

AVONDALE

ABOUT US



MEDIA KIT 2020

ABOUT US

About Us, Avondale is an independently owned magazine showcasing local Avondale content.

8,000 copies of the magazine are distributed to letterboxes in Avondale and Waterview, and select reading spots in the community.

It is supported by social media messaging to build a deeply engaged audience and give advertisers the ability to speak directly to their target market.

In this attention economy, there is a cry out for hyper-local content; people want to engage and make connections with their neighbours and local community. Hence, readership of the magazine is high.

About Us, Avondale offers a comprehensive range of affordable advertising options to suit the needs of businesses, community groups and individuals in the area.

MAGAZINE SPECIFICATIONS

DEADLINES

The deadline for sales and artwork is the 15th of each month.

AD DESIGN

Please supply finished artwork as a 300dpi, CMYK PDF, tif or jpeg at the dimensions indicated over.

Ads must be professionally designed, we cannot accept Microsoft, or Power Point artwork, or logos off websites. Pictures & logos must be provided in 300 dpi.

If you would like us to design an ad for you, the charge is \$50+GST per hour.

ADVERTORIAL

Editorial is subject to editing and proofing.

If you would like us to write your copy for you, a writing charge of \$50+GST per hour applies.

PRIME SPOT LOADINGS

Back Cover - 25%
Inside Front Cover and guaranteed positions - 20%

MULTIPLE BOOKING DISCOUNT

Book six ads:	10% discount
Book eleven ads:	15% discount

FIRST TIME ADVERTISERS

First time advertisers may receive double the space for their advertising dollar.

COMMUNITY GROUPS

Talk to us about reduced pricing for your community group advertising.

SHRINK WRAPPING

Shrink wrapping available. Please request a price for your specific item.

