

REACH A DIVERSE READERSHIP WITH HIGH DISPOSABLE INCOME

Anglican Taonga tells the stories of the Anglican Church in Aotearoa, New Zealand and Polynesia. It is published seasonally and is distributed to all ministry units, churches and the social services of the Anglican Church.

8,500 copies are distributed with the focus on positive news stories. As a result Anglican Taonga has strong reader support with pressure on increasing the print run.

Informal assessments indicate that each issue has more than two readers, indicating regular audience of greater than 20,000 Christians.

Anglican Taonga has now been launched into cyberspace! The website address is www.anglicantaonga.org.nz where you will find all of the articles from the printed editions, special online only features, plus the latest Anglican news both here in New Zealand and abroad. You will also be able to submit your own comments, place advertisements (all enquiries please to our advertising manager Brian Watkins) and link to Anglican sites around the galaxy.

READERSHIP PROFILE - TYPICAL

(Based on informal research)

50+ years

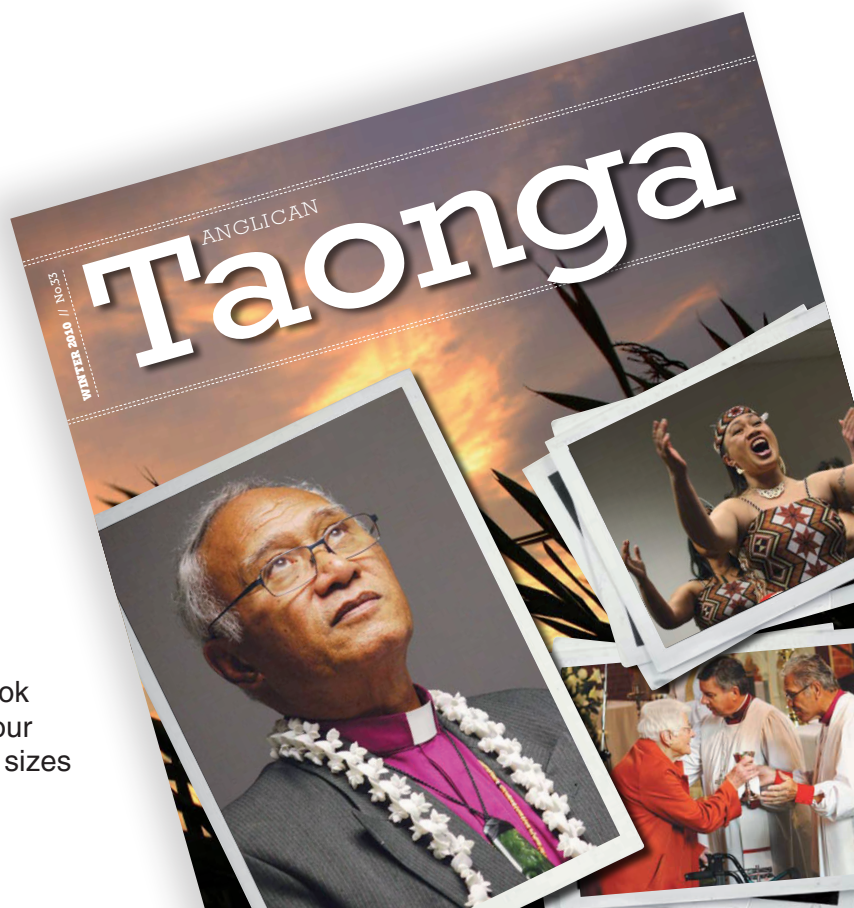
predominantly European/Pakeha with a loyal Maori and Pacific nations readership.

Household incomes of \$60k+

OUR READERS ARE INTERESTED IN:

- Home and associated products
- Medical and associated products
- Insurance/Banking offers
- Gardens
- Travel/Holidays
- Education
- Vehicles
- Computers/Cameras
- Arts
- Reading
- Financial Planning

The magazine will be produced in a new squarer look page size this year in a three column format so all our ad dimensions are slightly changed with some new sizes added as you will see listed below'



ANGLICAN TAONGA AD RATES

The following rates are in NZ Dollars and are based on single insertions and exclude GST

COVER:			
Outside back cover	Type area 190mm wide by 260mm deep Bleed 230mm wide by 295mm deep Trim 225mm wide by 290mm deep	f/colour	\$1935
Inside back cover	(same as above)	f/colour	\$1815
Inside back cover	(same as above)	f/colour	\$1815
INSIDE PAGES:			
Full page	190mm wide by 260mm deep	f/colour	\$1695
		Mono	\$1330
Half page horizontal	190mm wide by 130mm deep	f/colour	\$ 905
		Mono	\$ 725
Third page horizontal	190mm wide by 88 mm deep	f/colour	\$605
		Mono	\$485
Quarter page horizontal	190mm wide by 65mm deep	f/colour	\$485
		Mono	\$385
Eighth page horizontal	190mm wide by 32mm deep	f/colour	\$285
		Mono	\$210
Single column vertical	(one third page) 60mm wide by 260mm deep	f/colour	\$605
		Mono	\$485
Single column vertical	(one sixth page) 60m wide by 130mm deep	f/colour	\$355
		Mono	\$285
Single column square	60mm wide by 60mm deep	f/colour	\$175
		Mono	\$140
Double column vertical	125mm wide by 260mm deep	f/colour	\$1185
		Mono	\$ 950
Double column square	125mm wide by 125mm deep	f/colour	\$605
		Mono	\$485
Double column vertical horizontal	125mm wide x 65mm deep	f/colour	\$355
		Mono	\$285
Other sizes by arrangement			
DESIGN COSTS:			
Fee for inserts	Flat A5 insert (11 cents each) Folded A4 DLE insert (14 cents each) Booklet style and other larger inserts will be considered on individual basis and changed at a higher rate according to weight	Up to 1/2 page	\$90
		Full page	\$135
			\$935
			\$1190
WEB SITE ADVERTISING:	Prices for placing banner style hyperlinked adverts on-line on www.anglicantaonga.org.nz		
	Side banners right hand side of front page		
	Square 180 x 180 pixels	\$20 per week	
	Rectangle 180 x 360 pixels	\$30 per week	
	Book banners left hand side of front page		
	Rectangle 120 x 170 pixels	\$15 per week	
	Full horizontal banner along the bottom of front page		
	760 x 130 pixels	\$60 per week	

ANGLICAN TAONGA DEADLINES 2010

Advert deadlines are for finished artwork which should be sent to the advertising manager Brian Watkins, preferably in jpg or tiff file format but pdf is also acceptable. Space needs to be pre-booked, preferably at least two weeks before the ad copy deadline.

WINTER 2010
Ad Deadline 5 May 2010
Publication 23 May 2010

SPRING 2010
Ad Deadline 4 August 2010
Publication 22 August 2010

ADVENT 2010
Ad Deadline 10 November 2010
Publication 28 November 2010

CONTACT DETAILS

Brian Watkins
Ph: 06 875 8488
Fax: 09 353 1418
Mobile: 021 072 9892
Email: brian@grow.co.nz

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