


THE
Pulse
PARNELL AND EASTERN BAYS



MEDIA KIT 2011

INTRODUCTION

Parnell is a community with a strong identity and deserves a quality local voice. A publication that celebrates the people, businesses and spirit that make it what it is today.

The Pulse is a monthly magazine covering local personalities, businesses, history, trends, advice, politics and more, all with a local twist and a fresh, contemporary look.

The content is organised into easily identifiable sections so you can advertise your business alongside content of your choice. It also puts your brand in front of readers looking specifically for your type of service or product.

The targeted distribution means you are speaking only to the people who are most likely to use your services or buy your products. It's the perfect, cost-effective vehicle for reaching a valuable and active audience.





MORE DETAILS

THE DETAILS

Circulation: 10,000

Frequency: Monthly. Released on the first Wednesday of each month except January.

Distribution: Hand delivered to homes and businesses in the Parnell, Orakei and Tamaki Drive areas, as well as selected businesses in Newmarket, Downtown, Ponsonby and Grafton. Also available free at selected distribution points in these areas.

TAKE CONTROL

We've split The Pulse into sections that represent the types of businesses that Parnell boasts and are easy

to navigate and find. Each has its own columns, news and profiles, as well as a directory for smaller ads. It makes it easy for you to choose exactly where in the magazine you want to be and what you want to be associated with.

THE SECTIONS

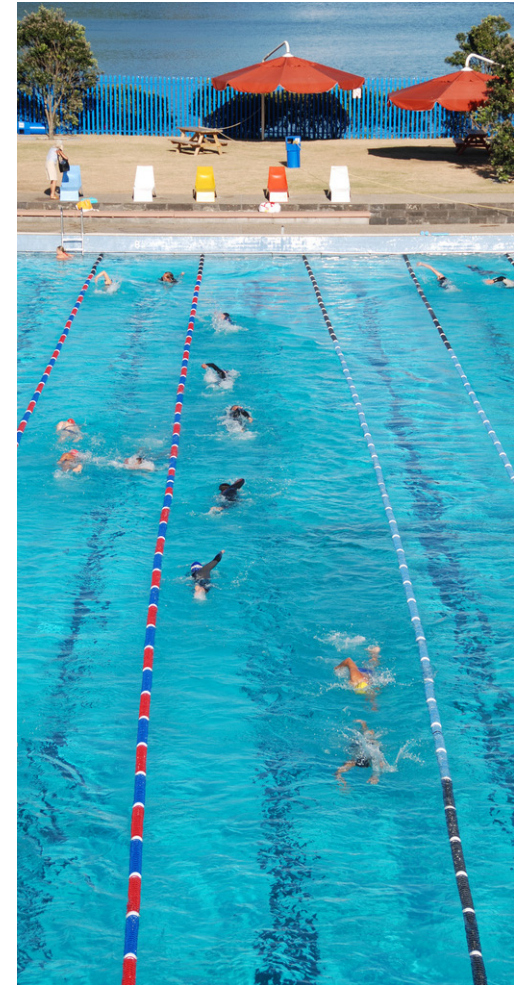
Front of Book, Culture, Food & Drink, Fashion & Beauty, Health, Wellness & Fitness, Interiors, Business, Travel, Property.

OUR READERS - A SNAPSHOT

70% are aged between 15 and 64
41% have an annual income over \$50,000
63% own their own house or have it in trust
49% are married
59% of households have children
76% have internet access
44% have access to two cars

IMPORTANT DATES

ISSUE	BOOKING	MATERIAL (PRINT READY)	RELEASE
February	January 14	January 21	February 2
March	February 11	February 18	March 2
April	March 16	March 23	April 6
May	April 13	April 20	May 4
June	May 11	May 18	June 1
July	June 15	June 22	July 6
August	July 13	July 20	August 3
September	August 10	August 27	September 7
October	September 14	September 21	October 5
November	October 12	October 19	November 2
Dec / Jan	November 16	November 23	December 7



ADVERTISING RATES

All prices are in New Zealand dollars and exclude GST. Rates as at November 2010 and subject to change without notification.

MAIN BOOK	CASUAL	SIX ISSUES
Double page spread	\$2300	\$1955
Single page	\$1200	\$1020
Half page (vertical or horizontal)	\$750	\$637.50
1/3 page (vertical only)	\$600	\$540

SECTION DIRECTORIES		
1/4 page	\$550	\$467.50
1/8 page	\$350	\$297.50

PREFERRED POSITIONING		
Inside front cover (DPS only)	\$2460	\$2248.25
Outside back cover	\$1380	\$1185
Inside back cover	\$1320	\$1122

Each advertiser who books an advertisement of 1/3 page or larger will receive one 250-word advertorial free of charge*. You supply the words and images, then we'll design it for you so that it fits in with the rest of the magazine. We'll even give you advice on how to make it effective for you.

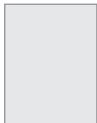
Members of Parnell Biz-Hub and Parnell Inc receive a 15% discount on ratecard advertising prices for any bookings made during their membership.

- Ad spend of \$500 or less require pre-payment to confirm space.
- Gatefold front/back covers; inserts; tip-ons; specials: price on application. Rates do not include design and artwork. Sponsorship opportunities available.
- * Complimentary advertorial is attached to first insertion only. All efforts will be made to run advertorial in the issue of your choice, however, this cannot be guaranteed. Publisher's decision is final.

