

# Wares

NEW ZEALAND

MEDIA KIT

2017



“...offering an information-rich resource that has become invaluable to appliance retailers”





# Providing vital information for retailers of appliances and consumer electronics



Appliance and consumer electronics retailing is one of the most competitive markets around. Any edge a retailer or manufacturer and distributor can get is avidly sought and maintained. This is why *Wares* magazine, New Zealand's only independent communication medium between retailers of appliances and consumer electronics and their supplier base, is relied on so heavily.

*Wares* is targeted at the industry's retail and supply sectors, both of which value the informed and carefully researched editorial, offering the information they need on products, industry news and issues, good retailing techniques and business management.

## Reaches the top decision makers

*Wares* magazine covers the entire appliance and consumer electronics market. This industry-wide publication is delivered to every retail store selling electrical appliances, audio/visual equipment, associated service centres and distributors.

## Appliance retailers' leading information source

*Wares* magazine is the sole independent communication medium between New Zealand's retailers of appliances and consumer electronics and their supplier base. *Wares* is the medium most relied on by this industry.

## Retailers count on it

The industry's retail owners, proprietors, managers and buyers rate *Wares* as the most preferred industry magazine.

## High performance advertising results

*Wares* magazine is received, read and respected by key appliance and electronic retail buyers.

It is considered to be relevant, useful and informative. It will carry suppliers' advertising direct to retail stores. Retail sales staff readers also value and trust the magazine.



“...with *Wares*, we can reach all the key people in the industry quickly and efficiently. The quality of the publication and content means that it is well read throughout the industry”

# Rate Card

Four colour	Casual	3x	6x
Double page spread	\$6,965	\$6,765	\$6,530
Full page	3,995	3,850	3,650
½ page	2,805	2,740	2,590
¼ page	1,450	1,395	1,295

Front cover package	
Front cover UV gloss art finish plus inside front cover and page 1 spread	\$13,850

Special advertising positions	
Back cover	+10%
Guaranteed positions	+10%
What's hot product spots	\$545
Company profiles (full and DPS)	POA
Editorial photographs (4 colour)	\$95

Inserts	
1 A4 sheet	\$2,595
2 A4 sheets (A3 folded)	\$3,495
4 A4 sheets	POA
1 A4 stitched or glued	POA
Glued in product etc - specific position	POA

Annual Wallplanner	
Per spot	\$1,995

Estimated production costs		
A complete advertising production service is offered.	¼ page	\$260
This extends from initial concept and design through to final layout.	½ page	480
	Full page	680
All production costs will be quoted on proofs.	DPS	1,150

## Circulation

Appliance & consumer electronics retailers including chains and independent groups	85%
Manufacturers, importers, distributors	15%
Total print run	1800

## Contact

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evolving communication

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# The facts

## PRINT SPECIFICATIONS

<b>Print run</b>	1,800
<b>Magazine size</b>	224 x 318mm
<b>Paper</b>	105gsm matt stock with 200gsm cover
<b>Binding</b>	Notch bound
<b>Frequency</b>	(15th of) Feb/April/Jun/Aug/Oct/Dec
<b>Process</b>	Four colour

## DEADLINES

<b>Booking</b>	12th of month prior to publication
<b>Cancellation</b>	in writing 12th of month prior to publication
<b>Material</b>	15th of month prior to publication

All the major brands use Wares in their advertising mix...



because they get the results...

# terms and conditions

## CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Marketplace Media Ltd.

## CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the publisher will surcharge all space taken to the rate appropriate to the volume of space used.

## POSTPONEMENT OR CANCELLATION OF SPACE

Must be in writing by 10th of the month, one month prior to publication.

## MATERIAL

- A All advertising material shall be delivered to the publisher without expense to the publisher
- B Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the advertiser or advertising agency and shall be charged out as a disbursement (non-commission bearing)
- C Where new copy or instructions to repeat have not been received from a contract advertiser by copy deadline date, the publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the publisher's absolute discretion and charge full rates plus production
- D Advertisement material is held at the advertiser's risk and is not insured by the publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

## RATE PROTECTION

Should advertising rates change, advertisers on a current contract with Marketplace Media Ltd will be given rate protection (i.e. charged at 'old' rates) – for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles – from and including the issue at which any new rate increase takes effect.

