

## MAGAZINE ADVERTISING RATES 2021

Booked with Exhibition Space	1 ISSUE	2 ISSUES	3 ISSUES
Inside Front Cover	\$3365	\$3185	\$2995
Inside Back Cover	\$2410	\$2285	\$2150
Outside Back Cover	\$3365	\$3185	\$2995
Double Page Spread	\$3365	\$3185	\$2995
Gatefold or Insert	POA	POA	POA
Full Page	\$1770	\$1675	\$1580
Half Page	\$990	\$930	\$880
Quarter Page	\$524	\$505	\$475
New Product Showcase	\$399	\$399	\$399

All prices are \$NZ+gst. Please Note: Whilst we aim to position your advertisement close to your listing we cannot guarantee the placement location of your advertisement.

### New Product Showcase

The New Product Showcase is the most popular feature in the Gift Magazine. It showcases the hottest NEW products launching at the Fair. It also provides buyers with the opportunity to experience a display of these products on the New Product Showcase stand at the Fair.

**80% of visitors say the New Product Showcase & advertisements in the Gift Fair Magazine are useful in planning their trip to the Gift Fair.\***

Note: Spaces are limited for New Product Showcase.

**Autumn Gift Fair**  
 ASB Showgrounds, Auckland  
 7-9 March 2021  
**BOOKING DEADLINE: 25TH JAN 2021**

**Winter Gift Fair**  
 Horncastle Arena, Christchurch  
 13-14 June 2021  
**BOOKING DEADLINE: 28TH APRIL 2021**

**Spring Gift Fair**  
 ASB Showgrounds, Auckland  
 29 - 31 Aug 2021  
**BOOKING DEADLINE: 17TH JULY 2021**

### Circulation & Readership

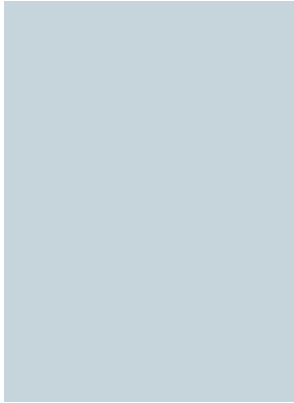
NZ Gift Fair	Quantity printed
Spring Gift Fair	6,000 copies
Winter Gift Fair	5,000 copies
Autumn Gift Fair	6,000 copies

Contact the NZ Gift Fairs sales team for more information  
[sales@giftfairs.co.nz](mailto:sales@giftfairs.co.nz)

## ADVERTISING SPECIFICATIONS (WIDTH X HEIGHT)

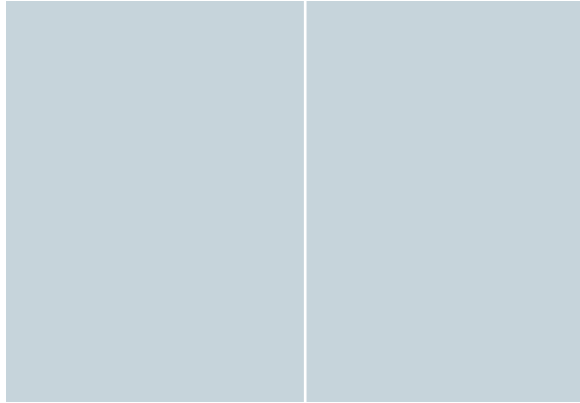
### Full Page

210 x 297 mm (with 3mm bleed)



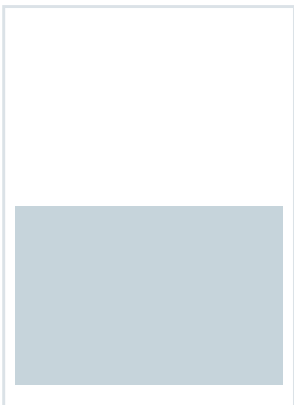
### 2 Page Spread

420 x 297 mm (with 3mm bleed)



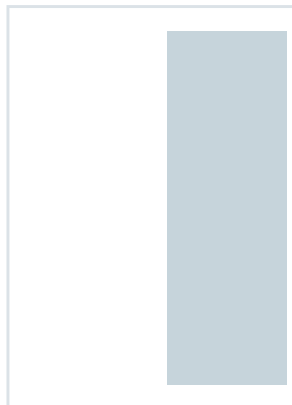
### 1/2 Page Horizontal

177 x 130 mm



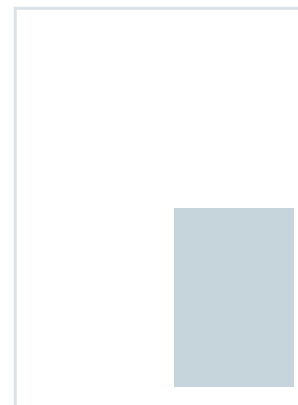
### 1/2 Page Vertical

85 x 265 mm



### 1/4 Page

85 x 130 mm



### Artwork requirements

- Ads must be submitted in pdf and/or jpeg format only.
- All advertising must be 300dpi, high quality print image.
- Low quality images/photos may be rejected (Fuzzy or small images pulled from websites will not be accepted due to poor quality when printed)
- Files can be supplied by email or online file sharing such as dropbox
- Files supplied by email to have a maximum file size of 5MB

### New Product Showcase

- Max 1 x image per exhibitor (unless multiple have been purchased)
- Images must be supplied without text or logos
- Images on a clear white background are preferred
- Images must be submitted in pdf and/or jpeg format only
- Low quality images/photos may be rejected (Fuzzy or small images pulled from websites will not be accepted due to poor quality when printed)
- **Max 20 words** including title and web address

### Advertising Design Service

If you require advertising design or editing please get in touch with our in-house Graphic Designer.

This service starts from as little as \$250 +gst for a quarter/half page ad. This is based on supply of images and copy.

*Please note: Additional changes may incur additional charges. All prices are \$NZ +gst*