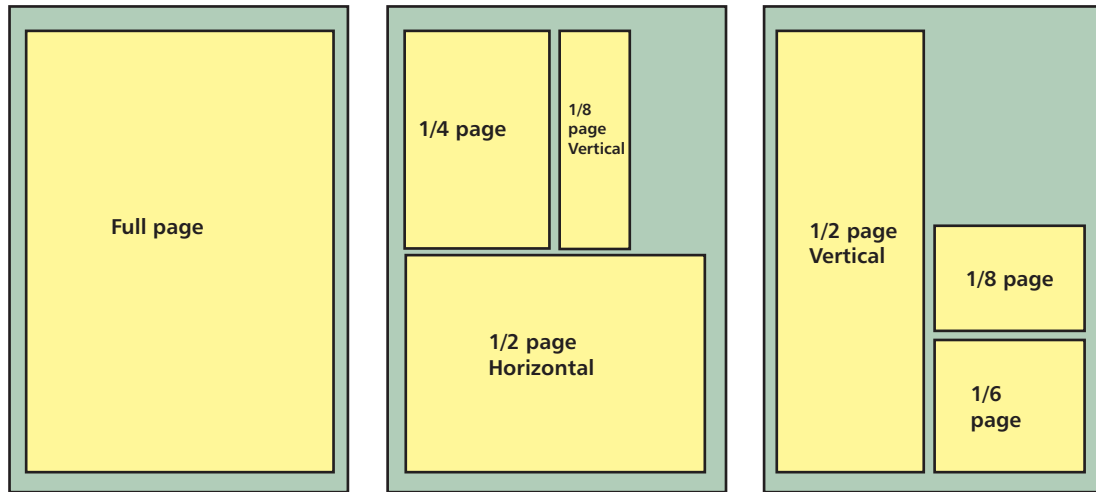


Advertising Rates & Sizes - Commission Bearing



Advert Size	Hor Vert	Width mm	Depth mm	Auckland \$	Wellington \$	Christchurch \$	Dunedin \$
Full page		258	370	\$5,000	\$2,500	\$2,500	\$1,250
1/2 page	V	127	370	\$2,813	\$1,563	\$1,563	\$1,000
1/2 page	H	258	180	\$2,813	\$1,563	\$1,563	\$1,000
1/4 page	V	127	180	\$2,083	\$1,115	\$1,115	\$848
1/6 page	H	127	120	\$1,389	\$743	\$832	\$565
1/8 page	H	127	90	\$1,042	\$558	\$624	\$424
1/8 page	V	62	180	\$1,042	\$558	\$624	\$424

* Rates are subject to change

Inserts

\$75 per thousand
(Minimum insert run is 3,000)

Column widths

1 Column - 62mm
2 Column - 127mm
3 Column - 192mm
4 Column - 258mm
Double page spread -
370mm x 540mm wide

Advertising Options

Premium Positions Back Cover, pages 1-7 & guaranteed placement - 10% loading
Run of Paper Placement in specific sections may be available on request
Marketplace Display ads located at the back of the publication under a descriptive subheading
Listings Classified - style listings with specific categories for Help is @ Hand (directory of support services for parents), Holiday Programmes, Parenting Classes, Calendar, What's on at the Theatre, holiday entertainment.

Volume Discounts

These are available for contracts and multiple issues and for combined print and website advertising.

Please note

All advertising rates quoted are per issue, for full colour and exclude GST and standard Agency Fee Commission.

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