



# The New Zealand Genealogist Rate Card

The New Zealand Genealogist is published bi-monthly by the New Zealand Society of Genealogists. It has received 'Highly Commended' in the FFHS international family history magazine awards in 2012 and 2013 and is a high quality publication that promotes the study of genealogy.

MEMBERSHIP PROFILE: Genealogists and family historians throughout New Zealand as well as in Australia, United Kingdom, United States. Genealogical societies, libraries and archives throughout the world.

PRINT RUN: average 5,500  
 MEMBERSHIP: average 5,000, plus 66 branches  
 AFFILIATES & LIBRARIES: 200  
 READERSHIP: estimated 20,000  
 FORMAT: A4 and Full Colour throughout

Prices are GST Inclusive

## Advertising Rates

### Premium position

SIZE	DIMENSIONS (w x h)	SINGLE ISSUE	3+ ISSUES per issue
Inside front cover – full page	210 x 300 mm	\$1,600.00	\$1,440.00

### Standard Positions

Full page	210 x 300 mm	\$1,100.00	\$1,000.00
Half page - vertical	105 x 300 mm	\$650.00	\$550.00
Half page - horizontal	210 x 150 mm	\$650.00	\$550.00
Third page - vertical	70 x 300 mm	\$500.00	\$450.00
Third page - horizontal	210 x 100 mm	\$500.00	\$450.00
Quarter page - vertical	105 x 150 mm	\$350.00	\$300.00
Quarter page - horizontal	210 x 75 mm	\$350.00	\$300.00
Market Place	70 x 50 mm	\$150.00	\$100.00
Inserts		\$0.20c	\$0.10c

**Six Issue Discount:** A further 10% discount applies if the same advertisement is to run for six consecutive issues.

## Specifications

All material should be delivered to the Editor in the following format:

- High Resolution PDF or Tiff in CMYK colours
- Correct measurements
- All scanned images supplied are to be scanned at 100% of output (print) size at 300dpi.

Please get in touch if you are unsure of your design specification.

## Deadlines & Publication Dates

Publication date - first week of	Booking deadline	Copy deadline – earlier preferred
February	3 November	30 November
April	10 January	30 January
June	3 March	30 March
August	3 May	30 May
October	3 July	30 July
December	3 September	30 September

**Cancellation Policy:** Cancellations must be made in writing to the Editor no later than one month prior to the final booking deadline date. If the booking is cancelled after this date, the agreed price will be charged.

**Bookings:** Contact the manager: [nzsgmanager@genealogy.org.nz](mailto:nzsgmanager@genealogy.org.nz)

**Website:** <http://www.genealogy.org.nz>

