

## Audience

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- Delivered free to every school and early childhood education centre in New Zealand including a copy for the board of trustees.
- 16,500 copies circulated fortnightly (22 editions annually).
- Multi-platform, including website.
- Readership in excess of 100,000.



NZME Educational Media is all about niche audiences: New Zealand audiences who want a sector-specific perspective on what's going on locally, as well as globally, with a window to what's coming next. NZME Educational Media is New Zealand's leading education and health multi-platform publisher, producing more than 53 publications annually. Every year we write and sub more than one million words across 2,600 pages, maintain and update six industry websites, manage more than 100,000 active subscribers, and create and send more than 150 EDMs.

We are passionate about publishing, and have proven competencies in print management, commercial content, website development and management and project management. We work with a variety of education, health and government organisations to produce magazines, websites, prospectuses, annual reports, strategic plans, newsletters and various promotional items.

Published by NZME. Educational Media under contract for the 18th consecutive year, New Zealand *Education Gazette* is the Ministry of Education's official print and online publication to schools. It carries all official notices, school vacancies, and articles/case studies that will inform and inspire school and early childhood educators.

In addition to the free-to-list school vacancies and notices, *Education Gazette* publishes paid recruitment and display advertising and professional development and other notices relevant to the school and early childhood education sectors. Complementing the fortnightly print edition is the *Education Gazette* website, which attracts 2.3 million visitors each year. All free vacancy and notice listings appear on the website.

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## Circulation and readership

*Education Gazette* is a popular read in school staffrooms.

Every fortnight 16,500 print copies are delivered free to all public and private primary, intermediate, and secondary schools in New Zealand, as well as early childhood education centres, kindergartens, kohanga reo, tertiary institutions, and Ministry agencies.

The number of copies delivered to schools is calculated by a ratio of one for every six teachers.

People interested in education news or those looking for teaching positions may take individual paid subscriptions to *Education Gazette*.

## Facts at a glance


- 2.3 million online sessions each year.
- Delivered free to every school and early childhood education centre in New Zealand.
- Staff are required to read the official notices section.
- 85% of teachers read the editorial.
- 16,500 copies circulated fortnightly (22 editions annually).
- One copy is delivered to every school board of trustees.
- Multi-platform, including website.

## Find out more

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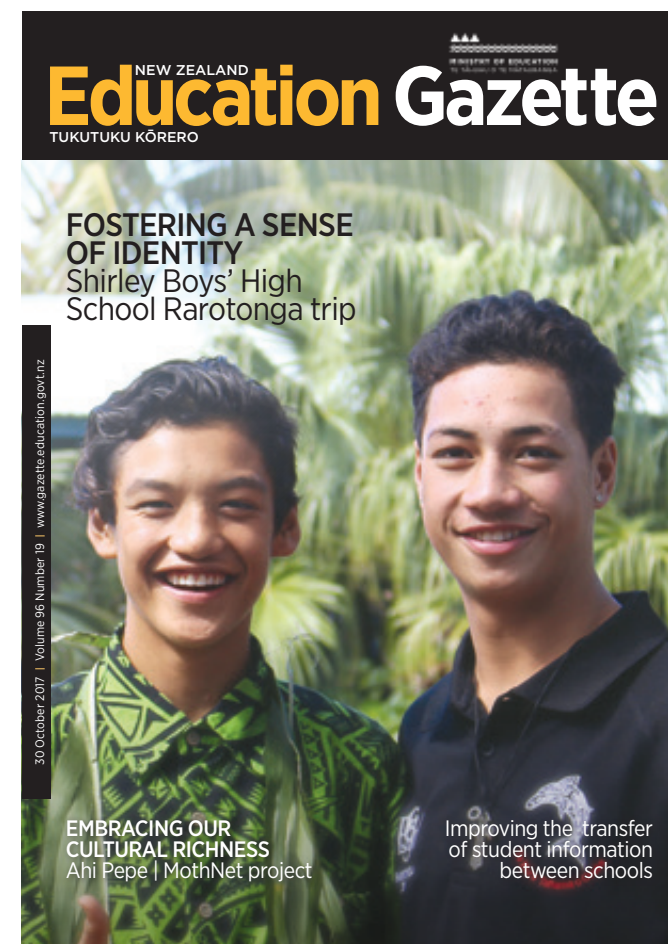
Jill Parker

 [jill.parker@nzme.co.nz](mailto:jill.parker@nzme.co.nz)