ADVERTISEMENT SIZING



Double page spread



Single page



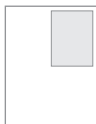
Half page
(vertical)



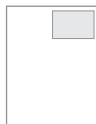
Half page
(horizontal)



1/3 page



1/4 page



1/8 page



TECHNICAL SPECIFICATIONS

4-colour process; cover printed on 150gsm satin matte stock with matte laminate; copy pages printed on 95gsm satin matte stock; saddle-stitched.

MAIN BOOK	LIVE AREA (W X H)	TRIM AREA (W X H)	BLEED (5MM MIN)
DPS	400mm x 255mm	420mm x 275mm	430mm x 285mm
Single page	190mm x 255mm	210mm x 275mm	220mm x 285mm
Single page (framed)	190mm x 255mm	198mm x 263mm	No bleed
Half page (horizontal)	190mm x 129mm	198mm x 137mm	No bleed
Half page (vertical)	90mm x 255mm	96mm x 254mm	No bleed
1/3 page (strip)	60mm x 255mm	67mm x 254mm	No bleed

DIRECTORIES

1/4 page	96mm x 129mm	96mm x 129mm	No bleed
1/8 page	96mm x 64mm	96mm x 64mm	No bleed

APPLICATIONS AND FORMATS

- Material is to be supplied either by CD, DVD, ftp, Yousendit or email. (vin@thepulsmag.co.nz - Maximum file size 15MB).
- We only accept high resolution (300dpi) native file types: InDesign CS3/CS4/Acrobat PDF.
- For incomplete files/images, we only accept file types: tifs (300dpi) / jpegs (300dpi) / eps (300dpi - need to be converted to outline paths). Corel Draw files are not acceptable.
- Any alterations or corrections to material supplied will incur a charge.

COLOURS

Save colours in CMYK ie Red: 0c100m100y0k. Large areas of black should be supplied as rich black ie 50c100k and text should overprint. Do not use custom or Pantone colours.

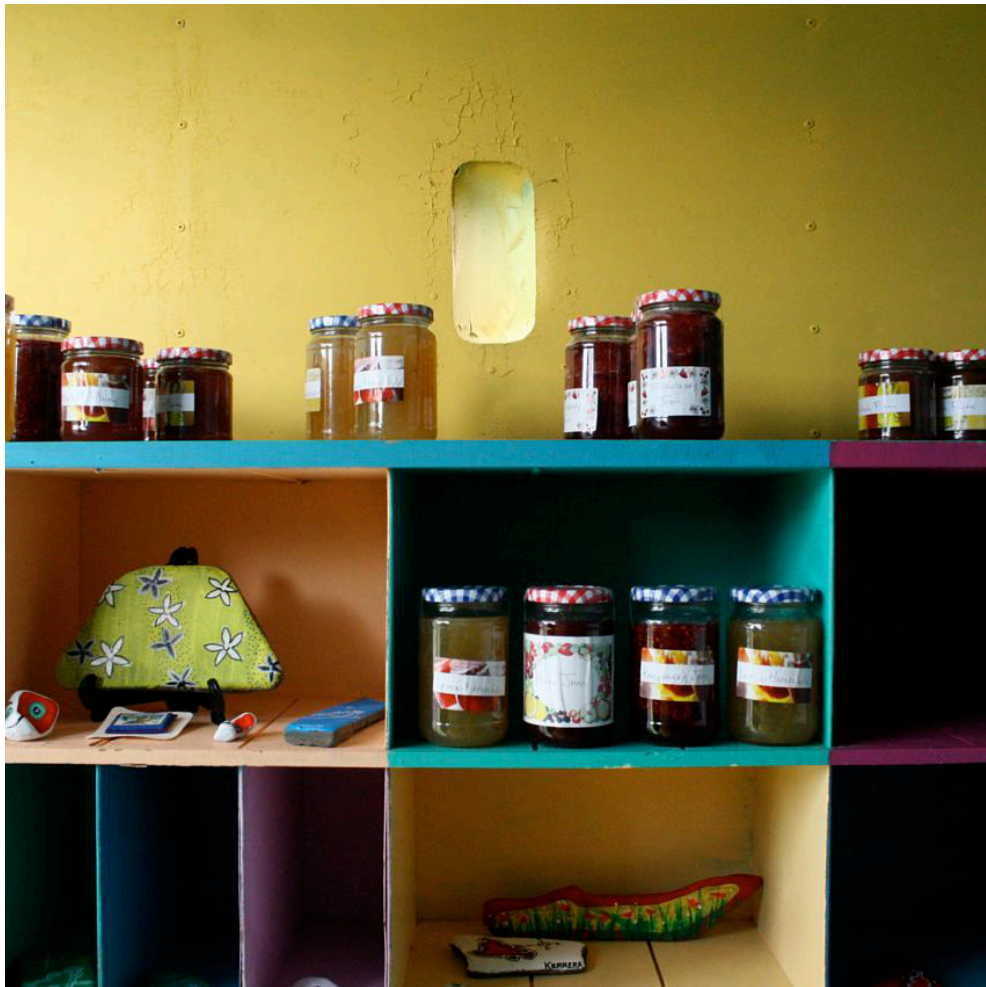
PROOFS

All display advertising submitted must be accompanied by an industry recognised digital press e.g. Epson Stylus Pro or an equivalent; refer to 3DAP guidelines at www.3dap.com.au for a full list of approved digital proofing options.

In the event that a proof is not supplied, it is assumed that the material is correct. No responsibility is accepted for proofs which do not conform to these specifications. If only a laser proof is supplied, it will be used as a guide only and on an 'all care no responsibility' basis.

FONTS

All fonts supplied are to be TYPE 1, (screen and printer fonts must be available). All fonts must be supplied with electronic files. We reserve the right to change fonts where the correct fonts have not been supplied.



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