

NORTH&SOUTH

Media
Kit 2020
2021

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INVINCIBLES
WHAT MĀORI HAVE GIVEN
THE GAME OF RUGBY

NO COMMENT
FRANK CONVERSATIONS
WITH A BRAND-NEW ACT MP

SOUTHLAND STYLE
THE EXTRAORDINARY
MUSEUMS OF GORE

PLUS: THE BEST OF
NEW ZEALAND BOOKS,
MUSIC, TRAVEL AND FOOD

NORTH & SOUTH

Are We
Better Off
On Our
Own?

Facing the
future in a
volatile world.

DECEMBER 2020

Why do people read magazines?

There are many answers, of course: people read magazines to be informed, to relax on a weekend afternoon or ease the tedium of a commute, to decorate their coffee tables. What makes magazines like this one truly special is that they help you see the world from a perspective other than your own.

— Rachel Morris, Editor

Editorial Pillars

Four
Corners

WT TREASURY: Cold Birds

As a country, there's often a perception of New Zealand as a remote island nation, but in reality, it's a country that's very much part of the world. This is evident in the way that the country's economy is heavily reliant on trade with other nations. In fact, the country's GDP is made up of 90% exports and imports. This means that the country's economy is very much at the mercy of the global market. This is a double-edged sword, as it means that the country can benefit from global trade, but it also means that the country is vulnerable to global economic downturns. This is a challenge that the country's government and businesses must face. One way to address this challenge is by diversifying the country's economy. This means finding new industries to invest in, so that the country is not reliant on a single industry. This is a long-term strategy, but it's one that's worth pursuing. Another way to address this challenge is by improving the country's infrastructure. This means building better roads, bridges, and ports, so that the country can trade more effectively with other nations. This is also a long-term strategy, but it's one that's worth pursuing. In the end, the country's future depends on the choices that its government and businesses make. It's up to them to ensure that the country is able to thrive in a global economy.

Plastical Care

NEW ZEALAND'S PLASTIC WASTE PROBLEM IS BECOMING A MAJOR CONCERN FOR THE GOVERNMENT

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Four Corners

Featuring news and curiosities from around the country, Four Corners is informative, funny, unexpected and packed with interesting information and amusing anecdotes.

CLOSED

WITH BOTH LINES AND LUGGAGE AT STAGE, WHAT WILL IT REALLY TAKE TO REOPEN

NEW ZEALAND'S HIGHEST COURT

BY SIMON DUFFY



Features

North & South is known as the home of New Zealand's best long-form investigative journalism, and the features section is where you'll find these stories. Health, politics, science, crime – all the topics which make our nation tick are covered with depth each month. Plus beautiful writing and photography.

Backstory

THE TRANSFORMERS

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UTOPIA LAB

RADICAL SOLUTIONS FOR INTRACTABLE PROBLEMS

BY BLUE NEWS

The Problem

The Vision

The Solution

The Benefits

The Obstacles

Utopia Lab

You know those problems everyone has an opinion about, but no one can agree how to fix? What should we do about dairy, for example? Or how do we reduce the road toll? Each month, North & South presents a radical solution to one of New Zealand's most intractable issues in a no-nonsense, numbers heavy, totally readable column. Politicians, you're welcome.

New Zealand Books

BY SIMON DUFFY

Billy Apple's Life/Work

BY SIMON DUFFY

Apple is one of the greatest artists New Zealand has produced.

BY SIMON DUFFY

Culture Etc

What's going on in the world of travel, music, food, art, TV and film, books and more – you know, culture etc. Writing that will transport you and keep you in the know, and stories which delve deeper than a simple 'review' section ever could.

Backstory

Our history column, Backstory, tells the story of how we got here. Uncovering little-known historic facts, or setting the record straight on events which everyone thinks they know about, Backstory explains our history in fascinating detail.

NORTH&SOUTH

196,000 loyal readers

55% female | 45% male

61

average age
core readers: 40–69

Culturally engaged. They love travel, reading, film and theatre, good food and good wine.

They have attitude, influence and discretionary income to spare.

