



2021

## Readership and circulation

NZTECHO is the quarterly publication of the New Zealand Screen Industry Guild Aotearoa New Zealand.

The Screen Industry Guild is the voice of screen crews on the biggest overseas productions right through to the smallest domestic productions, and crossing all media platforms. NZTECHO reaches many other Screen Guild friends and contacts in production, producers and directors, training providers, and other screen industry organisations.

NZTECHO is the only screen industry print magazine and gives you a unique opportunity to reach people in the industry.

Printed circulation is more than 600, and readership as double this number, giving the magazine ID penetration into the market.

We offer very competitive standard advertising rates (see below) and we can be flexible – just call us.

## Members benefits programme

If you offer a discount or other benefits to members your logo will appear on the member benefits page of the Screen Industry Guild's website and will be listed in every copy of NZTECHO.

| <b>ISSUE</b> | <b>Booking deadline</b> | <b>Art deadline</b> | <b>Publication</b>  |
|--------------|-------------------------|---------------------|---------------------|
| Autumn       | 1st March               | 15th March          | Last week March     |
| Winter       | 1 <sup>st</sup> June    | 15th June           | Last week June      |
| Spring       | 1st September           | 15th September      | Last week September |
| Summer       | 1st December            | 15th December       | Last week December  |

Where a deadline falls on a weekend, the following Monday becomes the deadline.

## Cancellation Deadline

Cancellations must be made in writing at least 2 weeks (14 days) prior to the art deadline.

## NZTECHO Rates

| <b>Format</b>            | <b>Casual</b><br>Full-colour | <b>Casual</b><br>B/W | <b>Yearly*</b><br>Full-colour | <b>Yearly*</b><br>B/W |
|--------------------------|------------------------------|----------------------|-------------------------------|-----------------------|
| Full-page (back cover)   | \$980                        | N/A                  | \$3,136                       | N/A                   |
| Full-page (inside front) | \$820                        | N/A                  | \$2,624                       | N/A                   |
| Half-page                | \$480                        | \$380                | \$1,536                       | \$1,216               |
| Quarter-page             | \$250                        | \$200                | \$800                         | \$640                 |

\* Yearly booking gives you a 20% discount. All Rates Ex GST

## AD DIMENSIONS (width x height)



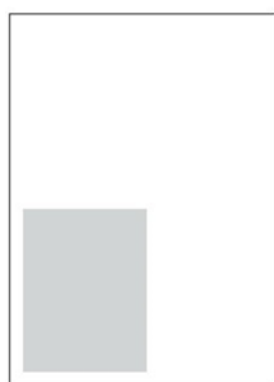
**Full-page bleed**  
210 x 297mm + 5mm bleed



**Half-page (horizontal)**  
181 x 130mm



**Half-page (vertical)**  
88.5 x 264mm



**Quarter-page (prop)**  
88.5 x 130mm



**Quarter-page (horizontal)**  
181 x 65mm



**Business card**  
88.5 x 55mm

## FINAL ARTWORK FORMAT AND SUPPLY

Ad artwork must be supplied as either:

**PDF:** saved as a 'Press Quality' PDF / 300ppi CMYK or grayscale artwork

**JPEG:** High quality JPEG / 300ppi CMYK or grayscale.

Final artwork that is not correctly provided in either of these formats, or to the correct dimensions, may cause printing problems.

**Bleed:** Full Bleed

Adverts do not need to be supplied with a printed proof.

NZTECHO takes no responsibility for print errors due to incorrectly formatted artwork.

Artwork files may be emailed to [info@nztecho.com](mailto:info@nztecho.com) (up to 10MB file size) or supplied by file transfer

## AD DESIGN

NZTECHO can assist with the design and production of an advert if you are not familiar with the process, or if you have other requirements different to those detailed here. Please contact us prior to the art deadline to discuss.

## To find out more contact

Kelly Lucas

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Email : [info@screenguild.co.nz](mailto:info@screenguild.co.nz)