



# 2012 Profile and Advertising

## Publication Specifications

KiwiFlyer is printed in a sheet fed press on 115gsm coated stock stitched and trimmed to A4.

Bleed printing is available on the back cover only. Advertising on other pages will preferably conform to the standard sizes specified overleaf. Please call to discuss specific requirements.

KiwiFlyer can help design and format your advertisement. Add 10% to the cost of the first insertion. This service is free for two or more insertions of the same advertisement.

Send files as EPS or PDF in CMYK colour (no four colour blacks please) with all fonts embedded, transparency flattened at high resolution and 300dpi minimum. Artwork submitted for back cover must measure at least 216x303mm to allow for 3mm edge bleed.

Artwork supplied which is not suitable for publication may be subject to a correction charge. Please contact us for advice if you have any questions.

**Publisher:** Kiwi Flyer Limited  
**Editor:** Michael Norton  
**Post:** PO Box 72-841,  
 Papakura, Auckland 2244  
**Phone:** 0800 KFLYER (0800 535 937)  
**Mobile:** 021 667 866  
**Fax:** (09) 929 3079  
**Email:** editor@kiwiflyer.co.nz  
**Web:** www.kiwiflyer.co.nz

## Advertising Rates and Deadlines

Advertising rates for a variety of display advertisement sizes are provided overleaf. Contact us if the size you require is not listed as we will try to accommodate all requirements. The listed discounts of 20% apply to consecutive insertions paid within 4 weeks of publication.

All rates are Net and non commission bearing for agencies. Please add 10% for requested spaces. Sponsored editorial space is also available. Please contact us to discuss terms and rates.

2012 publication deadlines are: 6 January, 2 March, 4 May, 6 July, 7 September, 9 November with the magazine in the market approximately two weeks later.

## About KiwiFlyer

KiwiFlyer is published every two months and delivered FREE to every aircraft operator and aviation related business in New Zealand. Combined with national retail distribution and free internet downloads, advertisers are assured of the widest possible market coverage.

KiwiFlyer is the most cost competitive way for any aviation company to tell everyone in the New Zealand aviation community about their products, services or recent achievements.

We receive great feedback from readers who appreciate the magazine and support our advertisers.

KiwiFlyer will help prepare your advertisement or write editorial on your business or new developments.

**0800 KFLYER (0800 535 937)**  
**www.kiwiflyer.co.nz**

## KiwiFlyer is the reference publication for

- Aviation Products
- Aviation Services
- Aviation News and Events
- Business Profiles
- Product Reviews
- New Developments
- Pilot Accessories
- Training and Education
- and more

## Reasons to advertise in KiwiFlyer include

- Widest possible circulation**
- KiwiFlyer is for and about our aviation community**
- The very best value for your advertising investment**
- Appreciative readers who support our advertisers**
- Brand enhancing quality and presentation**
- The opportunity of informative product and business profiles**
- We're easy to work with and want to help your business**



**1/2 page options**

194mm x 128mm  
128mm x 194mm  
95mm x 260mm

Single insertion  
Colour \$749 + gst

Multiple insertions  
(conditions apply)  
Colour \$599 + gst

Multiple insertion rates apply to consecutive insertions paid within one month of publication

**1/4 page options**

95mm x 128mm  
194mm x 62mm

Single insertion  
Colour \$375 + gst  
B&W \$279 + gst

Multiple insertions  
(conditions apply)  
Colour \$299 + gst  
B&W \$225 + gst



**1/3 page options**

194mm x 84mm  
 128mm x 128mm  
 95mm x 172mm  
 62mm x 260mm

Single insertion  
 Colour \$499 + gst

Multiple insertions  
 (conditions apply)  
 Colour \$399 + gst

Multiple insertion rates apply to consecutive insertions paid within one month of publication

**1/6 page options**

62mm x 128mm  
 128mm x 62mm  
 95mm x 84mm

Single insertion  
 Colour \$249 + gst  
 B&W \$188 + gst

Multiple insertions  
 (conditions apply)  
 Colour \$199 + gst  
 B&W \$149 + gst



**2/3 page options**

128mm x 260mm  
194mm x 172mm

Single insertion  
Colour \$999 + gst

Multiple insertions  
(conditions apply)  
Colour \$799 + gst

**1/12 page option**

62mm x 62mm

Single insertion  
Colour \$125 + gst  
B&W \$94 + gst

Multiple insertions  
(conditions apply)  
Colour \$99 + gst  
B&W \$75 + gst

Multiple insertion rates apply to consecutive insertions paid within one month of publication

**1/8 page option**

95mm x 62mm

Single insertion  
Colour \$188 + gst  
B&W \$139 + gst

Multiple insertions  
(conditions apply)  
Colour \$149 + gst  
B&W \$112 + gst

**3/4 page option**

194mm x 194mm

Single insertion  
Colour \$1125 + gst

Multiple insertions  
(conditions apply)  
Colour \$899 + gst

**Back cover option**

210mm x 297mm  
Colour \$1799 + gst

**Full page option**

194mm x 260mm  
Single insertion  
Colour \$1499 + gst  
Multiple insertions  
(conditions apply)  
Colour \$1199 + gst