

NZ CARGO MAGAZINE
THE MAGAZINE THAT FITS IN THE BACK
MEDIA PACK 2007



It is designed and written for the commercial vehicle user to assist in making informed buying decisions on vehicles, products and services which have specific market relevance to those users.

NZ Cargo magazine is distributed freely to its targeted market through commercial vehicle user networks, such as courier companies, trade associations, franchised operations, councils and other similar service providers.

In addition to its printed format, NZ Cargo magazine is available on-line through a dedicated website, and is therefore readily accessible, 24 hours a day, to readers all over the world.

MECHANICALS

| | |
|-----------------|--|
| Print run | 8,000 nationwide |
| Number of pages | 48-pages-plus-covers |
| Size | A4 |
| Paper | 90gsm matt art stock with 200gsm cover |
| Bindery | Saddle Stitch |
| Frequency | Bi-monthly from February 07 |
| Process | Four colour with gloss cover |

DEADLINES

| Issue | Booking deadline | On Sale |
|--------|---------------------|--------------------|
| Feb 07 | Friday 9 February | Monday 26 February |
| Apr 07 | Friday 23 March | Wednesday 18 April |
| Jun 07 | Friday 18 May | Monday 11 June |
| Aug 07 | Friday 20 July | Monday 13 August |
| Oct 07 | Friday 14 September | Monday 8 October |
| Dec 07 | Friday 16 November | Monday 10 December |

7 SIMPLE STEPS TO A GREAT AD

1. DEFINE YOUR MARKET

What are you selling and to whom are you selling it?

2. GRAB ATTENTION

Use one great image or headline to get your point across.

3. KEEP IT SIMPLE

Don't clutter the ad with too many images, words or typestyles.

4. IDENTIFY YOURSELF

Develop a logo and establish an identifiable "look."

5. HIGHLIGHT BENEFITS, NOT FEATURES

Don't tell them what the product is; tell them what it will do for them.

6. MAKE IT EASY TO BUY

Ask for the order. Give clear contact information: phone number, address, Web site.

7. KEEP AT IT!

Repetition breeds recognition. The more you advertise, the more successful you will be and the more people will remember your company and your products.

NZ Cargo is a specialist, bi-monthly publication which looks at the competitive world of the commercial vehicle, covering vans, utilities, station wagons and light commercial trucks which can be driven on a car licence.

design service

If you wish for us to design your advert for you, please call Helen at

Motomedia Limited,

09-360-6484,

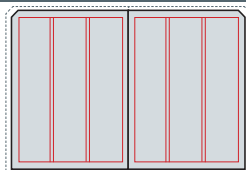
021-949-216 or

email: helen@motomedia.co.nz to discuss your requirements.

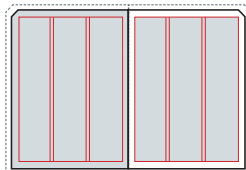
ADVERTISING

| | | |
|---|---------|---|
| Double page spread (DPS) | \$3,000 | PLEASE NOTE • Rates are GST exclusive and are not commission-bearing for agencies. • 5% prompt payment advantage if invoices are paid before due date. |
| Full page | \$2,100 | |
| Half page | \$1,150 | |
| One third page | \$900 | |
| Quarter page | \$700 | |
| One eighth page (product section) | \$300 | |
| Inserts (split runs available by arrangement) | \$1,500 | |
| Advertisement design/production | \$50 | |

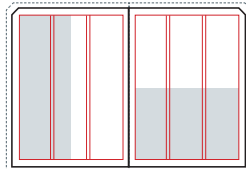
ADVERTISING SPECS



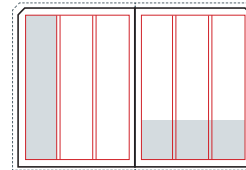
DPS
BLEED AREA: 426(w) x 303 mm
TRIM SIZE: 420(w) x 297 mm



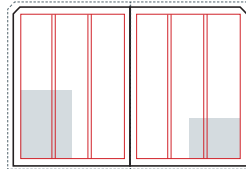
FULL PAGE
BLEED AREA: 216(w) x 303 mm
TYPE AREA: 178(w) x 253 mm



1/2 PAGE
VERTICAL: 86(w) x 253 mm
HORIZONTAL: 178(w) x 123 mm



1/3 PAGE
VERTICAL: 55.5(w) x 253 mm
HORIZONTAL: 178(w) x 81.5 mm



1/4 PAGE AND 1/8 PAGE
1/4 PAGE: 86(w) x 124 mm
1/8 PAGE: 86(w) x 60 mm

• **ADVERT COPY NEEDS TO BE SUPPLIED BY THE SPECIFIED DEADLINE.**

• **PREFERRED FORMAT:**

Adobe hiRES pdf format with fonts embedded and CMYK images.

• **OTHER ACCEPTABLE FILE FORMATS**

• .tiff • .eps • .jpeg • .psd

• **UN-ACCEPTABLE FILE FORMATS**

• Word • Powerpoint • Publisher
 • LowRES PDF's • RGB Pictures

• **SCANS, GRAPHICS AND DIGITAL PHOTOS**

Resolution: 300dpi

Colour: CMYK

Files supplied in RGB will be converted to CMYK using Photoshop and may result in colour variation.

• **FILE NAMES**

File names should be unique and less than 20 characters in length.

• **HOW TO SEND COPY**

All copy should be sent with a colour proof.

e-mail: helen@motomedia.co.nz

courier: 69 Argyle Street, Herne Bay

post: P.O. Box 90-617, auckland mail centre, auckland 1142.

• **DIGITAL ISSUE**

All advertisements are included in the digital version of the magazine.

To ensure maximum quality we recommend you supply HiRes PDF files or the original files i.e. Digital artwork, scans and fonts.

• **FURTHER INFORMATION**

Please contact Helen at Motomedia Limited, phone: 09-360-6484, mob: 021-949-216 or email: helen@motomedia.co.nz

PLEASE NOTE

Motomedia Limited will not accept responsibility for printing problems incurred as a result of material not being supplied to these specifications.

CONDITIONS

CONDITIONS OF ACCEPTANCE OF ADVERTISING

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

MATERIAL

All advertising material shall be delivered to the publisher without expense to the publisher.

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).

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 costs.

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 not collected will be destroyed after 12 months.

RATE PROTECTION

Should advertising rates change, advertisers on a current contract with Motomedia Ltd will be given rate protection (i.e. charged at 'old' rates) –until the end of the current contract.

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 first month of the two months shown as the cover date or mast-head date of the publication.

Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

TAXES

Government Services Tax is (currently 12.5%) is additional to the current rates structure shown on the rate card.

GENERAL

The publisher reserves the right to decline the insertion of any advertisement.

The placement of an advertisement is at the publisher's discretion – except where a preferred position loading has been paid.

Casual displacement, rejection or omission of an advertisement does not invalidate a space order.

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.


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

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


The advertiser acknowledges that Motomedia 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.

POSTPONEMENT OR CANCELLATION OF SPACE:


Postponement or cancellation must be by written notice no later than on month prior to the publication advertising deadline.



• **Warren Willmot**
 Sales
 p: 09-360-6484 m: 021 949-218
 e: warren@motomedia.co.nz



• **Helen Thomas**
 Design
 p: 09-360-6484 m: 021 949-216
 e: helen@motomedia.co.nz



• **Sean Willmot**
 Editorial
 p: 09-360-6484 m: 021 949-217
 e: sean@motomedia.co.nz