



NORTH&SOUTH

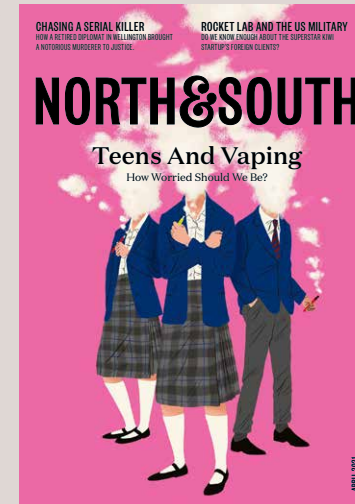
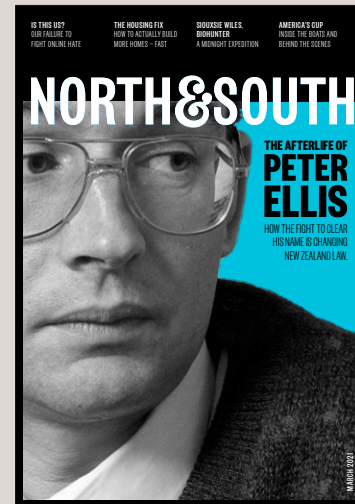
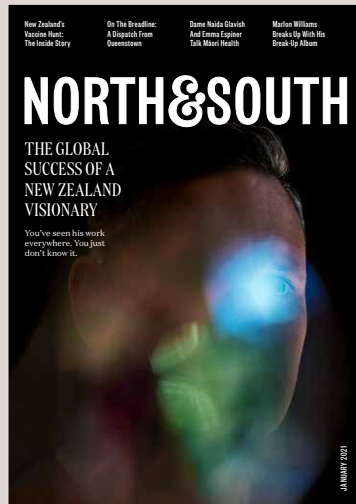
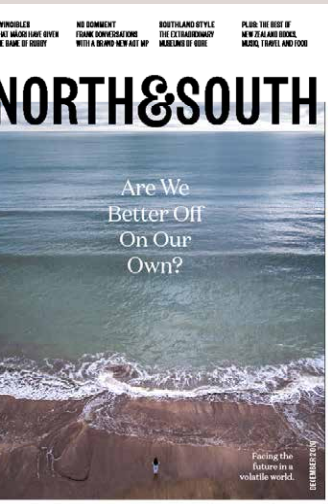
Media Kit

2021-22

Matt Smith
Commercial Director

021 163 6161
matt@northandsouth.co.nz





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

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.

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

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.

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.

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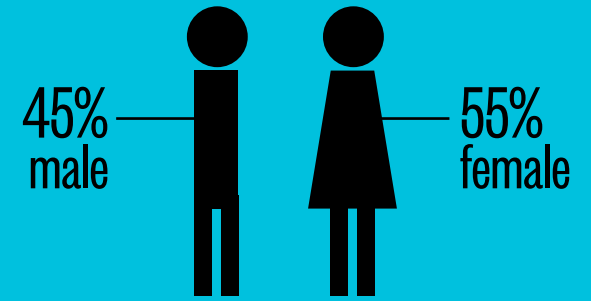
Culture Etc

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.

150,000
loyal
readers



N&S



core readers

40-69

average age

61

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

They have attitude, influence and discretionary income to spare.



N&S

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.

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.



65%

of North & South readers spend above average on the purchase of new cars.

79%

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

\$4.4 million

is how much our health conscious readers spend per week on related products.

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.



Readership: 150,000

Nielsen CMI Q4 19 – Q3 20 (AP 15+)

Circulation: 19,659

(Average Net Circulation April 2018 – March 2019)

N&S

Rates

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.

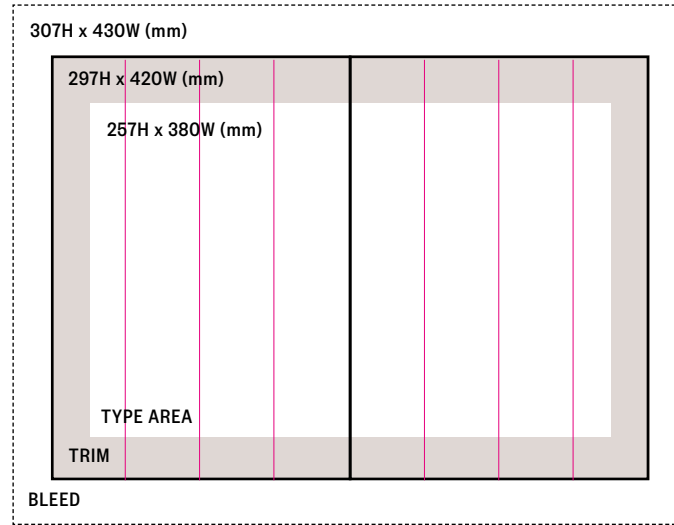
Double-page spread.....	\$13,000	Third-page horizontal.....	\$2,900
Full page.....	\$7,000	*Third-page vertical (selected pages only).....	\$2,990
Half-page horizontal.....	\$4,500	Inside front cover DPS.....	\$14,600
Half-page vertical (selected pages only).....	\$4,480	Outside back cover.....	\$7,800