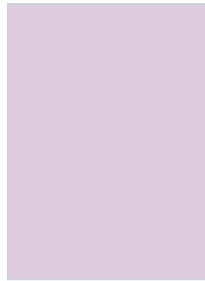
 04 915 9798

# 2018 Publication deadlines

Issue	Editorial advertising booking deadline	Vacancy booking and all artwork deadline by 4pm	Publication date
Issue 1	18 January	19 January	29 January
Issue 2	1 February	2 February	12 February
Issue 3	15 February	16 February	26 February
Issue 4	1 March	2 March	12 March
Issue 5	15 March	16 March	26 March
Issue 6	28 March	29 March	9 April
Issue 7	19 April	20 April	30 April
Issue 8	3 May	4 May	14 May
Issue 9	17 May	18 May	28 May
Issue 10	31 May	1 June	11 June
Issue 11	14 June	15 June	25 June
Issue 12	5 July	6 July	16 July
Issue 13	19 July	20 July	30 July
Issue 14	2 August	3 August	13 August
Issue 15	16 August	17 August	27 August
Issue 16	30 August	31 August	10 September
Issue 17	13 September	14 September	24 September
Issue 18	4 October	5 October	15 October
Issue 19	18 October	19 October	29 October
Issue 20	1 November	2 November	12 November
Issue 21	15 November	16 November	26 November
Issue 22	29 November	30 November	10 December



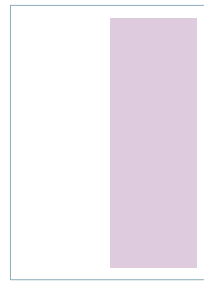
# Print advertising specifications | editorial display



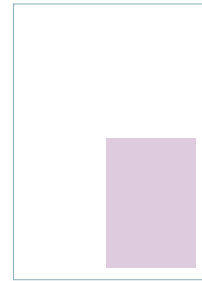
**Full page**  
210 (w) x 297 (h)  
+ 5 bleed on each side



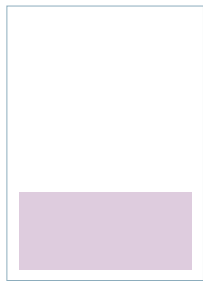
**1/2 page horizontal**  
190 (w) x 140 (h)



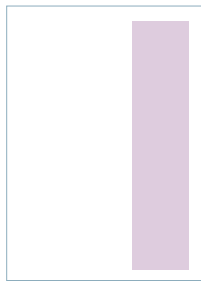
**1/2 page vertical**  
92 (w) x 280 (h)



**1/4 page vertical**  
92 (w) x 140 (h)



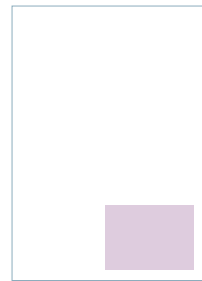
**1/3 page horizontal**  
190 (w) x 90 (h)



**1/3 page vertical**  
60 (w) x 280 (h)



**Banner ad**  
190 (w) x 70 (h)



**1/8 page**  
92 (w) x 70 (h)

## Supplied material

Please ensure all supplied material is in the correct mode: CMYK or grayscale.

PDFs should have fonts embedded or text converted to paths/outlines.

## Rates

All print rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

## For in-house design

Send your text document and images attached via an email.

The images and logos should be at 300dpi and attached as a TIFF, JPG or EPS file.

## Terms and conditions

All advertising is booked under the current terms and conditions of NZME. Educational Media | [www.nzme-ed.co.nz/about](http://www.nzme-ed.co.nz/about).

## Display advertising rates

Editorial ad sizes – colour and set sizes available only	Dimensions in millimeters	Price (full colour)
Full page A4 – Cover positions	210 (w) x 297 (h) + 5mm bleed each side.	\$4,245
Double page spread	420 (w) x 297 (h) + 5mm bleed each side.	Price on request
Full page A4	210 (w) x 297 (h) + 5mm bleed each side.	\$4,140
Half page – vertical	92 (w) x 280 (h)	\$2,590
Half page – horizontal	190 (w) x 140 (h)	\$2,590
Third page – vertical	60 (w) x 280 (h)	\$1,800
Third page – horizontal	190 (w) x 90 (h)	\$1,860
Quarter page	92 (w) x 140 (h)	\$1,660
Banner ad	190 (w) x 70 (h)	\$1,450
Eighth page	92 (w) x 70 (h)	\$1,090
Bulletin board	60 (w) x 120 (h)	\$485 (black & white only)
<b>Inserts/onserts</b>		<b>*\$210 per thousand</b>

\* Per double-sided A4 sheet. Additional paging or varying sizes pricing, is available on request.

