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NEW ZEALAND LOCAL GOVERNMENT

MEDIA KIT 2017

NZ Local Government Magazine

Helping local government leaders make New Zealand a better place.

Who are we?

NZ Local Government magazine ('Local Government') exists to assist local government professionals share their knowledge, insights, opinions, tools and stories. Through the monthly print magazine, website and monthly e-newsletter, the brand channel highlights the extensive reach of our 78 local councils.

Local Government magazine is an independent business title published by Contrafed Publishing, a specialist trade publisher based in Auckland.

Where are we seen?

Local Government is published 12 times per year and approximately 1600 copies are mailed to subscribers and selected recipients. Our targeted mail system ensures that all 78 regional and district councils receive our magazine. A digital copy of the [magazine](#) is also emailed to a council database comprising digital content editors and communication staff.

We are working to get our content out through new channels. Copies of each month's magazine are available in Koru Lounges. Selected stories are included in a monthly [newsletter](#) and/or published on our [website](#).

Who are we targeting?

We are aiming our content at the decision-makers across all realms of local government, including CEOs and senior management, asset managers, IT managers, and engineers. Our monthly editorial features and selected case studies are targeted at these audiences.



NZ LOCAL GOVERNMENT MAGAZINE

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Special positions

IFC DPS Centre spread	\$3,960
Inside back cover	\$2,750
Back cover	\$3,000
Inserts	\$1,400

ARTWORK SUPPLY

All supplied artwork should be of a high resolution, at least 300dpi and in CMYK (4 colour process) with all fonts embedded and supplied in our preferred format, a PDF. Please make sure that your final hi-res PDF is CMYK, not RGB or SPOT colour (text / logos / images). Note that Word files will not be accepted as artwork.

Supply by CD or DVD or by email (under 10mb), or share a dropbox to studio@contrafed.co.nz

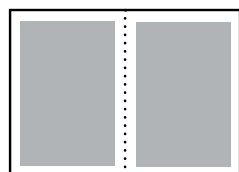


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DEADLINES

Booking: 1st of the month prior to publication. **Case study article deadline:** 10th of the month. Article must have been signed off by all parties concerned.

Advertising material: 15th of the month prior to publication. For more specific montly dates, please contact Charles 021 411 890, charles@contrafed.co.nz



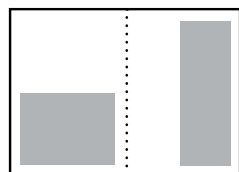
Double Page Spread (DPS)

For double page spreads, please send each full page (A4) separately



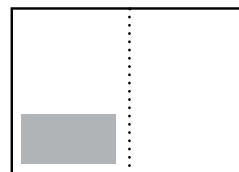
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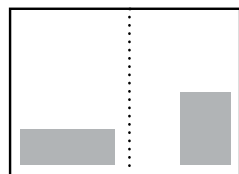
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HORIZONTAL: 128mm(h) x 180mm(w) • VERTICAL: 257mm(h) x 88mm(w)



Third Page

HORIZONTAL: 86(h) x 180mm(w)



Quarter Page

HORIZONTAL: 64mm(h) x 180mm(w) • VERTICAL: 130mm(h) x 85mm(w)

	CASUAL	MULTIPLE	11 ISSUES
Double Page Spread (DPS) For double page spreads, please send each full page (A4) separately	\$3,600	\$3,240	POA
Full Page BLEED: 303mm(h) x 216mm(w) • Trim: 297mm(H) x 210mm(w)	\$2,500	\$2,250	\$2,000
Half Page HORIZONTAL: 128mm(h) x 180mm(w) • VERTICAL: 257mm(h) x 88mm(w)	\$1,500	\$1,350	\$1,200
Third Page HORIZONTAL: 86(h) x 180mm(w)	\$1,220	\$1,160	\$980
Quarter Page HORIZONTAL: 64mm(h) x 180mm(w) • VERTICAL: 130mm(h) x 85mm(w)	\$950	\$900	\$810

All rates are per insertion and are exclusive of GST.

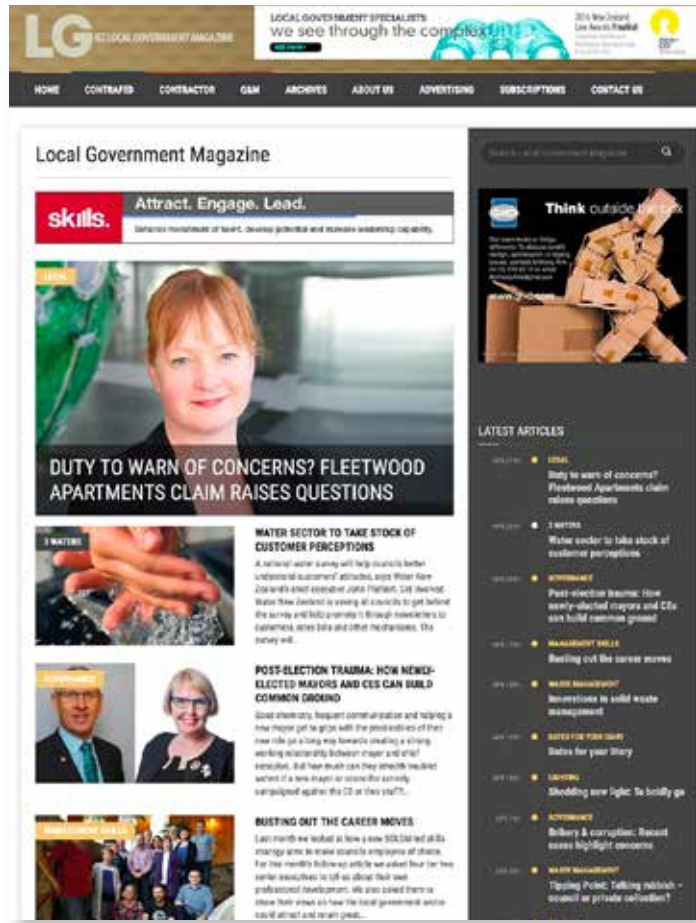
ONLINE ADVERTISING 2017

Talk to us about advertising on the Local Government website, www.localgovernmentmag.co.nz and in our emailed monthly newsletter.

We have a number of different options available, see samples below or go to <http://localgovernmentmag.co.nz/advertising/>



WEBSITE



NEWSLETTER



1 Month 2 Months

Leader
728pixels(w) x 90pixels(h)

NA NA

Island
300pixels(w) x 250pixels(h)

\$400 \$600

E-Newsletter only

\$300 per insertion