

# citymix™

## rate card

**The magazine targeting Aucklanders living an urban lifestyle to the fullest!**

Today's magazines are judged on how they motivate readers to act on their content and **citymix** is all about ways to get out and have more fun. Its expert listings and quality journalism make it the first place savvy Aucklanders go for the best entertainment information they can lay their hands on.

The power of **citymix** lies in our distinctive editorial difference — service journalism that provides real information that readers can act upon. Creating this editorial authority are many of Auckland's best writers, who are leaders in their field of interest. **citymix** provides a comprehensive monthly what's on guide so that readers can plan and explore this fantastic city to its fullest.

With 10,000 magazines distributed to leading retail magazine outlets, central-city hotels and Auckland cafés, **citymix** is easily available to motivated and active Aucklanders as well as tourists who seek the real Auckland experience.

Our readers range from affluent acquirers to comfortable full-nesters — and are certainly opinion makers, wanting to be the first to know about what's on and what's hot. There's only one reason they buy **citymix**, they are actively seeking ideas on how to spend their leisure dollar. The fact that they are more likely to spend makes them an attractive target, one that repeatedly refers to citymix for solid information, including your message. For a positive and informative media environment — choose **citymix**.



**direct advertising rates** effective 2007

SIZE	RATE (exclusive of GST & production) Cost per issue	MULTIPLE INSERTION RATES			
		3+ insertions (10% discount) Cost per issue	6+ insertions (15% discount) Cost per issue	9+ insertions (20% discount) Cost per issue	12 insertions (25% discount) Cost per issue
<b>COLOUR</b>					
Double page spread	\$5345	\$4810	\$4545	\$4280	\$4010
Full page	\$2970	\$2675	\$2525	\$2375	\$2225
1/2 page	\$1810	\$1630	\$1535	\$1450	\$1355
1/3 page	\$1205	\$1080	\$1025	\$965	\$905
1/4 page	\$905	\$815	\$765	\$725	\$680
1/6 page	\$600	\$540	\$510	\$480	\$450
1/8 page	\$450	\$405	\$385	\$360	\$340
1/16 page	\$225	\$205	\$190	\$180	\$170
<b>BLACK AND WHITE</b>					
Double page spread	\$3565	\$3210	\$3030	\$2850	\$2675
Full page	\$1980	\$1780	\$1680	\$1585	\$1485
1/2 page	\$1205	\$1085	\$1025	\$965	\$905
1/3 page	\$805	\$720	\$680	\$640	\$600
1/4 page	\$600	\$540	\$510	\$480	\$450
1/6 page	\$405	\$365	\$345	\$325	\$300
1/8 page	\$300	\$270	\$255	\$240	\$225
1/16 page	\$150	\$135	\$130	\$120	\$105

**SPOT COLOUR REQUESTS** Black and white rates plus 10%

**SECURING SPECIAL POSITIONS**

Inside front cover 20% loading Outside back cover 20% loading  
Guaranteed placement 10% loading

**DISPLAY ADVERTISING PAYMENT TERMS** Payable on publication.

**RUN-ON LISTINGS** — FREE for events only each month (subject to space).

**CLASSIFIED ADVERTISEMENT RATES** \$50 for the first 25 words/5 lines; and \$5 for every 5 words/1 line after that. 25 word minimum for lineage. All rates quoted exclusive of GST. Run-on lineage advertisements paid in advance.

\*Any cancellations must be made in writing by the cancellation date. Booking fee non-refundable.

**FURTHER OPPORTUNITIES OFFERED BY CITYMIX**

**PURCHASING CITYMIX DIRECT** There is an opportunity to pre-buy **citymix** magazine for \$2 + gst for orders over 50 issues per month. This is offered to advertisers, event organisers, schools for fundraising, conference holders, tourism operators and hotels.

**LEVERAGING YOUR SPONSORSHIPS** Event sponsors are encouraged to liaise with **citymix** over leveraging sponsorship opportunities, thereby increasing the Auckland public's awareness of their involvement. Possibilities include reader competitions connected to events, advertorial sponsorship, ticket giveaways, page sponsorships etc.

