

Rate Card 2021/22



IRRIGATION NEW ZEALAND

WATER | FOOD | FIBRE | LIFE

Annual Package:

| Description | Annual Package | Early Bird Pricing (before March 1 2021) | Equivalent per issue |
|---|----------------|--|----------------------|
| Outside back cover | \$8360 (+GST) | \$7980 (+GST) | \$1995 (+GST) |
| Inside front cover | \$7700 (+GST) | \$7350 (+GST) | \$1837.50 (+GST) |
| Inside back cover | \$7240 (+GST) | \$6930 (+GST) | \$1732.50 (+GST) |
| Full page advertisements | \$7040 (+GST) | \$6720 (+GST) | \$1680 (+GST) |
| Half page advertisements | \$4400 (+GST) | \$4200 (+GST) | \$1050 (+GST) |
| Product and Service Directory Listing/Advertisements (Ad size 92mm (w) x 59mm (h)) | \$1650 (+GST) | \$1575 (+GST) | \$393.75 (+GST) |

Deadlines 2021-2022

| Issue | Publishing Date | Booking Deadline | Advertising Copy Deadline |
|--------|-----------------|-------------------------------|--------------------------------|
| Winter | Early June | 8 th April 2021 | 6 th May 2021 |
| Spring | Mid September | 15 th July 2021 | 12 th August 2021 |
| Summer | Mid December | 30 th Sept 2021 | 28 th October 2021 |
| Autumn | Mid March | 15 th January 2022 | 12 th February 2022 |

Further information on Advertising Opportunities in *IrrigationNZ News* Quarterly Publication

Full & Half Page Advertisements

- There is limited advertising available in the editorial body of the magazine
- INZ members will get first option on Editorial advertising (*membership is recommended*) and first right of renewal each subsequent year
- Each package will comprise either a full, half page advert per issue (depending on package purchased)
- For 2020-21 the annual package will consist of 4 issues

Advertorial

Up to 3 pages per issue available

This is a great opportunity to sell your company's 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 \$3,520 plus GST
- Single page \$2,200 plus GST
- Must meet the format requirements of publisher
- Editorial services available on request
- Single page number maximum 600 (less with photo)
- Double page number maximum 1200 (less with photo)

Additional Opportunities

Body of Magazine Promotional Inserts - \$220 plus GST per 1000

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

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

Contact

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