

NZ RUSH hour

The magazine for smart commuters

MEDIA PACK 2007



It is designed and written for the intelligent commuter to assist in making informed buying decisions on vehicles, products and services which have specific market relevance to them. NZ Rush Hour magazine is distributed freely to its targeted market through motorcycle retailers, car dealers, cafes, gymnasiums, train and bus depots, airports and similar outlets.

In addition to its printed format, NZ Rush Hour 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 March 07
Process	Four colour with gloss cover

DEADLINES

Issue	Booking deadline	On Sale
Feb 07	Friday 2 March	Monday 26 March
Apr 07	Friday 27 April	Wednesday 21 May
Jun 07	Friday 29 June	Monday 23 July
Aug 07	Friday 24 August	Monday 17 September
Oct 07	Friday 26 October	Monday 19 November
Dec 07	Friday 14 December	Monday 21 January

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 Rush Hour is a specialist, bi-monthly publication which caters to the smart commuter. It profiles alternative transport options from scooters and small motorcycles up to 250cc, small cars up to 1.6-litre engine size and any viable personal transport option.

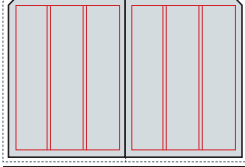
design service

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.

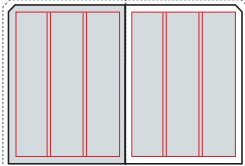
ADVERTISING

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	

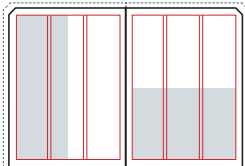
ADVERTISING SPECS



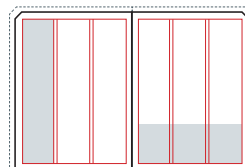
DPS
BLEED AREA: 426(w) x 303 mm **TRIM SIZE:** 420(w) x 297 mm



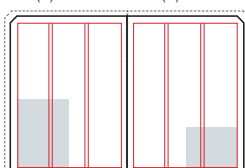
FULL PAGE
BLEED AREA: 216(w) x 303 mm **TYPE AREA:** 178(w) x 253 mm



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
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• **Helen Thomas**
 Design
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