MAGAZINE AD SIZES & COSTS

DOUBLE PAGE SPREAD

\$1,500 + GST

To edge 390mm x 275mm
plus 5mm bleed

FULL PAGE

\$910 + GST

To margin 175mm x 255mm

To edge 195mm x 275mm
plus 5mm bleed

HALF PAGE

\$550 + GST

85.5mm x
255mm

175mm x
127.5mm

THIRD PAGE

\$450 + GST

55.5mm x 255mm

115mm x
125mm

175mm
x 80mm

EIGHTH PAGE

\$250 + GST

85.5mm x
60mm

85.5mm x
125mm

QUARTER

\$350 + GST

175mm x
60mm

SIXTH PAGE

\$300 + GST

1. 55.5mm x 125mm
2. 115mm x 60mm
3. 255mm x 26mm

1

2

3

NINTH PAGE

\$150 + GST

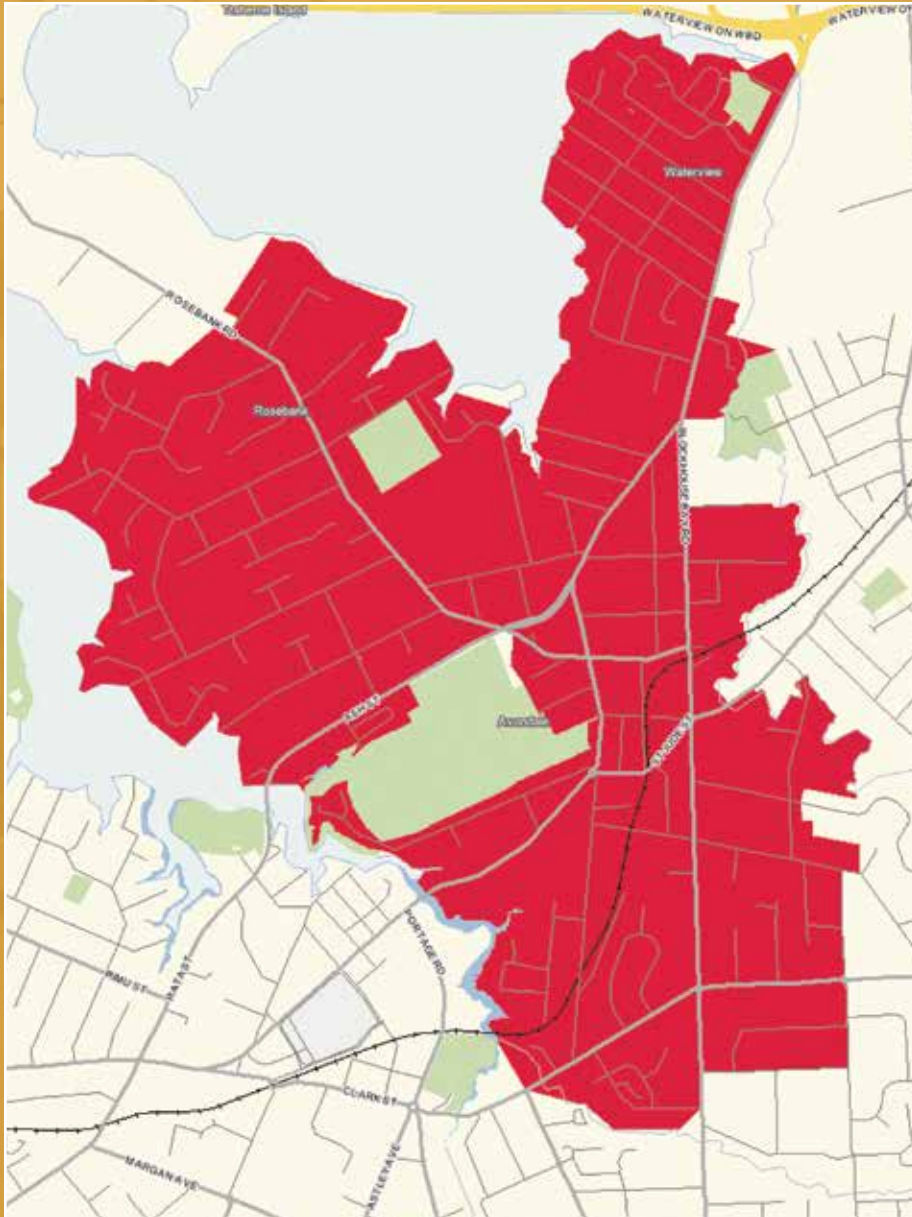
55.5mm x 81mm

TWELTH PAGE

\$120 + GST

55.5mm x 60mm

DISTRIBUTION



8,000 copies of the magazine are printed and distributed to:

- Letterboxes in Avondale and Waterview;
- Businesses in Avondale; and
- Key traffic spots such as the library, Whau Local Board office, schools, cafes, lunch bars and laundries in Avondale.

HOW LONG DOES IT TAKE?

We cannot make promises; delivery is weather dependent. For the safety of our deliverers and the integrity of the magazine, we can only deliver when it is not raining. However, we anticipate that all deliveries will be completed by the first week of each month.

If your advertising is date-specific, please contact us to confirm.

PERMISSION TO DELIVER

We respect the draft Waste Management and Minimization Bylaw 2019 that requests non-delivery to letterboxes marked:

- Addressed mail only
- No newspapers or circulars

But accepts delivery to letterboxes marked:

- Addressed mail and newspapers only
- No circulars
- No junk mail
- No advertising material
- And all other non-marked letterboxes

TERMS & CONDITIONS

Please read through our Advertising Terms & Conditions before signing the booking form

PAYMENT Payment terms are 14 days from date of going to print.

PROOFING We do not send a proof of supplied artwork as we assume it has already been proofed by you. All editorial supplied will be edited and proofed to the quality standards of the publication.

LATE ARTWORK It is the advertiser's responsibility to supply suitable material to us by the deadline confirmed at time of booking. If material is not forthcoming, About Us reserves the right to repeat old material, or to charge the client for the advertisement without it appearing. Advertising material must be supplied in digital format, as stipulated.

WET WEATHER To preserve the quality of the magazine, we do not deliver when it is raining. Acceptance of these terms and conditions, indicates you understand delivery could be late due to weather patterns outside of our control.

PLACEMENT No guarantee is given that advertisements will be placed in any specified position on any specified page, unless the appropriate surcharge has been contracted and written agreement has been entered into.