Schedule

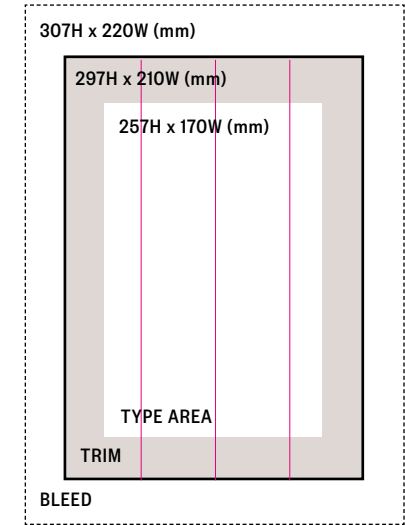
Cover date	On sale date	Booking closure	Cancellation closure	Material received/due
June	10/05/21	21/04/21	29/03/21	26/04/21
July	14/06/21	26/05/21	03/05/21	31/05/21
August	12/07/21	23/06/21	01/06/21	28/06/21
September	16/08/21	28/07/21	05/07/21	02/08/21
October	13/09/21	25/08/21	02/08/21	30/08/21
November	11/10/21	22/09/21	30/08/21	27/09/21
December	15/11/21	03/11/21	11/10/21	01/11/21
January	13/12/21	01/12/21	08/11/21	29/11/21
February	17/01/22	15/12/21	13/12/21	21/12/22
March	14/02/22	02/02/22	10/01/22	31/01/22
April	14/03/22	02/02/22	07/02/22	28/02/22
May	11/04/22	30/03/22	07/03/22	28/03/22

Advertisement Specifications

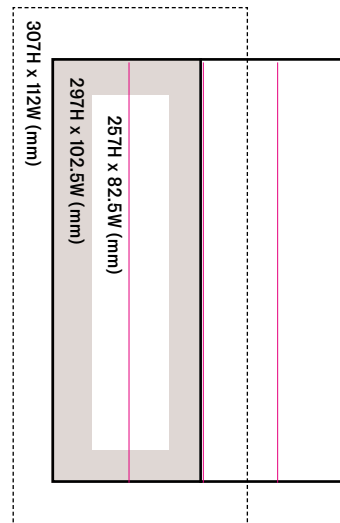
1. Double-page spread (dps)



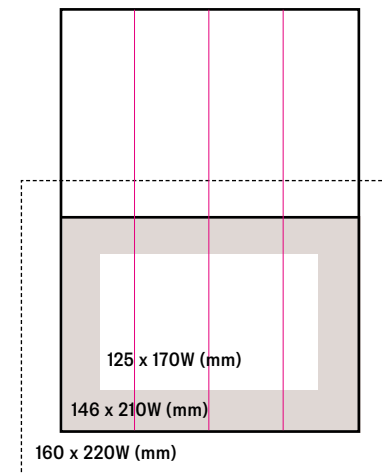
2. Full page



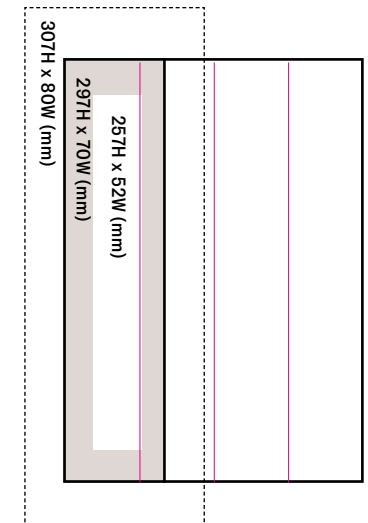
3. Half-page vertical**



4. Half-page horizontal



5. Third-page vertical**



Files must be supplied as single pages, one PDF per page.

Multi-page PDFs are not allowed.

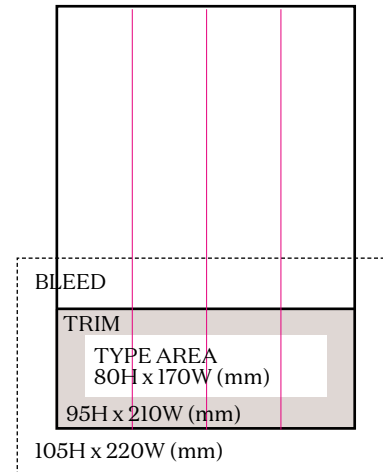
**Available in certain sections only. Please note there is a limit of broken space we can accept. North and South Media Ltd cannot guarantee placement for broken space. Publisher reserves the right of final approval of all magazine advertisements.

Advertisement Specifications

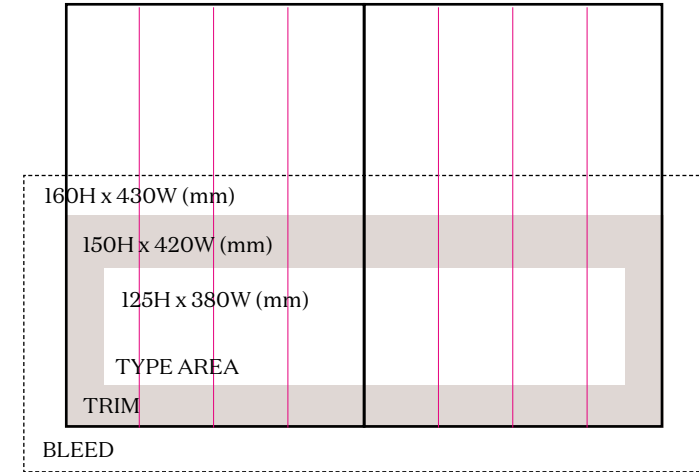
Check-list:

- ☐ 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!

6. Third-page horizontal



7. Half-page horizontal dps*



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

Advertisement Specifications

*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 matt@northandsouth.co.nz