



### IrrigationNZ News - Magazine Rate Card

**Title:** IrrigationNZ News

**Read by:** Irrigation New Zealand membership, Irrigation schemes, full spectrum of Irrigators: arable, meat & wool, dairy, horticulture, viticulture and other, industry, consultants, engineers, scientists, politicians, central and local government, education sector and students

**Brief Description:** Irrigation NZ News is a 32 pp self covered magazine dedicated to topical information and expert advice on all issues associated with irrigation water. This includes: technical advice, scheme and community experiences, topical issues, governance, central government and local body issues, news, views and case studies from through out NZ

Subscription for non-members (including GST):

- within NZ \$65 per annum including postage
- internationally \$60NZ per annum plus postage

**Published:** Quarterly    **Print run:** 4000    **Membership:** 3500

**Fact:** IrrigationNZ News is the only Irrigation focused magazine in NZ

**Fact:** IrrigationNZ News is dedicated to providing news and information on the challenges and opportunities facing water users across all sectors and through out NZ

**Fact:** IrrigationNZ News is dedicated to adding value to individual irrigators' and scheme business

**Fact:** IrrigationNZ News is dedicated to uplifting the general level of knowledge for sustainable outcomes from water use (business, quantity and quality)

**Fact:** IrrigationNZ News is dedicated to lifting the level of understanding of on-farm issues within central and local government NZ wide

**Fact:** IrrigationNZ News is dedicated to highlighting the value of irrigation to the wider economy and community of New Zealand

## IrrigationNZ News 2010 Advertising Booking Deadlines

March issue – February 5  
June issue – May 7  
September issue – August 6  
December issue – October 29

Final artwork will be required 5 working days following each of the above dates.

## Advertising Opportunities in IrrigationNZ News

### **Full & Half Page Advertisements**

- There will be limited advertising available in the editorial body of the magazine
- Editorial advertising will **only be available to INZ members**
- Advertising **will only be sold as annual packages** (four issues per package – March, June, September & December 2010)
- Each package will comprise either a full or half page advert per issue (depending on package purchased)
  - **Outside back cover (OBC):** - annual package \$7600 plus GST  
*(equivalent to \$1900 plus GST per issue)*
  - **Inside Front cover (IFC)** – annual package \$7000 plus GST  
*(equivalent to \$1750 plus GST per issue)*
  - **Inside back cover (IBC):** - annual package \$6600 plus GST  
*(equivalent to \$1650 plus GST per issue)*
  - **‘Run of magazine’ full page advertisements** (limited to three per issue) – annual package \$6400 plus GST  
*(equivalent to \$1600 plus GST per issue)*
  - **‘Run of magazine’ half page advertisements** (limited to four per issue) – annual package \$4000 plus GST  
*(equivalent to \$1000 plus GST per issue)*

### **Product & Service Directory Advertisements**

- **Sold as annual packages only** (one advertisement in each issue, four issues per package – March, June, September & December 2010)
- Ad size 92mm (w) x 59mm (h), slightly larger than business card size
- Annual package \$1500 plus GST *(equivalent to \$375 plus GST per issue)*

## **Advertorial**

This is a great opportunity to sell your companies products and/or service through an editorial approach. Identified as advertorial your editorial piece can sing the praises of your business and its products in detail!

- Double page spread \$3200 plus GST
- Single page \$2,000.00 plus GST
- Must meet the format requirements of publisher
- Editorial services available on request
- Single page word-number maximum 600 (less with photo)
- Double page spread word-number maximum 1200 (less with photo)

## **Additional Opportunities**

IrrigationNZ News has some exciting new opportunities for you to promote your business.

### **Front Cover Promotional Onserts - \$1000 plus GST per issue**

Do you want IrrigationNZ News' readers to have your important irrigation service number at hand? Why not create a fridge magnet or other promotional item and onsert it to the cover of IrrigationNZ News for delivery!

There are many items you can include as onserts such as:

- CDs or DVDs
- Magnets
- Sample sachets or packets
- Pens, notepads or small calendars
- Flyers or postcards etc

Please contact Chris Coughlan for details

[ccoughlan@irrigationnz.co.nz](mailto:ccoughlan@irrigationnz.co.nz)

03 379 3820

0276 71 7705

*Cost of item to be produced for onserting is the responsibility of the advertiser*

### **Body of Magazine Promotional Inserts - \$200 plus GST per 1000**

Promote your latest product releases, sales item or company brochure by inserting it in IrrigationNZ News.

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0276 71 7705

*Cost of item to be produced for inserting is the responsibility of the advertiser*

## **Contact**

Please contact Chris Coughlan with all advertising enquiries

[ccoughlan@irrigationnz.co.nz](mailto:ccoughlan@irrigationnz.co.nz)

03 379 3820

0276 71 7705

## **Other Opportunities with Irrigation New Zealand**

- ***Irrigation New Zealand Partner***  
Exclusive partnership opportunities across all aspects of INZ work.  
Contact Chris Coughlan now for details.
- ***Irrigation New Zealand Conference & Expo 2010, 26 – 28 April***  
Visit [www.irrigationnz.co.nz](http://www.irrigationnz.co.nz) for sponsorship & exhibition opportunity information.  
Contact Rachael Bidwell, Conference Manager now for details -  
[rachael@avenues.co.nz](mailto:rachael@avenues.co.nz) or 03 365 4696
- ***Irrigation New Zealand Website***  
Advertising opportunities are available on the newly launched Irrigation New Zealand website.  
Contact Chris Coughlan now for details.