

# ADVERTISING RATES NZ DOG WORLD

(Effective 1 July 2011)  
All prices per issue and incl GST

## CLUB SCHEDULES

	Single Colour	Logos
Full Page ...	\$250	\$50
Half Page ...	\$150	\$35
Quarter Page ...	\$90	\$25

## COLOUR RATES

Member rates do not apply to commercial organisations or for the advertising of commercially prepared dog foods, nutritional products, supplements & cosmetics.

	Standard	Member
Double Page	\$2600	\$1250
Full page ...	\$1600	\$750
1/2 page ...	\$1000	\$475
1/4 page	\$520	\$250
Strip Ad (Vertical)	\$480	\$230
Banner Ad (Horizontal)	\$420	\$200
Single col...	\$45 per cm	\$20
Spotlight single		\$50
Spotlight double		\$125

## CLASSIFIED

Notification of Litters ...	\$20
Notification of Visits ...	\$20

## SPECIAL POSITIONS

These positions by arrangement

Inside Front Cover ...	\$2080
Inside Back Cover...	\$1900
Outside Back Cover...	\$2100
Inside Front Cover & Page 1	\$3150

## GENERAL INFORMATION

Page Size is A4 297mm (deep) x 210mm (wide) or with bleed 307mm (deep) x 220mm (wide).

### Image Size

FULL PAGE ...	274mm x 188mm
HALF PAGE ...	134mm x 188mm
QUARTER PAGE ...	134mm x 91mm
1/8 PAGE ...	68mm x 91mm
Spotlight single	60mm (w) x 121mm (d)
Spotlight double	124mm (w) x 121mm (d)

Eleven issues Annually

## DISCOUNTS

Discounts are available for short term and long term advertising. Contact the NZKC for details.

## DEADLINES

Copy must be received no later than 1st day of the month preceding publication, except for February issue when Copy closes 1 December.

## PRODUCTION COSTS

The above rates are based on finished material. All design, typesetting, scanning, film, proofs and other services other than specified will incur additional charges.

If you are unable to provide your advertisement to our specifications, NZKC can produce your advertisement for you. Please contact us for details and pricing.

## FOR MORE INFORMATION

Sue Conner - DDI 04-910 1529  
Email: [suec@nzkc.org.nz](mailto:suec@nzkc.org.nz)

# NZ DOG WORLD

www.nzkc.org.nz  
INCORPORATING "THE NEW ZEALAND KENNEL GAZETTE"

The NZ Dog World is a subscription based magazine that takes your product or service right to the door of your target market. No getting lost in amongst a sea of magazines on a shelf in a store or supermarket.

Discounts are available for short term and long term advertising. 2.5% for 5 issues and 12.5% for 11 issues.

If you have a product or service that would appeal to our niche market, contact us to discuss your requirements, we have advertising options to suit all budgets. We can also offer first time advertisers advertorial options to introduce a new product or service.

We also have website advertising options available that can be tailored to suit your specific requirements... email [dogworld@nzkc.org.nz](mailto:dogworld@nzkc.org.nz) for more information.

We conducted a survey that after analysis gives us a more accurate profile of our membership. Our members constitute a large percentage of the magazine readers. We hope that these statistics will encourage you to think that NZ Dog World is an ideal forum in which to advertise your products.

## Profile of our Readers

75% women  
36% aged 30 - 45 yrs  
51% aged 45 - 60 yrs  
87% have 2 or more dogs  
54% have a cat  
83% own their own home  
99% own a motor vehicle, 52% have more than 1  
70% travel regularly within NZ including overnight stays

## Other Interests

Sport (active)	35%
Sport (spectator)	51%
Music	59%
Reading	62%
Gardening	61%
Wine	42%
Movies	45%
Dining Out	51%
Travelling	50%
Sky TV	46%
Internet Access	71%
Email Access	73%



## Mission Statement

'To inform not influence' - providing a high quality informative magazine to members of the New Zealand Kennel Club and dog fanciers alike. Focusing specifically on the well-being of dogs & canine activities.