

slice

Publication deadlines 2018

	Booking	Material	Distribution
Issue 37 Easter	9 February	16 February	16 March
Issue 38 Autumn	13 April	20 April	17 May
Issue 39 Winter	8 June	15 June	13 July
Issue 40 Xmas/Summer	19 October	26 October	10 November

Terms & Conditions

Multiple booking discounts apply at time of booking and pertain to space booked in a twelve-month period.

All advertising material is subject to approval of the publisher who reserves the right to decline the insertion of any material. Rates are GST exclusive.

The publisher may agree to provide proofs but only where so requested by the advertiser prior to relevant deadlines.

Payment

Payment is due 14 days after publication date.

Cancellation

Pre-existing bookings may be cancelled up to the booking deadline without incurring any charge. Bookings cancelled after the booking deadline BUT before the material deadline will incur a charge of 25% of the value of the booking. Bookings cancelled after the material deadline will be charged in full.

Advertorial

Company profile and product listings, full A4 \$1500. Company profile and product listings (1 page total maximum) available to Partners of BIANZ free of charge once a year.

Advertising Manager – Diane Clayton

Diane comes from a background in media management and sales. She is able to help baking businesses and suppliers create well-targeted advertising that works.



Editor – David Tossman

David has an extensive background in the media and advertising. He was editor of the New Zealand Bakers Journal for ten years prior to its relaunch as *Slice* in 2009.



Contacts

Sales

Diane Clayton Phone 027 858 8881 or 04 564 6599
Email diane@bianz.co.nz

Editor

David Tossman Phone 04 801 9942
Email davidt@bianz.co.nz
Please send advertising material direct to David Tossman.

BIANZ

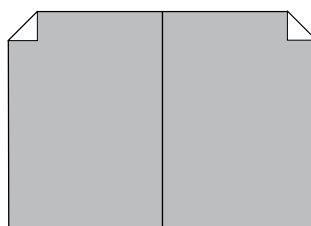
Phone 0800 692 253 www.bianz.co.nz

Advertising Rates (\$NZ, ex GST)

	Casual	Consecutive issues		
		2 issues	3 issues	4 issues+
Insertions				
Inside front cover	\$3,500	\$3,000	\$2,700	\$2,400
Inside back cover	\$2,900	\$2,400	\$2,200	\$2,000
Double A4 spread	\$3,500	\$3,000	\$2,840	\$2,700
Full Page	\$1,700	\$1,560	\$1,340	\$1,280
Half page	\$1,200	\$1,120	\$1,020	\$940
1/4 page	\$520	\$420	\$380	\$340
Recipe strip	\$555			
Insert/Onsert fees	\$1050	\$1000	\$950	\$900

Recruitment advertising on request.

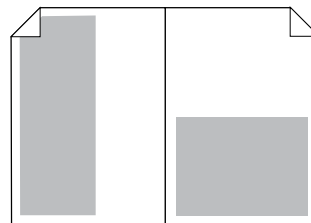
Prices are for print ready material as per specifications below. Requested positions may carry 10% loading. Prices are non-commission bearing. All placements subject to availability. Inserts/onserts based on single A4 sheet.



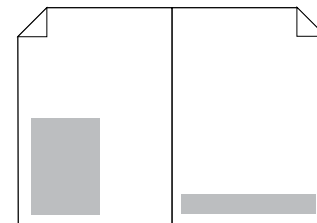
Double Page Spread
Trim size: 420 mm wide × 297 mm high
+ 3 mm bleed each edge



Full Page
Trim size: 210 mm wide × 297 mm high
+ 3 mm bleed each edge



1/2 Page
Trim size: (vertical) 86 wide × 265mm high
Trim (horizontal) 178 mm wide × 131 mm high



1/4 Page
Trim size: 86 mm wide × 131 mm high, no bleed

Recipe strip: 178 mm wide × 18 mm high

Other shapes and sizes

Other shapes and sizes of display advertisement are available subject to discussion.

Mechanical Details

A4 spine stapled gloss, heavier stock silk matte cover in full colour. Gloss internal pages. Bleed on full page and inside cover ads at no extra charge. Spot colours by arrangement.

Material

All display advertising material should be accompanied by a full colour proof and supplied in high resolution (300 dpi) print-optimised PDF with all fonts embedded or converted to outlines. All images must be uncompressed jpeg or tiff files at at least 300 dpi at final size. Material supplied other than as specified above may incur extra charges.

Word files (docs) will not be accepted for display advertisements. All material of insufficient technical quality may be rejected. Please check if unsure what this means for you. Note that *Slice* accepts no responsibility for incorrect reproduction of supplied advertisements.

Advertising copywriting, design, layout, etc. available at cost. Please discuss first.