUDIENCE

All Ngāi Tahu descendants registered with Te Rūnanga o Ngāi Tahu can receive the magazine free.

- NATIONWIDE READERSHIP – As of January 2009, 44,156 people were registered. Of these, half live in the South Island, 44 per cent live in the North Island, and 6 per cent live overseas.
- YOUNG AND GROWING AUDIENCE – The median age for Ngāi Tahu is 25 years, compared with 23 years for the total Māori population, and 36 years for the total NZ population.
- MĀORI – TE KARAKA also connects with other iwi, with 34 per cent (14,620) having other iwi affiliations.
- WIDE MĀORI AUDIENCE – Among our Ngāi Tahu readers, the three most common (48 per cent) work types are professionals, labourers and managers. Education wise, 71 per cent of Ngāi Tahu hold formal qualifications and 12 per cent hold a bachelor degree or higher as their highest qualification. The median annual income is \$23,400, compared to \$21,900 for the total Māori population and \$24,400 for the total NZ population. Forty-four per cent own or partly own their home.
- READERS AT PARLIAMENT – The secondary audience is comprised of target readers and subscribers. TE KARAKA is sent to all Members of Parliament, the heads of all Government Departments, all major media outlets and most libraries.
- ENVIRONMENTALISTS – The magazine also has a loyal and growing base of buyers and subscribers who are interested in Māori, the environment and Ngāi Tahu peoples.

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2. RATES AND FREQUENCY DISCOUNTS

DISPLAY ADVERTISING RATES

4 colour	1*	2*	4*
Double Page Spread	\$5000	\$4500	\$4250
Full Page	\$3000	\$2700	\$2550
Half Page	\$1750	\$1575	\$1485
Quarter Page	\$800	\$720	\$680

* Part page ads will be stacked together where possible. A 15 per cent premium is required to guarantee a solus part page.

PREMIUM POSITIONS

Special Positions	1*	2*	4*
Inside Front Cover	\$3500	\$3000	\$2750
Outside Back Cover	\$3650	\$3150	\$3000

All rates are quoted exclusive of GST and are subject to TE KARAKA's standard conditions of sale. GST does not apply to non-New Zealand advertisers.

*10 per cent premium applies to the following positions: opposite contents, first right-hand page, other nominated (guaranteed) positions.

LOOSE INSERTS

2 Pages (single leaf)	\$250 per 1,000
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LUG/BANNER/ADVERTORIAL – price on application and subject to approval of material.

All rates are quoted exclusive of GST and are subject to TE KARAKA's conditions of sale. GST does not apply to non-New Zealand advertisers. All invoices to be paid in New Zealand dollars.

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3. ADVERTISING MATERIAL SPECIFICATIONS

DOUBLE PAGE SPREAD – WITH BLEED

Image area: 410 x 265mm
Trim (full ad area): 430 x 285mm
Bleed: add an extra 5mm bleed to all sides

DOUBLE PAGE SPREAD – FLOATING

Ad size: 410 x 265
– Leaves 10mm white space from each page edge

FULL PAGE – WITH BLEED

Image area: 195 x 265mm
Trim (full ad area): 215 x 285mm
Bleed: add an extra 5mm bleed to all sides

FULL PAGE – FLOATING

Ad size: 195 x 265mm
– Leaves 10mm white space from each page edge

HALF PAGE – HORIZONTAL WITH BLEED

Image area: 195 x 123
Trim (full ad area): 215 x 138mm
Bleed: add an extra 5mm bleed to sides and bottom

HALF PAGE – HORIZONTAL FLOATING

Ad size: 195 x 123
– Leaves 10mm white space from each page edge

HALF PAGE – VERTICAL WITH BLEED

Image area: 87 x 265
Trim (full ad area): 102 x 285mm
Bleed: add an extra 5mm bleed to all edges

HALF PAGE – VERTICAL FLOATING

Ad size: 87 x 265
– Leaves 10mm white space from each page edge

QUARTER PAGE – VERTICAL WITH BLEED

Image area: 87 x 123mm
Trim (full ad area): 102 x 138mm
Bleed: add an extra 5mm bleed to sides and bottom

QUARTER PAGE – VERTICAL FLOATING

Ad size: 87 x 123mm
– Leaves 10mm white space from each page edge

BANNER-STYLE AD, ACROSS THE BOTTOM OF A PAGE – HORIZONTAL WITH BLEED

Image area: 195 x 75mm
Trim (full ad area): 215 x 90mm
Bleed: add an extra 5mm bleed to sides and bottom

BANNER-STYLE AD, ACROSS THE BOTTOM OF A PAGE – HORIZONTAL FLOATING

Ad size: 195 x 75mm
– Leaves 10mm white space from each page edge

Accepted file formats

TE KARAKA accepts PDFs created to the 3DAPv2 standard. For further information on how to create a 3DAPv2 PDF go to www.3dap.com.au/usingpdfs.htm. TE KARAKA will not accept native application files (such as Adobe InDesign, Adobe Illustrator, Macromedia Freehand or QuarkXPress).

Proofing

A final 100%-size 3DAP-approved colour proof with colour bars, calibration marks and crop marks must be supplied with all ad files. The proof must be generated from the PDF supplied. If a 100%-size 3DAP-approved proof is not supplied, faithful reproduction of the ad is not guaranteed.

Media

CD-R or DVD-R. Please label all media with issue date, agency/client name, contact name, phone number(s), ad number and emergency contact. Please include the publication and issue date in the file name, e.g. TEKARAKA/Advertiser/Issue Date.pdf

Shipping and Correspondence

Signed confirmation of receipt is required. No responsibility is taken for material that is not personally received. Please deliver 3DAP-approved proofs to:

TE KARAKA, Te Rūnanga o Ngāi Tahu, 158 Hereford St, Christchurch

4. ADVERTISING TERMS AND CONDITIONS

Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by Te Rūnanga o Ngāi Tahu, publisher of TE KARAKA.

Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of bookings

This requires two months' notice prior to the on-sale date.

For premium positions postponement or cancellation cannot be effected after 5pm on the day exactly three months prior to the on-sale date. Premium positions are defined as the outside back cover and inside front cover.

Material

All advertising material shall be delivered to the Publisher without expense to the Publisher.

Any expenses incurred following advertising material deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing).

Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production.

Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection

Should advertising rates change, Advertisers on a current contract will be given rate protection (i.e. charged at "old" rates)

- For only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- From and including the issue at which any new rate increase takes effect.

Terms

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the on-sale date of the publication.

Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

Tax and levies

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General

1. The Publisher reserves the right to decline the insertion of any advertisement.
2. The placement of an advertisement is at the Publisher's discretion—except where a preferred position loading has been paid.
3. Casual displacement, rejection or omission of an advertisement does not invalidate a space order.
4. While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

4. ADVERTISING TERMS AND CONDITIONS *continued*

Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

1. is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
2. is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
3. is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that TE KARAKA relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

5. ADVERTISING ENQUIRIES

Pam Graham

Advertising Rep
0274 333 818
pgraham@tekaraka.co.nz

Mark Revington

Editor
03 379 9449

Publisher

Te Rūnanga o Ngāi Tahu
158 Hereford St
PO Box 13-046
Christchurch 8141
NEW ZEALAND