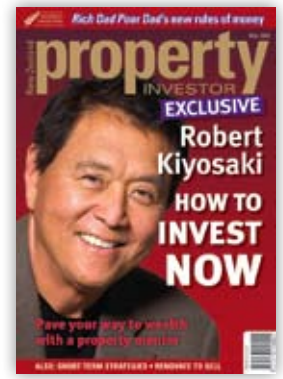
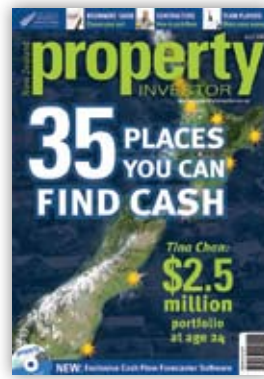


RATE CARD

EFFECTIVE APRIL 2009

New Zealand **property** INVESTOR



ADVERTISING RATES

<i>NZ Property Investor</i>	Casual	5% discount 3 month	10% discount 6 month	15% discount 12 month
Double page spread	\$5,438	\$5,166	\$4,894	\$4,622
Full page	\$3,625	\$3,444	\$3,263	\$3,081
Pony	\$2,625	\$2,494	\$2,363	\$2,231
Half page	\$2,375	\$2,256	\$2,138	\$2,019
Third	\$1,813	\$1,722	\$1,631	\$1,541
Quarter	\$1,438	\$1,366	\$1,294	\$1,222
Inside covers	\$4,938	\$4,691	\$4,444	\$4,197
Back cover	\$5,188	\$4,928	\$4,669	\$4,409
Inserts per 1000 (maximum of 4 pages)	\$500	\$475	\$450	\$425

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

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

ABOUT THE MAGAZINE: The *NZ Property Investor* is one of the fastest growing business publications in New Zealand, targeting residential and commercial property investors.

The magazine provides readers with a wealth of information on all aspects of property investment. It is distributed nationwide to property investors, landlords and others involved in the industry including real estate agents, lawyers, mortgage brokers and accountants. The magazine offers advertisers a range of different advertising options including regional and nationwide opportunities, to fit with your budget.

NZ Property Investor is officially endorsed by the New Zealand Property Investors Federation (NZPIF) and goes out to 5,000 of its members.

READER DEMOGRAPHICS: Below is a snapshot of our readers.

Readers are typically aged between 40 – 59, married and in full-time employment with a gross annual household income above \$100,000.

INVESTOR PROFILE:

- ▶ Owns between two and five residential properties
- ▶ Bought the most recent property in 2006 or 2007
- ▶ Owns properties worth a total of between \$1 million and \$2 million
- ▶ Has equity of between \$100,000 and \$500,000 in these properties
- ▶ Their main objective is to generate good ongoing rental income
- ▶ The gross average rental income earned in 2006 was \$47,000
- ▶ Has six or more years of experience in residential investments
- ▶ Intends to make more investments in the coming year.

(Statistics derived from the ANZ/*NZ Property Investor* annual survey, 2007)

CIRCULATION: The *NZ Property Investor* has a net audited circulation of 14,704 copies per issue and an estimated readership of over 50,000. These are distributed evenly via three channels:

- ▶ Subscriptions ▶ NZPIF members ▶ Retail
- The magazine is distributed through nationwide

retail outlets including Whitcoulls, Paper Plus, Foodtown, Woolworths, Countdown, New World, BP and Caltex.

MAGAZINE CONTENT: *NZ Property Investor* Ltd have on board a team of credible and experienced journalists, who are well-known and respected within the property industry. The publication provides comprehensive and relevant content including:

- ▶ In-depth features on how to buy and manage property investment
- ▶ Monthly housing market overview
- ▶ Industry news and views column
- ▶ Home improvements column
- ▶ Regional review section
- ▶ Property toolbox section
- ▶ Legal section
- ▶ Vital rental statistics provided by Housing NZ
- ▶ And a classified section



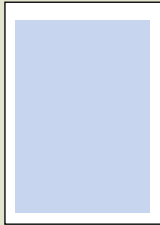
Landlords.co.nz

The *NZ Property Investor* works in conjunction with www.landlords.co.nz

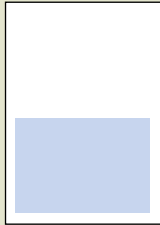
ADVERTISING SIZES

All dimensions are in millimetres	width x height
Double page spread – trim size plus include an additional 5mm bleed on all sizes	420 x 297
Full page – trim size plus include an additional 5mm bleed on all sizes	210 x 297
Full page – image area only	178 x 255
Half page – horizontal	178 x 125
Half page – vertical	86 x 255

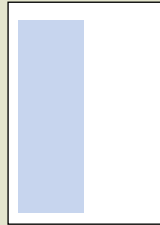
All dimensions are in millimetres	width x height
Third page – horizontal	178 x 82
Third page – vertical	56 x 255
Quarter page – horizontal	178 x 60
Quarter page – vertical	86 x 125
Eighth page	86 x 60
Statistics banner	178 x 22



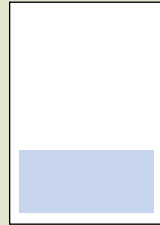
Full page
- image area only



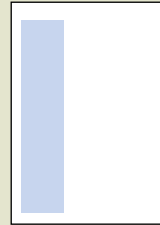
Half page -
horizontal



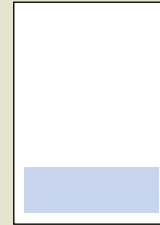
Half page
- vertical



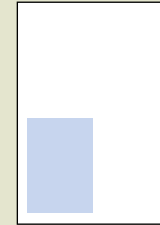
Third page -
horizontal



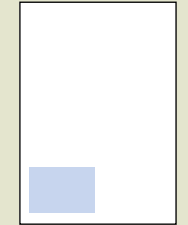
Third page -
vertical



Quarter page -
horizontal



Quarter page -
vertical



Eighth page

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@propertyinvestor.co.nz – if file size 10mb or under
- ▶ Or files and colour reference proofs may be couriered on CD to:
Art Tank Ltd, 22 Kowhai Drive, Te Kouma, Coromandel

CONTACT

For more information or to reserve your space, please contact

Amy Hubbard

Phone 07 349 1920

Mobile 0274 303023

email sales@propertyinvestor.co.nz