



NEW ZEALAND TRUCKING

Reader profile

Many readers work in the transport and logistics industry, the manufacturing industry, and also in agriculture, forestry and fishing industries.

Readers are **interested in a range of sports** with the most popular being **fishing, cycling/bicycle riding and car racing**.

NZ Trucking readers spend a lot of time on the road, and as a result are more likely to buy takeaway food.

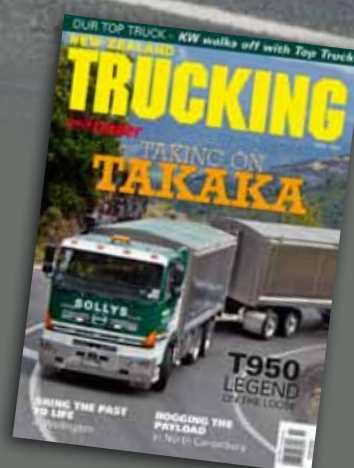
They are also heavy magazine and radio consumers.

The *NZ Trucking* reader is more likely than the average population to:

Pop Index

191	Male, aged 40-59
115	Live in secondary/minor/rural centres
129	Business owner/self-employed
139	Business decision makers
218	Have a technical/trade qualification
214	Fixed car/bike/other vehicle in last month
156	Visited an automotive store in the past month
150	Plan on buying a car in the next year
264	Own machinery/farm equipment

Source: Nielsen CMI Q1 2014 - Q4 2014
 NZ Audit Bureau of Circulation: Audited Average Net Circulation Sales December 2014



Readership 100,000
 Circulation 7,279
 Frequency Monthly

Source:
 Nielsen CMI Q1 2014 - Q4 2014

NZ Trucking is the only magazine in its category to audit readership and circulation.



ADVERTISING RATE CARD

Effective 1 May 2016, excl GST

	Casual	3x	6x	11x
Double Page Spread (DPS)	\$4,900	\$4,410	\$4,165	\$3,920
Half DPS	\$3,300	\$2,970	\$2,805	\$2,640
Full Page	\$2,800	\$2,520	\$2,380	\$2,240
Half Page	\$1,490	\$1,341	\$1,266	\$1,192
Third Page	\$1,190	\$1,071	\$1,011	\$952
Quarter Page	\$890	\$801	\$756	\$712

All costs exclude GST and are \$NZD.

Special positions attract +20% booking fee. All premium positions are subject to price on application. Directory and classified advertising also available on request.

ADVERTISING DATES/2016/2017

	On Sale	Advertising Booking	Advertising Material	Inserts at Printer
May 2016	14 Apr	22 Mar	29 Mar	6 Apr
June 2016	12 May	19 Apr	26 Apr	4 May
July 2016	9 Jun	17 May	24 May	1 Jun
August 2016	14 Jul	21 Jun	28 Jun	6 Jul
September 2016	11 Aug	19 Jul	26 Jul	3 Aug
October 2016	15 Sep	23 Aug	30 Aug	7 Sep
November 2016	13 Oct	20 Sep	27 Sep	5 Oct
December 2016	10 Nov	18 Oct	25 Oct	2 Nov
Jan/Feb 2017	8 Dec	15 Nov	22 Nov	30 Nov

*Advertorial booking deadline is two weeks prior to the issue booking deadline. Deadlines subject to change.

TECHNICAL SPECIFICATIONS

Space	Trim Area* (Height x Width)	Image Area (Height x Width)
DPS Supply as two single page PDFs	297mm x 420mm*	271mm x 396mm
Full Page	297mm x 210mm*	271mm x 182mm
Half DPS	144mm x 420mm*	131mm x 396mm
Half Page Hori	144mm x 210mm*	131mm x 182mm
Half Page Vert	297mm x 102mm*	271mm x 90mm
Quarter Page	131mm x 90mm	
Quarter Page Hori	70mm x 182mm	

* Bleed ads need an extra 5mm surrounding entire advert.

Special care must be taken where any image runs across the centre of the spine. Only headings and baselines of extra large type can run across the gutter and must be arranged to clear the spine by a minimum of 5mm on each side of the spine. Due to the variable nature of the binding process, we can accept no responsibility for any lack of alignment of type or images that cross the gutter.

Technical Specifications subject to change.

PRINT PROCESS
Sheetfed offset

BINDING METHOD
Perfect bound

MATERIAL DELIVERY
Advertising Manager
Matt Smith
matt@nztrucking.com

INSERTS/GATEFOLDS/SAMPLING

Magazines can be inserted with client catalogues, brochures, samples, custom printed inserts and gatefolds. This is a cost effective solution for advertisers to get further information about their brand/product into the hands of our highly engaged audiences.

- We can provide media insertion cost quotes to target our full print run, subscribers only or by region.
- Inserts can be bound or loose.
- Specific quantities change by issue, depending upon events, subscription drives and retail promotions.
- A quote will be provided base on insert type, page count, weight and quantity – ask Matt for a quote.

PRODUCTION CHARGES

DPS	\$380
Full Page	\$250
Half Page	\$180
Quarter Page	\$150

CONTACT

For advertising enquiries
contact Advertising
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Please contact NZ *Trucking* for Classified Advertising Information

