
New Zealand Turf Management Journal

The NZ Turf Management Journal is the only magazine which achieves full coverage of the NZ turf industry. It is circulated to all members of the NZ Sports Turf Institute and a growing subscriber base. Due to its highly educational nature and technical informativeness it is commonly kept on file for future reference, ensuring continued exposure for advertisers.

Display advertising space is available to companies wishing to promote their products or services to the turf market. The magazine is A4 format with full colour available throughout.

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NZ • SPORTS • TURF

INSTITUTE

Circulation

The NZ Turf Management Journal is published quarterly (Feb, May, Aug, Nov) and has a circulation of 2,500 copies per issue. It is received by:

- All NZ Golf Clubs
- All NZ Bowling Clubs
- NZ Racing Clubs
- 95% of District Councils (many receive multiple copies)
- Schools, tertiary institutions and other private sports turf owners
- Contractors and commercial companies
- Individual and business associate members of NZ Sports Turf Institute
- Overseas turf groups and turf managers
- Journal subscribers
- All members of the NZ Golf Superintendents Association

Advertising Rates (effective January 2009)

| | Full Colour (CMYK) |
|--------------------|--------------------|
| Back Cover | Contact the Editor |
| Inside Front Cover | Contact the Editor |
| Inside Back Cover | Contact the Editor |
| Full Page | \$2,000.00 |
| Half Page | \$1,200.00 |
| Quarter Page | \$610.00 |
| Classified | From \$70.00 |

Notes:

- All rates on this form are non-commission bearing and exclude GST
- Discounts are available for advertisements run in successive issues as follows:
 - 2 issues 2.5%
 - 3 issues 5%
 - 4 or more issues 10%
- Guaranteed position available for 10% surcharge
- All rates quoted are in NZ dollars
- **Loose inserts from \$800 + GST**

Technical Specifications

Dimensions:

- Back and inside covers = 297mm x 210mm, with a 3mm bleed all around
- 1 page = 297mm x 210mm, with a 3mm bleed all around
- ½ pg portrait = 257mm x 87.5mm
- ½ pg landscape = 127mm x 180mm
- ¼ pg portrait = 127mm x 87.5mm

Please take note of the 3mm bleed required for all full page ads where the design goes right to the edges.

Preferred Method:

All advertising to be supplied on disc or via email as follows.

- High resolution (print ready) PDF (300dpi)
- Tiff (at 300dpi)
- Please include a 3mm bleed where necessary

A hard copy (in colour if applicable) is also advisable for comparison to electronic version.

Other Methods:

For adverts to be made up by our graphic artist we require:

- Legible copy
- Bromide or logos
- Photos scanned at 300ppi at 100%, OR original prints to be scanned

The design cost for ad production (from scratch) is as follows:

- Back and inside covers = \$520.00
- 1 page = \$520.00
- ½ page = \$420.00
- ¼ page = \$300.00
- From \$220.00 for a current ad revamp

Deadlines:

All supplied advertisements are required by 10th of month prior to publication. For adverts that need to be designed, all copy and material is required by the 1st of month prior to publication.