

RATE CARD

EFFECTIVE AUGUST 2007

The New Zealand **Mortgage Mag** For Home Loan Specialists



ADVERTISING RATES

The Mortgage Mag	Casual	5% discount 3 month	10% discount 6 month	15% discount 12 month
Double page spread	\$4,688	\$4,453	\$4,219	\$3,984
Full page	\$3,063	\$2,909	\$2,756	\$2,603
Pony	\$2,563	\$2,434	\$2,306	\$2,178
Half page	\$2,250	\$2,138	\$2,025	\$1,913
Third	\$2,063	\$1,959	\$1,856	\$1,753
Quarter	\$1,750	\$1,663	\$1,575	\$1,488
Inside covers	\$3,375	\$3,206	\$3,038	\$2,869
Back cover	\$3,625	\$3,444	\$3,263	\$3,081
Inserts per 1000 (maximum 4 pages)	\$750	\$713	\$675	\$638

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

The NZ Mortgage Magazine is published every six weeks/eight times a year.

It is targeted specifically at mortgage brokers and people in the industry including lenders, insurers and referrers.

The NZ Mortgage Magazine compliments www.goodreturns.co.nz, which is already the leading independent information provider of home loans and information through its Mortgage Centre.

The magazine is produced in association with the NZ Mortgage Brokers Association (NZMBA) and is distributed to all of its members.

It is the only magazine in New Zealand written

for, and provided to, mortgage brokers.

The NZ Mortgage Magazine is a powerful advertising medium for those companies targeting Mortgage brokers as it is one of the only magazines of its kind in NZ.

Target audience

The magazine is targeted specifically at mortgage brokers and people in the industry including lenders, insurers and referrers.

Like *Asset* it is designed to compliment www.goodreturns.co.nz which is already the leading independent information provider of home loans and information through its mortgage news and mortgage rates pages.

Magazine content

Our experienced industry columnists write a mix of international and national Mortgage-related features and columns including:

- ▶ Brokers diary of events
- ▶ NZ mortgage news
- ▶ Housing market update
- ▶ Book review
- ▶ International news
- ▶ Interest rates update
- ▶ Sales and Marketing
- ▶ Legal
- ▶ and NZ Mortgage Brokers Association News.

ABOUT THE PUBLISHER

The New Zealand Mortgage 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*, *Asset*, 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

Asset | Good Returns | Sharechat | NZ Mortgage Mag | NZ Property Magazine

For more information contact

Philip Macalister/Amy Hubbard

Phone 07 349 1920 Mob 0274 377527

See next page for advertising specifications ...

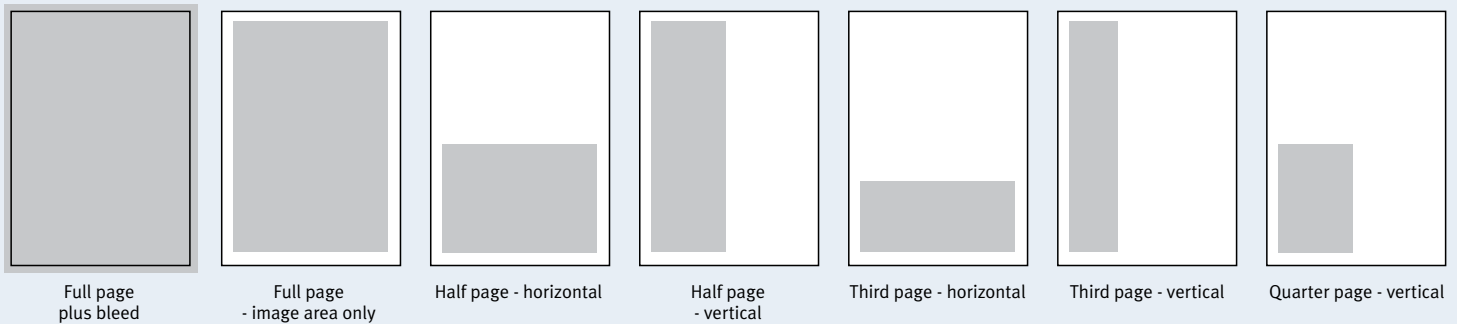
The New Zealand Mortgage Mag

For Home Loan Specialists

ADVERTISING SIZES

All dimensions are in millimetres	width x height
Double page spread - plus 5mm bleed	450 x 285
Full page - plus 5mm bleed	230 x 285
Full page - trim size	220 x 275
Full page - image area only	200 x 255
Half page - horizontal	192 x 115

All dimensions are in millimetres	width x height
Half page - vertical	94 x 245
Third page - horizontal	192 x 82
Third page - vertical	65 x 245
Quarter page - vertical	94 x 116



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
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Asset | Good Returns | Sharechat | NZ Mortgage Mag | NZ Property Magazine