NORTH&SOUTH

67%

are tertiary graduates or intend to enrol in a tertiary programme in the next 12 months.

42%

are business owners.

26%

are business decision makers within their organisation.

75%

have been on a New Zealand holiday in the past 12 months.

39%

have had wine with their meals in the past 7 days.

NORTH&SOUTH

North & South
readers spend

65%

above average on the
purchase of new cars.

79%

of readers give
advice to or make
recommendations to
friends and family.

Health conscious.
They spend

\$4.4 million

per week on their
health.

64%

try to buy NZ-made
products as often
as possible.

They are financially
secure and asset-rich.

They are 35% more
likely to have few
financial concerns —
and

49%

more
likely to choose to pay
more for top quality
foods.

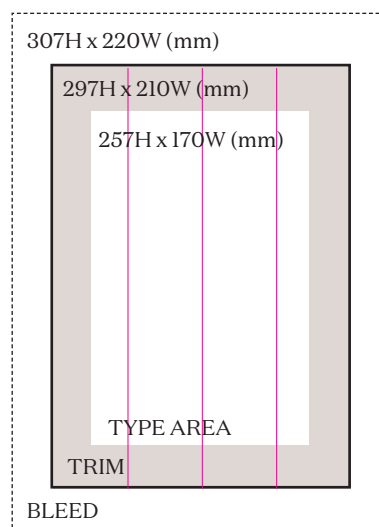
They are

59%

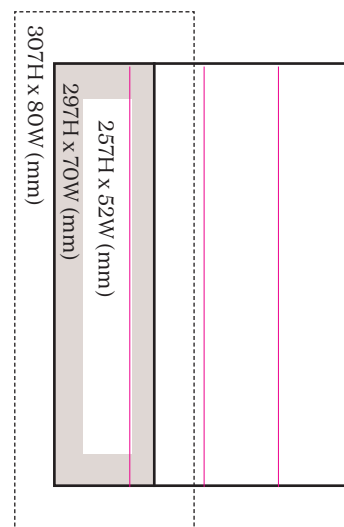
more likely to
have more than
\$200,000
invested.



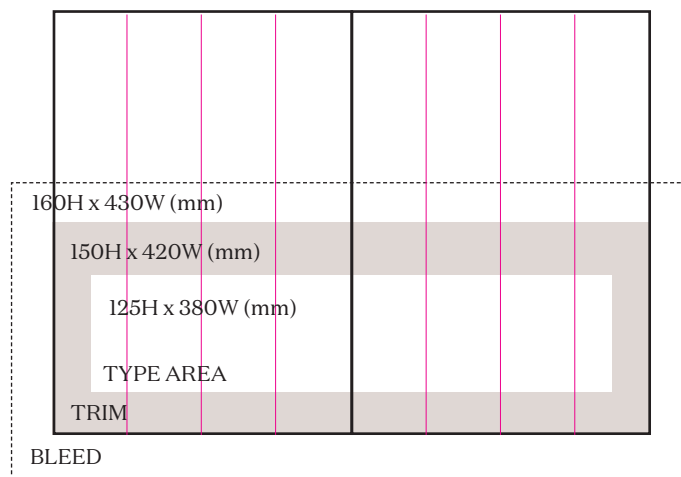
Dimensions



Full page



Third-page vertical**



Half-page horizontal dps*

*Files must be supplied as single pages, one PDF per page. Multi-page PDFs are not allowed. **Available in certain sections only. Please note there is a limit of broken space we can accept. North and South Media Ltd cannot guarantee placement for broken space. Publisher reserves the right of final approval of all magazine advertisements.

Advertising material specification and lodgement

INSERTIONS	BLEED H X W (mm)	TRIM H X W (mm)	TYPE H X W (mm)
Full Page	307 x 220	297 x 210	257 x 170
Double Page Spread (DPS)	307 x 430	*297 x 420	257 x 380
Half Page Vertical	307 x 112	297 x 102.5	257 x 82
Half Page Horizontal	160 x 220	146 x 210	125 x 170
Third Page Vertical	307 x 80	297 x 70	257 x 52
Third Page Horizontal	105 x 220	95 x 210	80 x 170
Half Page Horizontal Spread	160 x 430	150 x 420	125 x 380

*DPS advertisements are required to be separated into *left* and *right* hand pages, one PDF per page. DPS spreads or multipage PDFs are not allowed.

Suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to North & South Media Limited.

In summary, North & South Media Limited will only accept digital files that meet the following requirements. Files that do not meet the requirements will be rejected:

- File must be a PDF version 1.3. North & South Media Limited recommend that PDF files are made to meet the international PDF/X-1a standard, which is available as a preset in all modern layout programs.
- All fonts must be embedded and your file cannot contain truetype, multiplemaster or CID fonts. These font types are not supported by our printers and therefore files which contain these fonts will be rejected.
- OpenType® fonts are the only acceptable fonts. If you need to use another font type, outline it in your layout application before creating the PDF.
- All elements must be CMYK. RGB or spot colours are not allowed.
- Images should have an effective resolution of 300dpi. Low resolution images lead to poor print reproduction. What looks ok on screen might look a lot worse once it's printed. Note that it's the effective image resolution that is important, taking into account the scale factor of images in the layout program.
- Trim size must be correct according to North & South Media Limited specifications identified by 15pt trim marks and 5mm bleed must be included on all sides of ad in addition to the trim size.
- Total Ink Weight must not exceed magazine specific limit (300% for papertype-1 titles, 280% for papertype-3).

North & South Media Limited cannot take responsibility for accurate reproduction of advertisements if:

- Fonts are artificially stylised.
- Font sizes are below 5 points for solid text or below 9 points for reversed or non-solid text. North & South Media Limited recommend that you do not use type size smaller than 8 points as this is difficult to read. Reverse type smaller than 12 points may not reproduce well. Serif and non-bold fonts smaller than 10 points may disappear into reverse areas.
- Text or other content is placed outside the live type area.
- If you have any questions regarding the submission of digital advertising to North & South Media Limited, please contact Kelsi Hamilton.

Check-list:

- ☐ Are your images high res enough?
- ☐ Are your fonts embedded? Any obsolete fonts to convert to paths?
- ☐ Colour is converted to CMYK? Remember no fancy fluros...
- ☐ Check that saturation level..
- ☐ Watch out for those sneaky T&Cs... Is it sitting inside/close the type area
- ☐ Are your important messages clearly in the Type Area?
- ☐ PDF output settings are all set correctly?
- ☐ All set! Send it over!

NORTH&SOUTH

Readership:

196,000

(Nielsen CMI April 2019 – March 2020)

Circulation:

19,659

(Average Net Circulation April 2018 – March 2019)

Rates

Double-page spread.....	\$13,000
Full page.....	\$7,000
Half-page horizontal.....	\$4,500
Half-page vertical (selected pages only).....	\$4,480
Third-page horizontal.....	\$2,900
*Third-page vertical (selected pages only).....	\$2,990
Inside front cover DPS.....	\$14,600
Outside back cover.....	\$7,800

Rates do not include GST.

GST of 15% will be added to the rates with invoicing. All rates quoted are in NZ dollars. All guaranteed positions will carry a 10% loading.

Schedule

Cover date	On sale date	Booking closure	Cancellation closure	Material received/due
December 2020	16/11/20	28/10/20	05/10/20	02/11/20
January 2021	14/12/20	25/11/20	02/11/20	30/11/20
February	18/01/21	16/12/20	07/12/20	28/12/20
March	15/02/21	27/01/21	21/12/20	01/02/21
April	15/03/21	24/02/21	01/02/21	01/03/21
May	12/04/21	24/03/21	01/03/21	29/03/21
June	10/05/21	21/04/21	29/03/21	26/04/21
July	14/06/21	26/05/21	03/05/21	31/05/21
August	12/07/21	23/06/21	01/06/21	28/06/21
September	16/08/21	28/07/21	05/07/21	02/08/21
October	13/09/21	25/08/21	02/08/21	30/08/21
November	11/10/21	22/09/21	30/08/21	27/09/21

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