

MEDIA KIT 2023/2024

About our publication

IrrigationNZ News is presently a 44 page self-covered magazine dedicated to topical information and expert advice on all issues associated with irrigation and freshwater management. This includes: technical advice, good management practice, scheme and community experiences, topical issues for irrigators, political perspectives, governance, central government and local body issues, news, views and case studies from throughout New Zealand.

MAGAZINE AIM

- Provide news and information on the challenges and opportunities facing water users across all sectors and throughout New Zealand.
- Add value for individual irrigators', scheme and irrigation industry businesses.
- Improve the general level of knowledge of good management practice by encouraging a culture of continuous improvement to contribute to positive economic, socio-cultural and environmental outcomes.
- Highlighting the value of irrigation to the wider economy and community of New Zealand.

ONLINE ACCESS, ANYWHERE AT ANY TIME

IrrigationNZ News magazine is published in both print and digital, connecting readers, wherever they are and at any time, with advertisers. Members are notified when the IrrigationNZ News magazine is published, and editions can be downloaded from the IrrigationNZ website. To add value to your advertising, the magazine is linked across IrrigationNZ's social media platforms, Facebook, LinkedIn, Instagram, and website. Phone and email links in advertisements and articles can be live, and advertisers can take advantage of the opportunity to add video to advertisements and articles.

Keep track of the numbers

IrrigationNZ News is published online through Issuu. Advertisers can be provided with online numbers such as reads, read time, followers, shares and link-outs so you know what content resonates with readers.



DISTRIBUTION

Read by: IrrigationNZ membership, irrigation schemes, and those who irrigate across all sectors: arable, meat & wool, dairy, horticulture, viticulture and other. As well as industry, consultants, engineers, scientists, politicians, central and local government, education sector and students.

Published: Quarterly

Print run: Approximately 3,000

Distribution: To IrrigationNZ members, government officials, plus consent holders in the Canterbury region.

KEY CONTACTS

EDITOR

Ella Stokes / 027 208 6371 / estokes@irrigationnz.co.nz

ADVERTISING, ADMIN & SUBSCRIPTIONS

admin@irrigationnz.co.nz

PUBLISHED BY

Irrigation New Zealand / PO Box 8014, Wellington 6140

DESIGN

Rosie Fenton / 021 045 7882

ADVERT SPECIFICATIONS

ADVERTISEMENT SIZE	DEPTH/HEIGHT	WIDTH	PLUS BLEED
Full Page	297mm	210mm	3mm
Half Page Horizontal	130mm	185mm	None
Quarter Page Portrait	130mm	92mm	None

FILE SPECIFICATIONS

- **Preferred file format: PDF**
- All files to be provided as high quality, print ready PDF. Text and graphics to be vector based where possible. Photos/raster images to have a minimum resolution of 300dpi.
- All artwork supplied electronically is to have all linked files and fonts included (if necessary).
- No spot colours or RGB colours to be used. Ensure file is set up to CMYK colour format.
- Black text to be set as 100k Black.
- Charges may apply when finished material has not been supplied or alterations to supplied material is required or requested.

GRAPHIC DESIGN SERVICES

Graphic design services are available to you if you require assistance in producing a new advertisement or editing an existing advertisement.

Quarter Page	\$150 plus GST per advertisement*
Half Page	\$250 plus GST per advertisement*
Full Page	\$300 plus GST per advertisement*
Graphic Design Services	\$125 plus GST per hour

(*Based on text and images being supplied, allowing for two rounds of artwork alterations. Additional alterations will incur extra cost.)

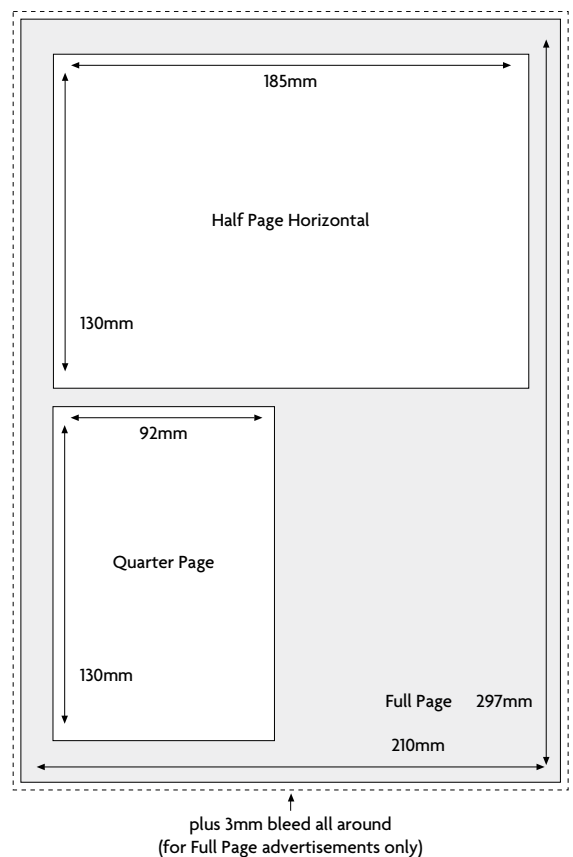
KEY CONTACTS

EDITOR Ella Stokes / 027 208 6371 / estokes@irrigationnz.co.nz

ADVERTISING, ADMIN & SUBSCRIPTIONS admin@irrigationnz.co.nz

PUBLISHED BY Irrigation New Zealand / PO Box 8014, Wellington 6140

DESIGN Rosie Fenton / 021 045 7882



RATES FOR 2022/2023

Advertising

SAVE 5% BY SIGNING UP FOR AN ANNUAL PACKAGE

ADVERTISEMENT	SIZE	COST PER ISSUE	ANNUAL PACKAGE	
Full Page	297 mm x 210 mm (+bleed)	\$1,900 +GST	\$7,220 +GST	SAVE \$380
Half Page Horizontal	130 mm x 185mm	\$1,200 +GST	\$4,560 +GST	SAVE \$240
Quarter Page Portrait	130 mm x 92mm	\$650 +GST	\$2,470 +GST	SAVE \$130

Advertorials

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!

Up to three pages per issue are available.

Must meet the format requirements of publisher. Editorial services are available on request.

DOUBLE PAGE ADVERTORIAL

- Double page spread \$3,520 +GST
- Word count approximately 1500–1700
- Word count with photos featured, approximately 900–1400

SINGLE PAGE ADVERTORIAL

- Single page advertorial \$2,200 +GST
- Word count approximately 700–800
- Word count with photos featured, approximately 400–600

Additional Opportunities

PROMOTIONAL INSERTS

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

- Body of Magazine Promotional Inserts \$220+gst per 1000

Note: The cost of the printed item to be produced for inserting is the responsibility of the advertiser.

FURTHER OPPORTUNITIES

Get in touch with Ella Stokes to discuss further opportunities, sponsorship, and online promotional advertising.

Ella Stokes / 027 208 6371 / estokes@irrigationnz.co.nz

Prices are in New Zealand Dollars.