

NZ OUTDOOR

POWER

EQUIPMENT

MEDIA KIT

2011



“OPE brings dealers and serious end users relevant and timely information to increase profitability and productivity in their businesses”



“OPE is a valuable tool...
It was sorely missed and
we were thrilled to be
given the opportunity to
support its relaunch”

(Graham Norris, Product Manager,
Makita [New Zealand] Ltd)

NZ Outdoor Power Equipment is back, due to industry demand!

After numerous requests from dealers, manufacturers and suppliers,
New Zealand's only dedicated OPE news channel has been relaunched.

Armed with changes that make it better than ever, we have been receiving
overwhelming support from all major brands in the industry. We've been
humbled by the number of comments that OPE's information rich, research
based editorial has been sorely missed for its ability to help dealerships
manage their businesses more profitably. Equally supportive of the relaunch
have been suppliers to industry, who say it provided a critical function in
helping with the sell through of products and the delivery of company news.

While we've made significant improvements to the magazine's format, its
driving force remains the same. We're here to help build powerful sell-in
campaigns based on the theory that "you can't sell to the consumer until
you sell to the dealer". With a highly targeted distribution that guarantees
saturation of the OPE dealership community, there is no publication that offers
this capacity to convey new product and company information to market.

Advertisers have a unique opportunity to use the title to access this specialised
audience to increase their market share and profits. But the industry is
changing and, in response to feedback from these same suppliers, our
readership will be expanded to include specialist and heavy equipment users.

This new distribution model will make the magazine even more relevant and
will also further the aims of those seeking broader, brand focused and led
advertising campaigns.

Rate Card

Four colour	Casual	3x	5x
Double page spread	\$4,985	\$4,485	\$4035
Full page	2,905	2,555	2,115
1/2 page	1,970	1,830	1,685
1/4 page	1,425	1,310	1,190
1/8 page	995	945	900
Product profiles (One image & 50 words)	375		

Front cover	
Premium position	\$5,075

Special advertising positions	
Guaranteed positions	+10%

Inserts	
1 A4 sheet	\$1,725
2 A4 sheets (A3 folded)	\$POA

Annual Wallplanner	
Per spot	\$1,225

Estimated production costs		
A complete advertising production service is offered.	1/8 page	\$250
This extends from initial concept and design through to final layout.	1/4 page	\$300
All production costs will be quoted on proofs	1/2 page	\$400
	Full page	\$560
	DPS	\$950

All prices exclude GST

Circulation

Outdoor power equipment retailers
Service agents
Local councils
Volume equipment users

Total print run 1750

The facts

PRINT SPECIFICATIONS

Print run	1750
Magazine size	273 x 350mm (deep) 95gsm matt stock self cover
Binding	Saddle stitched
Frequency	5 issues p.a. 2011 Jan, March, July, Sept & Nov
Process	Four colour

DEADLINES

Booking	24th of month prior to publication
Cancellation	In writing 24th of month prior to publication
Material	30th of month prior to publication

Contact

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evolving communication

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terms and conditions

CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Marketplace Media Ltd.

CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the publisher will surcharge all space taken to the rate appropriate to the volume of space used.

POSTPONEMENT OR CANCELLATION OF SPACE

Must be in writing by 20th of the month, one month prior to publication.

MATERIAL

- A All advertising material shall be delivered to the publisher without expense to the publisher
- B Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the advertiser or advertising agency and shall be charged out as a disbursement (non-commission bearing)
- C Where new copy or instructions to repeat have not been received from a contract advertiser by copy deadline date, the publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the publisher's absolute discretion and charge full rates plus production
- D Advertisement material is held at the advertiser's risk and is not insured by the publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

RATE PROTECTION

Should advertising rates change, advertisers on a current contract with Marketplace Media Ltd will be given rate protection (i.e. charged at 'old' rates) – for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles – from and including the issue at which any new rate increase takes effect.

TERMS

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their advertising agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or masthead date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or masthead. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

GENERAL

- A The Publisher reserves the right to decline the insertion of any advertisement
- B The placement of an advertisement is at the publisher's discretion – except where a preferred position loading has been paid
- C Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- D While every care is exercised, the publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement

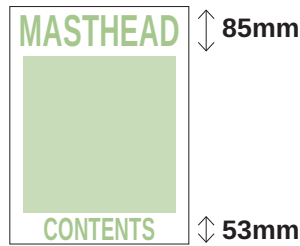
TERMS OF ACCEPTANCE OF ADVERTISING COPY

The advertiser warrants and undertakes to the publisher that no statement, representation or information contained in the supplied advertisement:

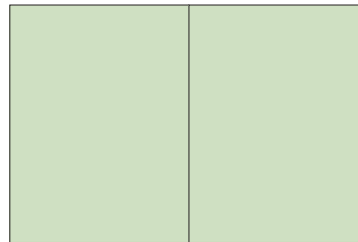
- A is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- B is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- C is otherwise in breach of any provision of any Statute Regulation or rule of law

The advertiser acknowledges that Marketplace Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The advertiser hereby agrees to indemnify the publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

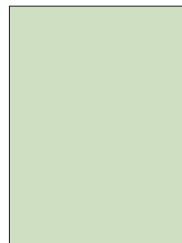
advertisement sizes, shapes and technical data



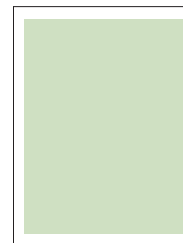
Front cover
Inset: 248 x 215 mm (deep)



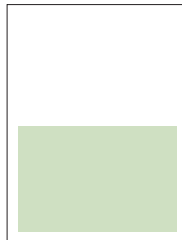
Double page spread (to be supplied as individual pages)
Trim: 2 x pages at 546 x 350 mm (deep)+ 3mm bleed all sides



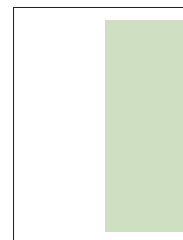
Full page
Trim: 273 x 350 mm (deep)+ 3mm bleed all sides



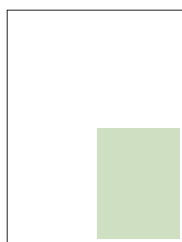
Full page image
Inset: 248 x 320 mm (deep)



Half page horizontal
Inset: 249 x 156 mm (deep)



Half page vertical
Inset: 121 x 320 mm (deep)



Quarter page
Inset: 121 x 156mm (deep)



Eighth
Inset: 121 x 78 mm (deep)



Wallplanner spot
Inset: 118 x 80 mm (deep)

MECHANICAL

Size: 273 x 350 mm (deep)
Binding: Saddle stitched
Colour: CMYK

SIZES

Full page

Trim: 273 x 350 mm

Double page spread

To be supplied as separate pages

Trim: 546 x 350 mm (deep) + 3mm bleed all sides

MATERIAL FORMAT

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

Using Acrobat Distiller

- 1 Print document to file by selecting PostScript® File printer option in the print dialogue window
- 2 Select Adobe PDF or Acrobat Distiller PPD
- 3 Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- 4 Select crop marks
- 5 Select composite CMYK output
- 6 Include all fonts
- 7 Set transparency flattening options to high resolution
- 8 Save to create the PostScript® file
- 9 Launch Adobe Acrobat Distiller
- 10 Select PDF/X1a as the default job options
- 11 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

Exporting from InDesign

- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

SCREEN

200 lpi (screen ruling)

PROOFS

A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

PRODUCTION ENQUIRIES

Ph: 021 759 169
Email andreal@marketplacemedia.co.nz

*Note: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.

Inset size is where advertisement sits within the margin area.