

FOR ALL YOUR ADVERTISING NEEDS - WE HAVE IT RIGHT HERE

hot road

NEW ZEALAND

NZ's LONGEST ESTABLISHED AUTO MAGAZINE



Media Kit

Published in 1967 N.Z. Hot Rod is New Zealand's only magazine portraying every sphere of Hot Rodding and its related general automotive and industrial scene, technical advice, mechanical feature, safety articles, industry news and analysis of products and services, general Hot Rodding sport and past times, shows, car features, drag racing coverage throughout N.Z.

PUBLISHED MONTHLY

(12 issues per annum) on sale nationwide one week before cover month.

DEADLINES

Ad booking 4 weeks prior to cover month, advertisement copy 3 weeks prior to cover month.

CIRCULATION

8,000 copies monthly

DEMOGRAPHIC

Who reads NZ Hot Rod Magazine? NZHRM's readers include upper-mid-to-high-decile, greying Baby Boomers who have a mortgage-free house, are empty nesters, but are still very much involved with the hot rod hobby. This segment has read the magazine for most of not all of its 40+ year history, the level of readership loyalty to the publication is both enviable and legendary!

In addition, the magazine has an ever-growing number of younger, mid-to-high-decile readers who love traditional hot rods, American and Australian muscle cars and modified street machinery. NZHRM also covers the huge Nostalgia Scene: Gen X & Y types who are into the whole lifestyle of the 1950s Rebel Without a Cause fantasy and have high disposable income to support it. Of course, the magazine has covered the traditional quarter-mile racing scene for almost four decades and still is the must-read publication for drag events around the country and internationally.

READERSHIP

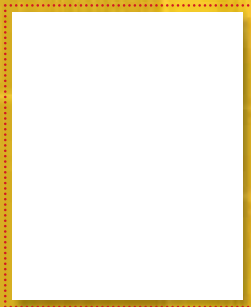
40,000 monthly



ADVERTISING RATES MAGAZINE

FULL COLOUR	CASUAL per insertion	4 p.a. per insertion	8 p.a. per insertion	12 p.a. per insertion
Double page spread	\$2475	\$2385	\$2250	\$2160
Outside back cover	\$1900	\$1820	\$1740	\$1660
Inside Magazine	\$1800	\$1720	\$1640	\$1560
Half Page	\$940	\$895	\$860	\$815
Third Page	\$740	\$700	\$670	\$635
Quarter Page	\$580	\$545	\$525	\$495
Sixth Page	\$415	\$395	\$385	\$360
Ninth Page	\$285	\$270	\$260	\$245
Twelfth	\$225	\$210	\$200	\$185
Column/ cm rate	\$37.50	\$37.50	\$37.50	\$37.50
HR SHOPS	\$65	\$65	\$65	\$65
Loose insert rate	\$1500	\$1500	\$1500	\$1500

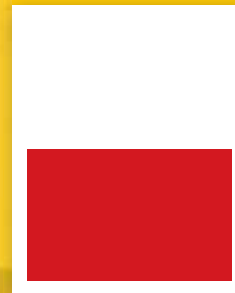
ADVERT SIZES



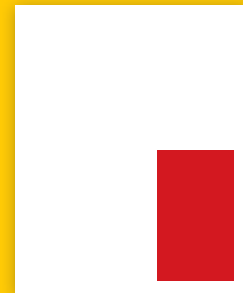
Full Page
280 (h) x 215 (w)
+ 5mm bleed



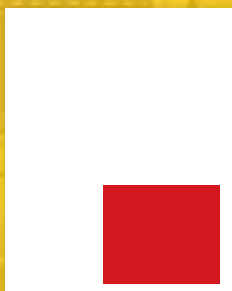
Half Page Vertical
245 (h) x 90 (w)



Half Page Horizontal
122 (h) x 185 (w)



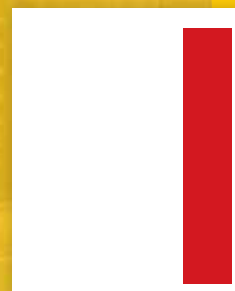
Quarter Page Vertical
122 (h) x 90 (w)



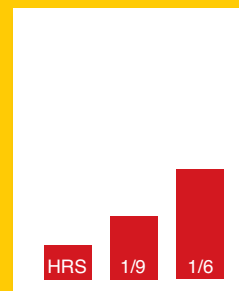
Quarter Page Horizontal
90 (h) x 122 (w)



Third Page Horizontal
122 (h) x 122 (w)



Third Page Vertical
245 (h) x 58.5 (w)



