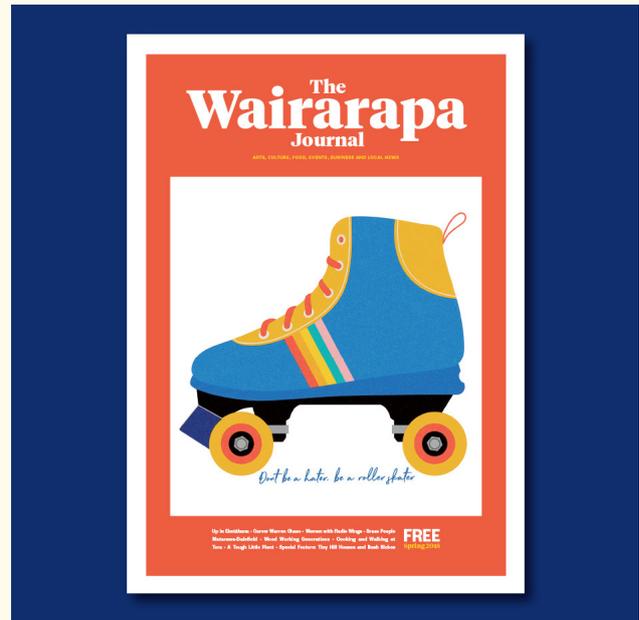


The Wairarapa Journal is the highest quality print medium to effectively target your key audiences, with a distribution throughout the Wellington region and covering major towns in the lower half of the North Island, including the Hawkes Bay and Manawatu. Carefully curated content provides exceptional engagement with a wide variety of readers - both locals and visitors to Wairarapa. The Wairarapa Journal is the 'go to' magazine for premium Wairarapa events and brands. There simply is no better place to position your brand and business. Our magazine is designed to be very well-read, treasured and, unlike newspapers and some other magazines, kept on coffee tables for months - extending the life of your advertising spend.



Circulation
7,000+

The Wairarapa Journal

Free

Complementing the magazine is our website and social media platforms which are regularly updated and give you powerful ways to engage and interact with more of your audiences across multiple platforms.

The Wairarapa Journal is a fresh approach to advertising and marketing your brand and business in Wairarapa and surrounding regions. Our aim is to support Wairarapa people, our local businesses and promote a thriving culture, identity and local economy here in Wairarapa.

Every new season The Wairarapa Journal combines excellent journalism, stunning design with features on the arts, culture, food, events, business as well as local interest stories.

Each issue features effective and inspiring ways to celebrate the wonderful Wairarapa.



KEY FACTS

Frequency: Quarterly with issues out in November (Summer), March (Autumn), June (Winter) and September (Spring).

Cost: free

Circulation 6000 - 8000 (depending on season)

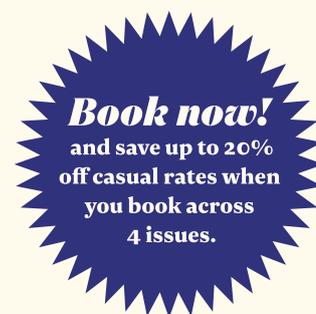
Distribution: throughout the Wairarapa, Wellington City and Region, Hutt Valley, Kapiti Coast, Manawatu and Hawkes Bay. Distribution includes Air New Zealand Koru lounges, Moore Wilson's (Wellington and Masterton), Commonsense Organics, libraries, cafes and restaurants, selected hotels and retailers throughout the lower North Island.

Join us!

We have a variety of options for advertising for big and small budgets. With everything from marketplace advertising to larger scale ads and inserts, we're happy to talk to you about your specific advertising requirements. For more information and booking please contact: Victoria or Gretchen at info@wairapamagazine.co.nz

www.wairarapajournal.co.nz

Advertising Rates



Please let us know if what you're looking for is not available below, we're always keen to hear about your ideas for special features, inserts, pullouts and interesting ways to capture your audience's attention.

Size	4 issues (per insertion)	2 issues (per insertion)	Casual (per insertion)
Outside back cover	n/a	n/a	\$2300
Inside front	\$1450	\$1500	\$1800
Inside front spread	\$2200	\$2300	\$2750
Inside back	\$1250	\$1350	\$1550
Inside back spread	\$1950	\$2050	\$2300
Full page	\$1100	\$1200	\$1350
Half page (v or h)	\$750	\$775	\$850
Half page spread	\$1175	\$1250	\$1400
Third page (v)	\$600	\$625	\$675
Banner spread	\$675	\$700	\$750
Banner (limited numbers)	\$400	\$450	\$500
Quarter page (portrait only)	\$400	\$420	\$450
Marketplace (8 per page)	\$210	\$220	\$250
Buy Local (special issues)	-	-	\$170

Design services
 We're happy to help if you don't have your ad ready to go. Layout and ad amendments are charged on an hourly basis. Please enquire about our design services prior to booking to allow time for the design of your advertisement.

Deadlines
Issue #9 Summer 2018/19
 Booking: 28 September 2018
 Artwork: 5 October 2018
Issue #10 Autumn 2019
 Booking: 7 January 2019
 Artwork: 14 January 2019
Issue #11 Winter 2019
 Booking: 29 March 2019
 Artwork: 5 April 2019

Please note these costs are GST exclusive and do not include 10% agency commission. Discounts apply above when bookings are made in consecutive issues. Rates as at 30 August 2018 and may be subject to change. **Please note we no longer offer a 5% prepayment option.**



*Please allow 5mm bleed on all sides. All dimensions are width x height.

Production and material specs
 Advertising copy and artwork needs to be supplied correctly in high resolution Adobe Photoshop, InDesign, Illustrator or Acrobat. Fonts need to be supplied by advertiser. We also accept press-ready PDF, EPS, JPEG and TIFF formats. All files need to be CMYK and please ensure all images and logos are high-resolution (300dpi) for printing and CMYK.
 Design changes to supplied material will be charged at a rate of \$75.00 + GST per hour with a minimum half hour charge for any alterations.
 In order to produce a high quality magazine we reserve the right to decline insertion of advertising and all ads are subject to final editorial approval.
 We're aiming for the best possible result for your business and brand.

The Wairarapa Journal is perfect bound and proudly printed in the Wairarapa on FSC certified, high gsm stock using vegetable-based inks.

Talk to us about effective ways to reach your audience with combined online advertising options, social media and our growing email database.
 For more information, please contact Victoria at info@wairarapamagazine.co.nz