## TERMS

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their advertising agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or masthead date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or masthead. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

## TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

## GENERAL

- A The Publisher reserves the right to decline the insertion of any advertisement
- B The placement of an advertisement is at the publisher's discretion – except where a preferred position loading has been paid
- C Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- D While every care is exercised, the publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement

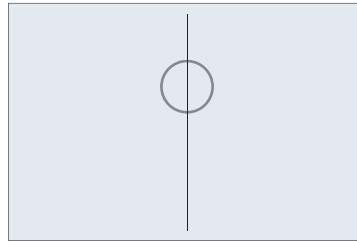
## TERMS OF ACCEPTANCE OF ADVERTISING COPY

The advertiser warrants and undertakes to the publisher that no statement, representation or information contained in the supplied advertisement:

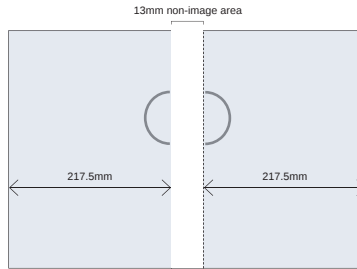
- A is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- B is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- C is otherwise in breach of any provision of any Statute Regulation or rule of law

The advertiser acknowledges that Marketplace Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The advertiser hereby agrees to indemnify the publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

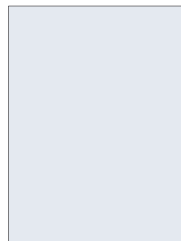
# advertisement sizes, shapes and technical data



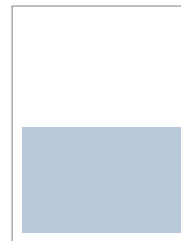
**Double page spread**  
Trim: 448 x 318 mm (deep)\* Please create a 6mm allowance for gutter (split image in two, push image 3mm away from the gutter on both sides).



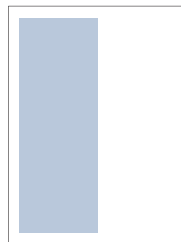
**Inside covers (to be supplied as individual pages)**  
217.5 x 318 mm (deep)\*  
The IFC and IBC are a different size to full page due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



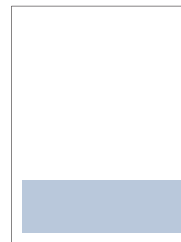
**Full page**  
■ Trim: 224 x 318 mm (deep)\*



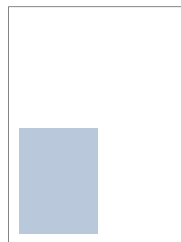
**Half page horizontal**  
■ Inset: 184 x 134 mm (deep)



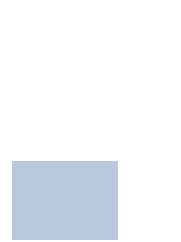
**Half page vertical**  
■ Inset: 88 x 260 mm (deep)



**Quarter page horizontal**  
■ Inset: 184 x 67 mm (deep)



**Quarter page**  
■ Inset: 88 x 134 mm (deep)



**Wallplanner spot**  
■ Inset: 118 x 90 mm (deep)

\*Note: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.  
Inset size is where advertisement sits within the margin area.

## MECHANICAL

Size: 224 x 318 mm (deep)  
Binding: Perfect bound  
Colour: CMYK

## SIZES

### Full page

Trim: 224 x 318 mm (deep)  
Bleed: 230 x 324 mm (deep)

### Double page spread

Trim: 448 x 318 mm (deep)  
Bleed: 454 x 324 mm (deep)

Inside front cover (IFC), inside back cover (IBC) and opposing pages

Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

## Back cover

Full page portrait

## MATERIAL FORMAT

Files should be supplied as PDFs using of the following method (for Mac or PC). All images need to be CMYK and 300dpi.

## Exporting from InDesign

- 1 From the export options, select preset Press Quality
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

## PROOFS

A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

## PRODUCTION ENQUIRIES

Ph: 09 304 2709  
Email rachelw@mpm.nz