HR SHOP – 58.5 (w) x 40 (h)
Ninth – 77 (w) x 58.5 (h)
Sixth – 122 (w) x 58.5 (h)

MECHANICAL SPECIFICATIONS: PRINT MAGAZINE

Page size 280mm (H) x 215 (W) trimmed
Columns per page 3 x column width 58.5mm Text gutter is 5mm
Bleeds Please allow 5mm for bleed on full page adverts + include crops

	LAYOUT	HEIGHT MM	WIDTH MM
Full Page	Portrait	280 + 5mm bleed	215 + 5mm bleed
Half Page	Vertical	245	90
	Horizontal	122	185
Third Page	Square	122	122
	Vertical	245	58.5
Quarter Page	Horizontal	90	122
	Vertical	122	90
Sixth Page	H or V	122	58.5
Nineth Page	Vertical	77	58.5
Twelfth Page	Square	60	58.5
HR SHOPS	Column ads	40	58.5

MATERIAL REQUIRED: PRINT MAGAZINE

Transport All materials to be supplied on CD-ROM or emailed to info@nz-hotrod.com
PDF format Hi Res (high quality)PDF's, 300dpi minimum, CMYK
Text files Supply all text in Microsoft Word documents
Image files Supplied as TIFFs, EPS and JPEG all in CMYK – 300dpi
Email All material should be emailed to info@nz-hotrod.com
Production costs All production costs are extra and net. Please call for a quote.

GENERAL ADVERTISING CONDITIONS:

- 1 The publishers reserve the right to cancel or omit any advertisement, which is unsuitable for publication.
- 2 Cancellation cannot be effected after deadline date and must be in writing.
- 3 All advertising materials is to be delivered to the publisher or advertising manager without expense to them.
- 4 In the event of material not being submitted by copy deadline all expenses incurred in endeavouring to secure material will be payable to the publisher in addition to advertising charge.
- 5 Special ad position requirements will be attempted with best intent but with no guarantee.



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ONLINE ADVERTISING RATES

PRINT + WEB COMBO VALUE PACK

Maximize your exposure to potential buyers by combining your print media advert with an online advert and save. Your print advert booking in the magazine lets you take advantage of these value-packed online advertising rates.



FOR EXAMPLE

FULL PAGE - Book a full page print ad in the magazine for \$1800 and for just \$300 more get an online banner advert as well. The combination maximizes your exposure to the market and provides \$2400 value for \$2100, saving you \$300. Plus...the more you buy the more you save with our bulk advertising deals with reduced rates for multi-month bookings.

HR SHOP SIZE - Book a print ad in the magazine for \$65 and for no more get an online advert in our Hot Rod Trade Directory as well. The combination maximizes your exposure to the market and provides great value for your advertising dollar

*Online adverts run in the same month as the print advert issue.
Rates are per month and include production costs and exclude GST.*

PRINT + WEB COMBO VALUE PACK

ONLINE	1 Month	2 p.a.	3 p.a.	6 p.a.	12 p.a.
Horizontal Banner	\$300	\$290	\$285	\$275	\$260
Skyscraper	\$200	\$190	\$185	\$175	\$160
HR Shop	\$65	\$65	\$65	\$65	\$65

*Advertise your business to the people who are looking.
Rates are per month and exclude production costs and GST*

WEBSITE RATES ONLY

ONLINE	1 Month	2 p.a.	3 p.a.	6 p.a.	12 p.a.
Horizontal Banner	\$100	\$100	\$100	\$100	\$100
Skyscraper	\$100	\$100	\$100	\$100	\$100
HR Shop	\$20	\$20	\$20	\$20	\$20

WEB SIZES

BANNER

Horizontal Banner
760pxl (w)
x 120pxl (h)
MAX: 30kb 72dpi

Skyscraper
160pxl (w)
x 600pxl (h)
MAX: 30kb 72dpi

SKYSCRAPER

HR Shop
350pxl (w)
x 235pxl (h)
MAX: 30kb 72dpi

HRS

File specifications: RGB web-ready jpeg or gif files



Contact Us

Hot Rod Publishing Ltd

Ph 64 09 432 1270

Email: paul@nzhotrodmag.co.nz
or liz@nzhotrodmag.co.nz

Ad Sales Managers

North Island
Paul Grace

Ph 021 159 8521

Email: paul@nzhotrodmag.co.nz

South Island
Craig Stare

Ph 03 347 8388

Email: craig@nzhotrodmag.co.nz

Hot Rod mail to:

P O Box 8, Waipu 0545
New Zealand