

New Zealand's Only Dive Magazine

DIVE **NEW ZEALAND**

Rate Card 2010

One advertisement = Three magazines

Dive New Zealand Dive Pacific Zinio/digital



Covering New Zealand's and the Pacific's dive markets since 1990

Total print run 15,000
Available on line: www.zinio.co.nz

Contact: Tony Nunns
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Dive New Zealand
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www.DiveNewZealand.com • www.DiveNewZealand.com/facebook

Magazine Profile

Dive New Zealand and Dive Pacific magazines
New Zealand's only diving magazine targeting the dive sector, reaching over 100,000 local and international readers each issue. Provided free to every dive shop in New Zealand (each shop gets 25 copies) and internationally to 10 countries: from the Pacific, Australia, USA and Asia.



Dive New Zealand magazine - New Zealand Domestic market.

Cover price \$8.50.

9,000 copies distributed bi-monthly.

Readership 60,000 (AC Nielson 2007).

On sale 800+ outlets including dive shops, supermarkets and bookshops.

2,000 copies delivered free.

Provided free to all dive shops in New Zealand.

350 copies for Air New Zealand lounges



Dive Pacific magazine - International version of Dive New Zealand magazine

Cover Price \$8.50.

6,000 magazines are distributed bi-monthly internationally to: USA, Canada, Australia, Malaysia, Singapore, Hong Kong, Indonesia, Philippines, Fiji, and Samoa.

650 copies supplied to airlines: Qantas, Air Pacific, Air Vanuatu, Air Tahiti.

275 copies supplied to dive resorts and businesses in the South Pacific

Readership 70-80,000 (AC Nielson 2007).

www.divenewzealand.com • www.dive-pacific.com
digital copy available at www.zinio.co.nz

Websites offer additional online advertising opportunities.

5,000 unique visitors per month, with 10,000+ page views.



Nature's Playground magazine - Annual Destination Showcase.

Cover price \$9.95.

6,000 copies distributed (New Zealand)

3,000 copies distributed (Australia)

2,000 copies distributed internationally

A global showcase of all the best that Mother Nature has to offer from above and below the waterline.

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Rate Card

	Size	Specifications	Rates Casual	3xtimes	6xtimes
Double Page Spread	Double page	297mm x 420mm wide Plus 3mm bleed all sides	\$3,650	\$3,460	\$3,280
Full Page	Full page	297mm x 210mm wide Plus 3mm bleed all sides Outside Back Inside Front/Inside Back, Page 1	\$2,400 \$2,667 \$2,530	\$2,200 \$2,530 \$2,400	\$1,995 \$2400 \$2,200
Half Page Horizontal /Vertical	Half page	Horizontal 126mm x 175mm wide Vertical 257mm x 84.5mm wide	\$1,750 \$1,750	\$1,320 \$1,320	\$1,180 \$1,180
Third Page Horizontal /Vertical	Third page	Horizontal 80.6mm x 175mm wide Vertical 257mm x 55mm wide	\$1,100 \$995	\$1,045 \$945	\$990 \$895
Quarter Page Horizontal/Vertical (std)	Quarter page	Horizontal 60.5mm x 175mm wide Standard 126mm x 84.5mm wide	\$800 \$750	\$740 \$710	\$720 \$675
Eight Page	Eight page	60.5mm x 84.5mm wide	Casual \$495	\$470	\$445
Banner Advert	Banner advert	11mm x 175mm wide (6 issues only)			\$750
Directory:	Directory	1 year (6 issues) Single 60.5mm x 55mm wide Double Horizontal 60.5mm x 115mm wide Double Vertical 126mm x 55mm wide			\$750 \$1450 \$1450
Product Spots	Classifieds	1 year (6 issues) 50 words (includes 100 words on website) 10% loading for reversed out text			\$100
Product Spots	Product spots	50 words, colour pic and details	\$175		
Product Spots	Website	1 year listing Banner Tile		from \$1450 from \$175	
Product Spots	Inserts	A4 folded from \$250/1,000 copies according to insert size and width.			

Preferred position incurs a 10% loading on listed rates.
All prices quoted in New Zealand dollars and exclude gst.
Agency commission: Clients who work through an advertising agency are to add the agency's commission to the above Dive New Zealand's advertising rates.

