

schoolnews

The Essential Management Guide for Education Industry Professionals



Media Kit

*Opportunity.
Information.
Investment.
Return.*

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Key Facts:

Published:

Quarterly (School Terms)

Circulation / Readership:

5,000 / 15,000+

Readers:

New Zealand Education Industry Professionals

Distribution:

All primary, intermediate and secondary schools nationwide and selected tertiary education providers.

Website:

www.schoolnews.co.nz



School News is the definitive guide for the education industry professional, read by over 15,000 industry professionals through our print edition and the schoolnews.co.nz website.

The magazine provides informed and relevant editorial and an invaluable resource to anyone involved in education, School News covers a wide range of topics covering all aspects of Education Industry management.

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For education industry professionals School News has it covered.



Who reads School News?

School News readers are on the front lines of education. They are in the business of running schools, from maintenance to IT, capital works to refurbishments, classrooms to playgrounds.

They are the key decision makers, ranging from principals, property managers, curriculum leaders, student advisors, purchasing officers, PTA and Board of Trustee members. If they have a role to play in the running of a school, School News talks to them.

Why advertise in School News?

School News gets you right where you need to be – under the noses and in the minds of the key decision makers.

They are a very targeted, highly sought-after group, with quantifiable budgets to spend on all things to do with the education sector.

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Join our family of successful industry specialist advertising clients:

A2Z Technologies Ltd
 Academic Schoolwear
 All Seasons Holiday Park Rotorua
 Anchor Wire Ltd
 Andy Andersons Industrial Services
 Asset Project Facilitators
 Bay Insurance Brokers
 Boyd Visuals
 Cancer Society of New Zealand Inc
 Carew Projects
 Carlton Hire Group Limited
 Cookie Time
 Croxley Stationery Ltd
 Devine Fitness Equipment
 Dexion Commercial (New Zealand) Ltd
 Dixon ZTR Ride-On Mowers
 Education Television and Video Communications
 Edwards Sound Systems
 Equico
 Every Educaid
 First Training
 Gencom Technology Ltd
 Glow Sticks Ltd
 Google
 Holmes Wellington Ltd
 Husqvarna Outdoor Products
 Hydestor Manufacturing Ltd
 Incite Resource & Environmental Management
 Initial Hygiene
 Interworld Plastics (NZ) Ltd
 James Halstead Flooring NZ Ltd
 Jasco Pty (NZ) Ltd
 JB Hi Fi Commercial
 Konica Minolta
 Lakes Ranch
 Mainzeal Property & Construction
 Manzana
 Matta Products Ltd
 NZ Red Cross
 Office Products Depot
 Opus International Consultants
 Park Supplies Company Ltd
 Playrope Pty Ltd
 Princes Gate Hotel
 Rotorua Duck Tours
 Sharp Corporation of New Zealand
 Shedline Marketing Ltd
 SKIDS
 Spincast Manufacturing Ltd
 Stihl
 TapWaterWells Ltd
 Techspan New Zealand
 The Peace Foundation
 Toshiba (Australia) Pty Ltd
 Tunncliffe's
 Videopro New Zealand
 Visique Ltd
 Wacom Australia Pty Ltd
 Waterco NZ Ltd



Regular Sections

- News
 - Education
 - Administration & Management
- Health & Safety
 - Sports & Recreation
 - External Learning
 - Teaching Resources
- Food & Beverage
 - Property
 - Profiles

Booking and Material Deadlines

Term 4 - 2012	Issue 19	Term 3 - 2013	Issue 22
Booking Deadline	19 October 2012	Booking Deadline	1 July 2013
Cancellation Deadline	17 October 2012	Cancellation Deadline	28 June 2013
Incomplete Artwork	19 October 2012	Incomplete Artwork	10 July 2013
Final Approval/Payment	23 October 2012	Final Approval/Payment	12 July 2013
Term 1 - 2013	Issue 20	Term 4 - 2013	Issue 23
Booking Deadline	1 February 2013	Booking Deadline	16 October 2013
Cancellation Deadline	30 January 2013	Cancellation Deadline	9 October 2013
Incomplete Artwork	4 February 2013	Incomplete Artwork	21 October 2013
Final Approval/Payment	5 February 2013	Final Approval/Payment	23 October 2013
Term 2 - 2013	Issue 21	Term 1 - 2014	Issue 24
Booking Deadline	29 March 2013	Booking Deadline	29 January 2014
Cancellation Deadline	22 March 2013	Cancellation Deadline	22 January 2014
Incomplete Artwork	3 April 2013	Incomplete Artwork	1 February 2014
Final Approval/Payment	5 April 2013	Final Approval/Payment	5 February 2014

sn Website



www.schoolnews.co.nz

The School News website offers subscribers and visitors an increasing range of online services to complement the information provided in the printed magazine.

