



## READERSHIP

Groundspread Magazine – the official magazine of the New Zealand Groundspread Fertilisers Association. Groundspread Magazine is a free publication distributed to all members of the NZGFA, stakeholders and interested parties. Distribution is via hard copy with a digital version available online. Longstanding and highly regarded, the magazine provides news and views across all topics affecting the nutrient services and groundspreading industries – from health and safety, professional development to new products and new technology. It keeps readers up-to-date with what's going on around the country via the branch reports and carries important news from the National Council.

Published four times a year, Autumn, Winter, Spring, Summer, Groundspread is well-read and provides a quality and targeted medium for advertisers to increase their visibility to groundspread companies, fertiliser manufacturers and distributors. We welcome all advertising and, as the magazine relies on advertising to cover production and print costs, we are happy to work with you to secure the best option to profile your business. Please note, editorial in support of advertising is by negotiation with the editor.

## 2022-23 DEADLINES

Issue Date	Media Bookings	Material Deadlines	On-Sale Dates
Summer 22	28 <sup>th</sup> October	2 <sup>nd</sup> November	28 <sup>th</sup> November
Autumn 23	27 <sup>th</sup> January	1 <sup>st</sup> February	28 <sup>th</sup> February
Winter 23	21 <sup>st</sup> April	26 <sup>th</sup> April	23 <sup>rd</sup> May
Spring 23	28 <sup>th</sup> July	1 <sup>st</sup> August	28 <sup>th</sup> August
Summer 23	27 <sup>th</sup> October	1 <sup>st</sup> November	27 <sup>th</sup> November

Cancellation Deadline: Any cancellation of bookings must be made by the 1<sup>st</sup> of the month prior to publication or in the case of the February issue by the 1<sup>st</sup> of December.

## ADVERTISING RATES

	Casual Rate	4 consec issues
Cover	\$1,850	
<small>(Includes 2 page editorial on product shown, 1 page using cover image the other advertorial. Note: Must supply suitable image for publication, must be in focus and more than 1.4mb, only available as a single booking cannot be booked for multiple consecutive issues.)</small>		
Inside front cover (DPS)	\$2,145	\$2,174
Inside Front Cover (IFC)	\$1,250	\$1,125
Outside Back Cover (OBC)	\$1,350	\$1,215
Inside Back Cover (IBC)	\$1,150	\$1,035
Double page spread (DPS)	\$1,950	\$1,657
Full page	\$1,050	\$890
Half page	\$650	\$550
Quarter page	\$353	\$300

\*rates are exclusive of GST

OFFICIAL MAGAZINE OF:



NEW ZEALAND  
**GROUNDSREAD**  
FERTILISERS ASSOCIATION

PROMOTING BEST PRACTICE SPREADING

## PRINT SPECIFICATIONS

DIMENSIONS	Trim size (width x height)	Image area (width x height)	5mm bleed (width x height)
Double page spread	420mm x 297mm	394mm x 269mm	430mm x 307mm
Full page	210mm x 297mm	185mm x 269mm	220mm x 307mm
Half page DPS	420mm x 147mm	394mm x 103mm	430mm x 152mm
Half page			
Horizontal	210mm x 147mm	185mm x 131mm	220mm x 157mm
Vertical	102mm x 297mm	92mm x 269mm	112mm x 307mm
Quarter page			
Horizontal	210mm x 86mm	185mm x 70mm	220mm x 96mm
Vertical	92mm x 131mm		
Third page			
Horizontal	210mm x 106mm	185mm x 90mm	220mm x 116mm
Vertical	71mm x 297mm	58mm x 269mm	76mm x 307mm
Inside front cover-DPS	420mm x 297mm	394mm x 269mm	430mm x 307mm
Inside back cover	210mm x 297mm	185mm x 269mm	220mm x 307mm
Back cover	210mm x 297mm	185mm x 269mm	220mm x 307mm

## DIGITAL MATERIAL SPECIFICATIONS

Digital files CS5 files accepted. EPS files: from Adobe Illustrator. All fonts must be converted to paths/outline so they won't need to be supplied. Ensure all colours and images are converted to CMYK PROCESS. Photoshop files: Flatten tiffs or EPS format. CMYK only (not RGB or extra channels). These look OK on a composite proof, but do not separate correctly. Check these carefully). All images must be saved as tiffs or psd. Resolution to be a minimum of 300 dpi. PDF's can be supplied but must be distilled as HIGH RES Press Optimised. All colours Must be CMYK (also make sure that all vector art eps files are CMYK Process before distilling. All fonts must be embedded. Full page PDFs will need to have bleed included in postscripting.

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