CANCELLATION Advertisers may cancel no later than on the 10th of the month prior to deadline. Cancellation will not be accepted due to the client's inability to provide timely artwork. Cancellations of multiple booking schedules may result in the refund of any discounts provided. About Us reserves the right to cancel an advertising booking without notice to maintain the standards of the publication.

EDITORIAL STANDARD All ad copy and editorial is subject to the approval of About Us, which reserves the right to decline or cancel placements, even if ordered and paid for, without stating reasons for same, and/or make modifications necessary to any advertisement in order to maintain the publication's standards. This includes placing the word 'ADVERTISEMENT' in advertising copy that simulates the editorial format.

LATE PAYMENT In the event of action being instituted for recovery of any amounts owing by the advertiser, the advertiser will be liable for all legal or collection costs.

Interest at the maximum rate permissible by law will be levied on overdue accounts.

INDEMNITY Advertisers must ensure that the content of the advertisement complies with all legal requirements. The advertiser shall further indemnify About Us in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's content and published on the advertiser's behalf.

DISCLAIMER Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of publication of any advertisement. These mistakes are taken to include non-insertion, insertions other than those ordered and errors and omissions within the advertisement. About Us accepts no responsibility for slight variations in colour on advertisements. No responsibility will be accepted for loss or damage to copy, artwork or photographs supplied. About

Us reserves the right to change the ratecard specifications on advisory to advertisers.

AUTHORISATION The person entering into this agreement on behalf of the advertiser warrants that they are duly authorised to act on behalf of the advertiser, and further bind themselves as surety and co-principal debtor for the due performance by the advertiser, and the due fulfilment and compliance of the terms and conditions of this agreement.

The placing of an order or contract for insertion into the magazine, whether in writing or by verbal, email or telephone instruction will be deemed an acceptance of each and all of the above conditions.

ADVERTISING COVERAGE

The advertising costs are factored at a per-month cost. If the magazine is bi-monthly, the advertising coverage remains for one month only.

ABOUT US, AVONDALE AD BOOKING FORM

COMPANY NAME

TRADING NAME

CONTACT

LANDLINE & MOBILE

EMAIL

POSTAL ADDRESS

DATE(S) OF ISSUE

MAGAZINE AD SIZE & COST

HORIZONTAL OR VERTICAL

WEBSITE AD SIZE & COST

PRIME SPOT LOADING

MULTIPLE BOOKING DISCOUNT

TOTAL MONTHLY

Plus GST

Not including graphic design, writing or photography costs

OTHER COMMENTS

ARTWORK DEADLINE 15TH OF
THE MONTH

I have read and understand:

☐ ✓ The terms and conditions on
this ratescard.

☐ ✓ That payment is due 14 days
after print

.....
AUTHORISING PERSON

.....
AUTHORISING SIGNATURE

.....
DATE

CONTACT US

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Please get in touch; we'd love to hear from you!

About Us, Avondale is published by Cynthia Crosse, working from home in Avondale with the help of Douglas and Charlie...



WHAT PEOPLE ARE SAYING ...

Congratulations on the fabulous job you are doing with About Us! - what a lovely, quality publication to champion our beloved Avondale.

Joanne Davies, JoGraphic
October 2019

About Us is an awesome publication. It makes me proud to live in such an amazing place with amazing people! ♥

Tony Gibbs
October 2019

Mag looks GREAT bravo yet again. So much happening in Avondale!

Tracey Stimpson
October 2019

Inspiring and uniting Avondale through community awareness

Uma Singh Chopra
September 2019

I write to applaud you for the excellence of this suburban magazine. What a little beauty! I have lived in Avondale for 25 years and am delighted to finally have a read that is informative, intelligent, and all-encompassing. For too long we have had to put up with the likes of The Western Leader or The Spiders Web, both of which serve their purpose, but fail to portray Avondale in its true light. Well done! I look forward to the next issue.

Sheridan Robinson
August 2019

Congrats on another fabulous edition - you're killing it!

Ina Patisolo
August 2019

Great work, Cynthia! This really is a very good edition indeed. You've also balanced all the political considerations very nicely.

Dr Deborah Russell, Labour MP for New Lynn
August 2019