

UP

ADVERTISING Spring Issue

Springing UP afresh

A cold breeze has been blowing through the property investment sector in recent months, but there are now signs of common sense returning and a warming recognition from politicians and the public that this sector plays a vital role.

Happily, this resurgence in respect corresponds with the arrival of the annual elixir known as spring – a tonic that invigorates all parts of the country. The September issue of *UP – the Ultimate Property magazine* will reflect this enthusiasm and as an advertiser you can ride the wave with us.

With all those summer DIY projects in store, our readers will be interested in hearing from you, whether or not they be investors or homeowners, so make sure your advert stands out.

And the traditional seasonal increase in buying, selling and borrowing activity requires professional support and services, so let *UP* get your message out across the Bay of Plenty.

Advertising for the spring issue closes at 5pm on 24 August 2018, but if we have your signed booking form before then, we can give you a few more days to get your artwork sorted.

Show everyone you are *UP* to the mark!

DISTRIBUTION

- *UP - the Ultimate Property magazine*, goes to Tauranga and Rotorua Property Investor Association members and all business PO box holders in the Bay of Plenty.
- Multiple copies are delivered to professional firms and property industry specialists across the region.
- More than 6,000 copies of this issue will be distributed in the Bay of Plenty.
- Top-up deliveries are made to hotels, motels and cafés.



Read our past issues at www.UPmagazine.co.nz

DEADLINES

- Advertising closes at 5pm on 24 August 2018
- Please confirm your intentions well in advance
- Editorial closes at 5pm on 16 August 2018



UP - the Ultimate Property magazine, is a specialist quarterly publication designed to interest readers in the Bay of Plenty region, providing them with credible information on all aspects of property ownership and investment.

It is distributed to a targeted audience of local property investors and industry professionals including real estate agents, lawyers, accountants, bankers, valuers, insurers, engineers, property managers and property consultants, as well as business PO boxholders.



For more information or to reserve your space, please contact:

advertising@UPmagazine.co.nz

or telephone 021 0207 0912

ADVERTISING RATES (per issue)

| Description | Size (mm) | SINGLE Issue | FOUR Issues |
|---------------------------|--------------|--------------|-------------|
| Front Cover Solus | 210w x 25h* | See below | See below |
| Back Cover | 210w x 297h* | \$2,750 | \$2,250 |
| Inside Front Cover | 210w x 297h* | \$2,350 | \$1,950 |
| Inside Back Cover | 210w x 297h* | \$2,350 | \$1,950 |
| Full Page | 210w x 297h* | \$1,650 | \$1,400 |
| Double Page Spread | 420w x 297h* | \$2,750 | \$2,250 |
| Half Page (Vertical) | 90w x 267h | \$950 | \$800 |
| Half Page (Horizontal) | 185w x 131h | \$950 | \$800 |
| Third Page (vertical) | 58w x 267h | \$650 | \$550 |
| Third Page (Horizontal) | 185w x 85h | \$650 | \$550 |
| Quarter Page (Vertical) | 90w x 131h | \$500 | \$450 |
| Quarter Page (Horizontal) | 185w x 63h | \$500 | \$450 |
| 8th Page | 90w x 63h | \$300 | \$250 |

* Size shown is when trimmed. Allow extra 3mm for bleed. (For full page adverts with no bleed, the copy area is 185w x 267h).

SOLUS TERMS

The solus strip can be booked only by advertisers who have already booked at least half a page in the same issue. The cost is based on the value of the original spend: if a half-page advert has been booked in the same issue the solus will cost an additional \$750 (plus GST). If a full-page advert has been placed the cost drops to \$500 (plus GST). If the advertiser has booked an inside front cover or inside back cover full page, the solus will cost an additional \$300 (plus GST) and if the full outside back cover has been booked the solus will run free of charge.

Special Placement

If you stipulate the page the advert must appear, it is 15% extra (does not apply to outside cover and inside cover placements).

- All adverts must be supplied high resolution PDF files at 300dpi and in CMYK.
- Fonts must be embedded or outlined.
- Please make sure document dimensions are correct.
- Additional production charges may be incurred if supplied files do not meet above specifications.
- If you require an advert made up, or an old one revamped, talk to us.

Advertorial

We will write your editorial for you and prepare the layout to your requirements. Single page advertorials cost \$1,800 (plus GST), with discount rates for larger and repeat bookings.



ADVERTISING BOOKING FORM



Please scan and email to:
advertising@UPmagazine.co.nz

Business Name _____

Billing Address _____

Town _____

Post code _____

Telephone _____

Mobile _____

Contact Person _____

Email _____

Advert Size Required _____

Advertising rate of each issue: \$ _____

Special Placement YES Page _____

Solus Advert YES _____

I wish to advertise in the following issues (please tick)

| <input checked="" type="checkbox"/> Tick box below to indicate issues | Issue | Material Deadline | Month Distributed |
|---|-------------|-------------------|-------------------|
| <input type="checkbox"/> | Spring 2018 | 24 August 2018 | September 2018 |
| <input type="checkbox"/> | Summer 2018 | 15 November 2018 | December 2018 |
| <input type="checkbox"/> | Autumn 2019 | 12 March 2019 | March 2019 |
| <input type="checkbox"/> | Winter 2019 | 17 May 2019 | June 2019 |

I'd like to order _____ additional copies of each issue I advertise in at \$3 each

- You will be billed after each issue.
- You will receive a copy of each issue with your invoice.
- All prices excluding GST.
- Payment is due within 10 days of invoice date.

Name _____

Signature _____

Date _____

Confirmed by NewsAplenty _____

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