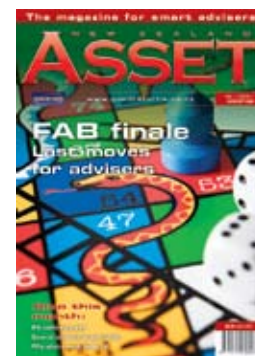
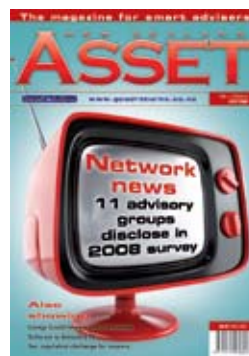


RATE CARD

EFFECTIVE AUGUST 2008

NEW ZEALAND ASSET



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	\$3,744			
Double page spread	\$4,313	\$4,097	\$3,881	\$3,666
Full page	\$3,175	\$3,016	\$2,858	\$2,699
Pony	\$2,375	\$2,256	\$2,138	\$2,019
Half page	\$1,688	\$1,603	\$1,519	\$1,434
Third	\$1,125	\$1,069	\$1,013	\$956
Quarter	\$938	\$891	\$844	\$797
Inside covers	\$3,500	\$3,325	\$3,150	\$2,975
Outside back cover	\$3,625	\$3,444	\$3,263	\$3,081
Inserts per 1000 (maximum 4 pages)	\$625	\$594	\$563	\$531

Page loading (1st 1/4 mag) add 20%.

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 magazine (11 issues a year) written specifically for financial advisers.

The audience is people who provide financial services advice, including financial planners, investment advisers, fund managers, brokers, risk advisers, 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. It provides advertisers with an effective and cost-effective medium to promote products and services to an influential market.

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

Opinion – a monthly feature where you can express your views

Upfront – one or two page features on risk, people and products

Markets including a review of the NZ Sharemarket taking the fund managers' perspective

Practice Management

Jobline (Situations vacant), Crossword, Bookstore

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 *New Zealand Property Magazine*, *The NZ Mortgage Mag*, TPL also publishes three leading websites: *Good Returns* www.goodreturns.co.nz, *ShareChat* www.sharechat.co.nz, and *Landlords* www.landlords.co.nz

tarawera publishing limited

NZ Property Investor | ASSET | NZ Mortgage Mag
Good Returns | Landlords | Sharechat | Sharetrader

For more information contact

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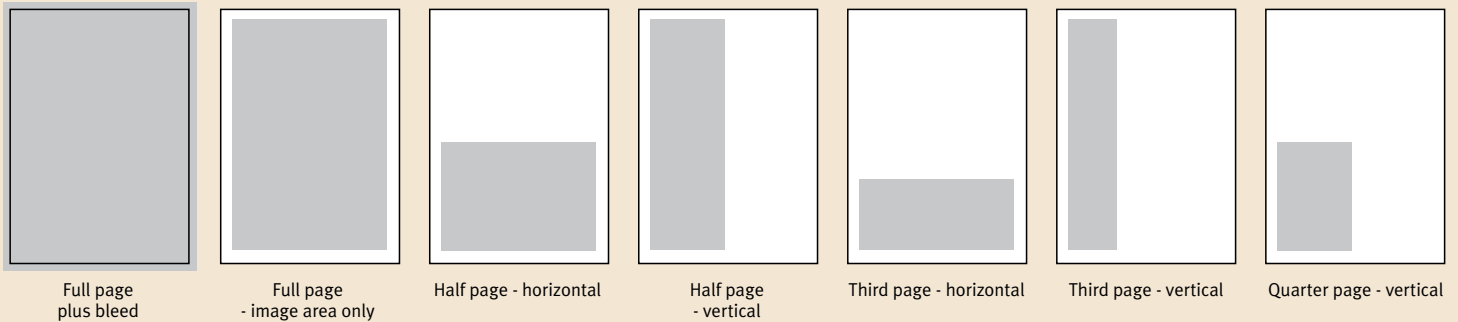
See next page for advertising specifications ...

NEW ZEALAND ASSET

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



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,
please contact**

Philip Macalister/Amy Hubbard

Phone 07 349 1920 Mob 0274 377527

tarawera publishing limited

NZ Property Investor | ASSET | NZ Mortgage Mag
Good Returns | Landlords | Sharechat | Sharetrader