**PROGRAMME DETAILS** Full event programmes can also be run at a special advertorial rate of \$1500+gst per page.

**mechanical specifications**

We accept files supplied as PDF, EPS or TIFF. All open documents must include all fonts, images and links supplied/embedded)

**General Specifications**

- Scans to be supplied at minimum 300dpi, maximum 600dpi
- Images that are placed within documents must not be enlarged to exceed 120%
- Black is set to overprint and has trapping where required
- All links to documents must have appropriate file extensions to each file. PC and Mac. (eg. jpg .eps .tiff)

**Make sure it's you they come to... advertise in citymix.**

Phone 307 0515 for more details • PO Box 68-329, Newton, Auckland • [www.citymixmagazine.co.nz](http://www.citymixmagazine.co.nz)

## advertising deadline schedule

Issue Date	Final Booking Deadline	Cancellation Deadline	Copy Deadline	On Sale Date
February 2008	Mon 07 Jan	Thur 20 Dec	Tues 08 Jan	Mon 28 Jan
March 2008	Mon 04 Feb	Fri 25 Jan	Wed 06 Feb	Mon 25 Feb
April 2008	Mon 10 Mar	Fri 22 Feb	Wed 12 Mar	Mon 31 Mar
May 2008	Mon 07 Apr	Fri 28 Mar	Wed 09 Apr	Mon 28 Apr
June 2008	Mon 05 May	Fri 25 Apr	Wed 07 May	Mon 26 May
July 2008	Mon 09 June	Fri 30 May	Wed 11 June	Mon 30 June
August 2008	Mon 07 July	Fri 27 June	Wed 09 July	Mon 28 July
September 2008	Mon 04 Aug	Fri 25 July	Wed 06 Aug	Mon 25 Aug
October 2008	Mon 08 Sept	Fri 29 Aug	Wed 10 Sept	Mon 29 Sept
November 2008	Mon 06 Oct	Fri 26 Sept	Wed 08 Oct	Mon 27 Oct
Dec 2008/Jan 2009	Mon 10 Nov	Fri 24 Oct	Wed 12 Nov	Mon 1 Dec

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### advertising dimensions

**DOUBLE PAGE SPREAD**  
image area  
255(h) x 400(w) mm  
trim area  
275(h) x 416(w) mm  
bleed  
281(h) x 422(w) mm

**1/3 PAGE VERTICAL STRIP**  
image area  
255(h) x 65(w) mm  
no bleed

**1/4 PAGE HORIZONTAL STRIP**  
image area  
61(h) x 185(w) mm  
no bleed

**FULL PAGE**  
image area  
255(h) x 185(w) mm  
trim area  
275(h) x 208(w) mm  
bleed  
281(h) x 214(w) mm

**1/3 PAGE HORIZONTAL**  
image area  
85(h) x 185(w) mm  
no bleed

**1/6 PAGE HORIZONTAL**  
image area  
41(h) x 185(w) mm  
no bleed

**1/2 PAGE VERTICAL**  
image area  
255(h) x 90.5(w) mm  
no bleed

**1/2 PAGE HORIZONTAL**  
image area  
125(h) x 185(w) mm  
no bleed

**1/4 PAGE STANDARD**  
image area  
125(h) x 90.5(w) mm  
no bleed

**1/8 PAGE STANDARD**  
image area  
61(h) x 90.5(w) mm  
no bleed

**AVAILABLE IN A-Z GUIDE ONLY**

**1/4 PAGE VERTICAL STRIP**  
image area  
255(h) x 43.25(w) mm  
no bleed

**1/8 PAGE VERTICAL**  
image area  
125(h) x 43.25(w) mm  
no bleed

**1/16 PAGE STANDARD**  
image area  
61(h) x 43.25(w) mm  
no bleed

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Unit H, 22 Karaka St, Newton • PO Box 68-329, Newton, Auckland • [www.citymixmagazine.co.nz](http://www.citymixmagazine.co.nz)