

RATE CARD

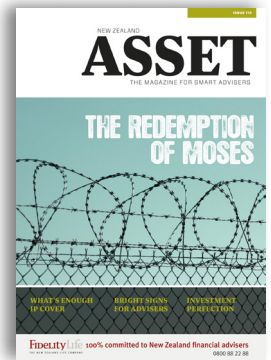
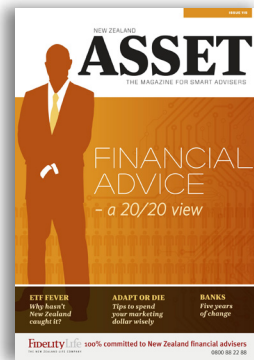
EFFECTIVE JANUARY 2013

NEW ZEALAND

ASSET

THE MAGAZINE FOR SMART ADVISERS

ASSET is distributed to all AFAs in New Zealand.



ADVERTISING RATES

Asset	Casual	5% discount 3 month	10% discount 6 month	15% discount 12 month
Special Report – double page spread including advertorial & online banner	\$3,300			
Double page spread	\$3,450	\$3,278	\$3,105	\$2,933
Full page	\$2,540	\$2,413	\$2,286	\$2,159
Half page	\$1,350	\$1,283	\$1,215	\$1,148
Third	\$900	\$855	\$810	\$765
Quarter	\$750	\$713	\$675	\$638
Inside covers	\$2,800	\$2,660	\$2,520	\$2,380
Outside back cover	\$2,900	\$2,755	\$2,610	\$2,465

All rates quoted are GST exclusive and are non-commission bearing. Standard booking confirmations need to be signed prior to advertising.

About the magazine

ASSET Magazine is a monthly title written specifically for Authorised Financial Advisers and other registered advisers in New Zealand.

Its readership includes all those people who can sell category one investment products and others in the industry including risk advisers, fund managers, life office staff, fund managers, lawyers, sharebrokers, actuaries and accountants.

It is a distinctive high quality publication that delivers in-depth analysis of the key concerns of the industry.

ASSET is a sister publication to the *Good Returns* website. *Good Returns* provides readers with all the daily news, events and data. ASSET goes behind the headlines and reports on industry issues, products and people in detail.

ASSET is the only print magazine in New Zealand written for the advisory industry.

Magazine content

The Magazine is made up of a number of regular columns including:

- Diary of events – a free service to advertise industry Roadshows, speaking engagements and other events
- News (monthly round -up of international news relevant to the NZ market)
- Editorial and letters to the editor
- Profile – An indepth interview with industry movers and shakers.
- Data – latest managed fund prices, term deposit rates and cash PIE rates.
- Practice Management
- KiwiSaver – ASSET profiles advisers and managers offering KiwiSaver

ABOUT THE PUBLISHER

ASSET Magazine is published by Tarawera Publishing Ltd (TPL).

TPL is a leading publisher in the financial services industry in New Zealand. It produces a stable of magazines including The NZ Mortgage Mag & NZ Property Investor. TPL also publishes three leading websites: Good Returns www.goodreturns.co.nz, www.mortgagerates.co.nz, and Landlords www.landlords.co.nz

tarawera publishing limited

ASSET ■ NZ Mortgage Mag ■ Intelligent Investor Bookstore
Good Returns ■ Landlords ■ Net Prophet ■ Sharetrader ■ Interest Rates

For more information contact

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See next page for advertising specifications ...

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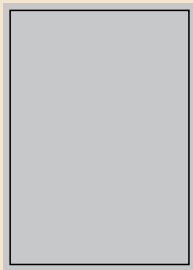
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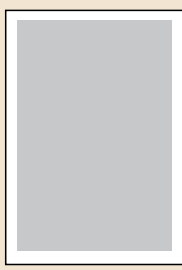
ADVERTISING SIZES

All dimensions are in millimetres	width x height
Double page spread - plus 5mm bleed	430 x 307
Full page - plus 5mm bleed	220 x 307
Full page - trim size	210 x 297
Full page - image area only	182 x 260
Half page - horizontal	182 x 127

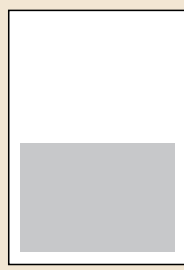
All dimensions are in millimetres	width x height
Half page - vertical	88 x 260
Third page - horizontal	182 x 83
Third page - vertical	57 x 260
Quarter page - vertical	88 x 127



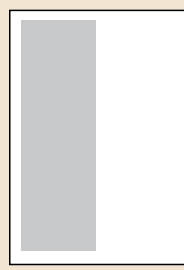
Full page plus bleed



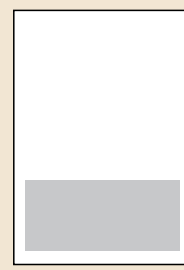
Full page - image area only



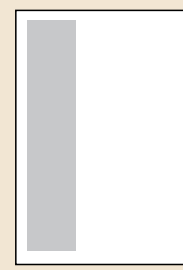
Half page - horizontal



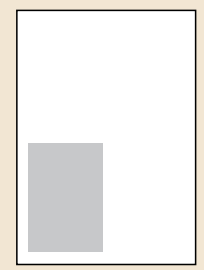
Half page - vertical



Third page - horizontal



Third page - vertical



Quarter page - vertical

TECHNICAL SPECIFICATIONS

When supplying ads electronically please ensure they conform to the following specifications:

- ▶ Supply artwork as PDF file – high resolution 300dpi.
- ▶ All colours to be saved as CMYK. Ensure all spot, RGB and Pantone colours have been converted to CMYK.
- ▶ Resolution for scanned images must be 300dpi for CMYK and black and white, 600dpi for line art.
- ▶ Please make sure document dimensions are correct.
- ▶ Additional production charges may be incurred if supplied ads do not follow above specifications.
- ▶ Material requiring text changes, typesetting or conversion will be subject to charges.
- ▶ Ad design service available. Please enquire about pricing and your requirements.

Send artwork to:

- ▶ Email ads@tarawera.co.nz
- ▶ Or files and colour reference proofs may be couriered on CD to:
Tarawera Publishing Ltd, 61-63 Marguerita St, Rotorua.

CONTACT

For more information or to reserve your space,

Philip Macalister

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