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Issue Dates 2010 - 2011

	Month	On Sale Date	Material Deadline
Gear guide issue	August/September '10	July 26	July 6
Christmas issue	October/November '10	September 27	September 6
	December/January '11	November 23	November 8
Travel issue	February/March '11	February 8	January 14
	April/May '11	March 28	March 7
	June/July '11	May 30	May 9
	August/September '11	July 25	July 8
Gear guide issue	October/November '11	September 26	September 5

Your Target Market - Dive New Zealand Reader Survey

Dive New Zealand / Dive Pacific magazine's influence on readers?

Each copy of the magazine is read by at least 2-3 people
84% state the magazine has outstanding/excellent credibility
82% read every issue
47% save every issue

95% have purchased from what they have seen in the magazine
81% regularly use the classified and directory sections
51% have been influenced by an article

86% know of and regularly use
www.divenewzealand.com



Environment

85% use charter boats
83% fish when not diving
74% obtain diving info from Dive NZ
71% plan to travel overseas to dive this year
67% are accompanied by a partner when diving
21% are re planning to buy new dive gear within 12 months

Technical Data

All graphics must be 300dpi. We cannot use low resolution images such as files from the internet. Files supplied in the incorrect format will incur a conversion cost. All design, artwork, typesetting, production and file conversion cost are additional to the advertising rate. Quotes available on request.

Files can be sent to Dive New Zealand on CD Rom, email of FTP to the following site: <ftp://divenz.image-centre.com> call for login details.

Supplying Material

Files should be supplied in PDF format by first printing the document to a PostScript (PS) file out of Adobe InDesign and then distilling the PS file to create the PDF file using the following guidelines for Mac or PC:

1) Print document to a PostScript file, by selecting PostScript file printer option in the print dialogue window. 2) Select Adobe PDF or Acrobat Distiller PRD (postscript printer description).

3) Print all pages as single left and right hand pages. 4) Select an output paper size that accommodates the page trim size, adding 10mm to all sides. 5) Centre the page on the vertical and horizontal. 6) DO NOT select crop or registration marks. 8) Download all fonts 9) Set transparency flattening options to High Resolution.

Follow these guidelines to create a PS file, should you be using QuarkXpress:



Readers' feedback:

The depth and diversity of the information provides everything for a diver, novice or experienced. A good read and valuable reference resource. LK, Rotorua.

The best dive magazine I have found anywhere in the world. DG, Aust.

Not afraid to tackle the serious issues but balances this with light hearted topics. AD, Auckland.

The most comprehensive and best quality magazine on the market. It outshines any American underwater magazine. It's just the best. MB, Hastings.

It's one of the best, well balanced, non-biased informative dive magazines around with plenty of information for the sport diver. SN, Norfolk Island.

The magazine puts together in a single issue the best advice, information on trips, gear and destinations and I refer back to it time and time again. A precious resource for the diver. SS, Auckland

Who are our readers?

82% male
84% between 26-55 years of age
73% regular, all year divers
66% own their own boat/kayak
71% spent +\$3,000 on dive gear in the last 12 months

Certification level:

47% advanced
29% open Water
47% considering a specialty

- 1) Print document to a PostScript file, by selecting the save as PostScript File from the printer/PDF option in the print dialogue window.
- 2) Select Adobe PDF or Acrobat Distiller PDF (postscript printer description)
- 3) Print all pages as a single left and right hand pages.
- 4) Select an output paper width that accommodates the page size, adding 10mm to all sides. Leave the height as 'Automatic'.
- 5) Centre the page on the vertical and horizontal.
- 6) Select CMYK output, NOT separations.
- 7) Select bleed allowance if required. 8) Select include all TIFF and EPS images from the OPI tab.
- 9) Select print to save the PostScript file. 10) Select save to create the PostScript file.

Distil the file using Adobe Acrobat Distiller to create the PDF using the following guide lines:

- 1) Launch Adobe Acrobat Distiller.
- 2) Select PDF/X1a as the default job options or use the Dive New Zealand PDF job settings supplied.
- 3) Drag and drop/file open the PostScript file created in step 9 above in Adobe Acrobat Distiller to create the PDF file.

Now on Facebook and Twitter



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