

# Creative Wood

Published by the NATIONAL ASSOCIATION OF WOODWORKERS NEW ZEALAND Inc

## Advertising Placement Rates

Effective January 2024  
Artwork Rates are Additional  
(all rates are per issue and exclusive of GST)

### Advertisement Size

Per Issue	Full Page	Half Page	Quarter Page	Trade Ad
Full colour:	\$900	\$500	\$280	\$150*
Black and white:	\$700	\$400	\$230	\$106*
Inside front cover:	plus 20%			
Inside back cover:	Plus 15%			
Outside back cover	Plus 25%			

**Preprinted Inserts** \$550 per mail-out

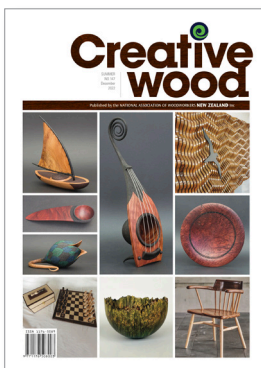
We can also quote for design and/or printing of inserts

Note: \*Price per issue for a minimum booking of four issues.

### Advertising Deadlines

	#152 March	#153 June	#154 September	#155 December
<b>2024 Advert Booking Deadlines:</b>	5 February	1 May	5 August	4 November
<b>2024 Advert Artwork Booking Deadlines:</b>	7 February	6 May	7 August	6 November

### Advertising Management



**Pam Chin**  
**Valley Print 2020 Ltd**

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*Valley Print 2020 Ltd can help you with your artwork.*

## Circulation/readership profile

Circulated to about 1000 members of the National Association of Woodworkers New Zealand Inc. The Association's aims are to promote, foster and encourage participation in woodturning and other wood crafts. An indication of the size of the disposable income of the readership is that each year they spend an estimated one million dollars on woodturning, woodworking and associated products.

## Frequency

Published 4 times a year in March, June, September and December.

## Editorial

Creative Wood is committed to publishing news, articles and information which will assist members in their development.

## General conditions

All advertising is subject to the approval of the publisher who reserves the right to decline copy. Payment is due on the 20th of the month of publication.

## Cancellation

Cancellations must be given in writing to the publisher no later than five weeks prior to publication date.

## Technical details

Supply artwork as high resolution PDF files, made to the finished print size. Fonts should be embedded into pdf's, or converted to paths. Microsoft Word is for text only as photos and logos will be low quality. Please supply photos separately. Grayscale and colour images should be saved at 300 dpi, line art and graphics saved at 600 dpi.

Artwork to be supplied by email. All material for advertisements must be received before the deadline and be of suitable quality.

Advertisement design costs are extra to advertising placement costs.

## Advertising dimensions (mm)

Full page (incl bleed)	216 wide	x	303 high
Half page vertical	87 wide	x	266 high
Half page horizontal	179 wide	x	133 high
Quarter page vertical	87 wide	x	133 high
Quarter page horizontal	133 wide	x	90 high
Quarter page strip	179 wide	x	65 high
Trade Ad horizontal	87 wide	x	65 high

*Valley Print 2020 Ltd can help you with your artwork requirements*



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## Advertising Placement 2024

	<b>#152 March</b>	<b>#153 June</b>	<b>#154 September</b>	<b>#155 December</b>
<b>Advert Booking Deadlines:</b>	5 February	1 May	5 August	4 November
<b>Advert Artwork Booking Deadlines:</b>	7 February	6 May	7 August	6 November

Client:..... Client Order Number:.....

Agency:..... Date: .....

Address for Accounts:.....

Client/Agency Phone:..... Contact:.....

Email: .....

Month	Size	Shape	Colour	Special Pos.	Caption	Rate
March						
June						
September						
December						

Special conditions or instructions: .....

.....

.....

Sub total	
GST	
Total	

(excl. production costs)

### Advertising material to be:

set as new     supplied as finished artwork     repeat from previous issue: # .....

### Material to be sent by:

we the client     an agency     some other

### As advertiser I accept the following conditions:

1. Accounts are payable on the 20th of the month of publication. Any special conditions must be clearly endorsed on this order. I/We agree that this is NOT subject to countermand and hereby acknowledge receipt of this order. Failing receipt of copy in time for publication, the publisher reserves the right to insert previous material or insert the advertiser's name and contact details. Overdue accounts may incur interest and/or collection costs.
2. Proofs will be supplied only for copy requiring typesetting and only for material received on or before the deadline. Refer to the rate card for material requirements.
3. All production costs for material requiring typesetting or correction will be charged out as extra to the advertising space.

Signed: ..... Date: .....