If you are looking to increase your online response and drive traffic to your website then schoolnews.co.nz provides you with a range of advertising and marketing solutions.

Rates & Material Requirements

Display Advertising

Size	Term			
	x1	x2	x3	x4
1/8 Page	680	640	620	580
1/4 Page	1,180	1,120	1,060	1,000
1/2 Page	1,940	1,840	1,740	1,660
1 Page	3,560	3,380	3,200	3,020
2 Page	5,780	5,500	5,200	4,920
Preferred Positions				
Back Cover	4,800	4,560	4,320	4,070
Inside Cover	4,450	4,220	4,000	3,770
Inside Cover Spread (2 Page)	6,060	5,770	5,460	5,160
Select R/L Page - 1 Page (+10%)	3,910	3,710	3,520	3,320

Profile (Display/Advertorial)

Half display and half advertorial space.

	x1	x2	x3	x4
1/2 Page Profile (1/4 Ad + 1/4 Ed)	1,640	1,550	1,470	1,390
1 Page Profile (1/2 Ad + 1/2 Ed)	3,020	2,860	2,710	2,560
2 Page Profile (1 Ad + 1 Ed)	4,910	4,660	4,410	4,170

Web Banners - schoolnews.co.nz

Rates are per month.

		x1	x2	x3	x6
Web - Front Page	Specifications				
Title	728x90	630	595	565	500
Header	468x60	360	340	320	285
Panel	300x250	320	305	290	255
Large Panel	300x500	665	635	600	530
Sponsor	120x90	190	185	175	155
Side Vertical	120x600	335	315	300	265
Web - Section	Specifications				
Panel	300x250	185	175	165	145
Large Panel	300x500	350	330	315	280
Sponsor	120x90	110	105	100	90
Side Vertical	120x600	200	190	180	160
Profile (Advertorial)	Specifications				
Small	200 Word + 1 Image	185	175	165	145
Medium	400 Word + 2 Images	240	225	215	190
Large	800 Word + 4 Images	275	260	245	220
Spotlight	Large + Spotlight	330	315	295	265

* Banners include hyperlink to external URL or direct to email address

Inserts

(max 350gsm).

	National	North	South
DL	1950	1320	700
A4	2450	1660	880
A3 (maximum flat A4)	3050	2070	1090

Production Charges

Artwork		Free
All advert/banner bookings		Free
Additional changes (after maximum 2 authors)		\$120/hour
Editorial	1/4 page (200 words)	\$120
	1/2 page (400 words)	\$200
	1 page (800 words)	\$360
	2 page (1600 words)	\$640

Note: All prices exclude GST. Agency commission terms & conditions apply.

ADVERTISING ENQUIRIES

Please contact Stewart Shimmin on (03) 974 1036 or email: s.shimmin@schoolnews.co.nz



Multimedia
PUBLISHING LIMITED

www.multimediapublishing.co.nz

NEW ZEALAND

+64 (03) 365 5575

Fax: +64 (03) 365 1655

Postal: PO Box 5104, Papanui, Christchurch, 8523
advertising@schoolnews.co.nz

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Material Requirements

Display

Size		Height	Width
2 page	Bleed	307mm	430mm
	Trim	297mm	420mm
	Type Area	287mm	410mm
1 page	Bleed	307mm	220mm
	Trim	297mm	210mm
	Type Area	287mm	200mm
1/2 page	Horizontal	131mm	183mm
	Vertical	267mm	89mm
1/4 page	Standard	131mm	89mm
	Horizontal	63mm	183mm
1/8 page	Horizontal	63mm	89mm

Profile

Size		Words	Images
2 page	(1 + 1)	800	4
1 page	(1/2 + 1/2)	400	2
1/2 page	(1/4 + 1/4)	200	1

Web Banners

Size	Width	Height
Title	728	90
Header	486	60
Panel	300	250
Large Panel	300	500
Sponsor	120	90
Side Vertical	120	600

Banners can be accepted in GIF, JPEG or FLASH formats. Maximum file size 40Kb. Files should be set to 96dpi.

File Specifications

School News is a FULL COLOUR publication, so all files are to be supplied as process CMYK. Indesign, Photoshop, Illustrator, Freehand & Acrobat PDF Files are supported.

Files to be supplied as EPS, TIFF, JPEG or PDF. All images must be CMYK @ 300DPI with all relevant fonts and images associated with the file.

You must specify CMYK/PMS colour values when supplying hard copy of logos, etc. for exact colour reproduction. Supply text via email or on disk.