

# SPASIFIK

ACIFIC AND MAORI PROUD



## MEDIA Kit

**SPASIFIK** is a magazine and identity, connecting people across New Zealand and the Pacific. Entertaining, informing and inspiring those with a passion for the Pacific, it is New Zealand's only publication dedicated to both Maori and Pacific people. SPASIFIK is widely circulated in Pacific and Maori communities and among those with a passion and interest in Pacific and Maori issues, with an estimated readership of 150,000. This provides a unique opportunity for your voice to be heard. Target your audience with a tailored SPASIFIK advertising package in New Zealand's award winning bi-monthly publications SPASIFIK and SPASIFIK SPORT and on the coveted SPASIFIKmag.com suite of websites.

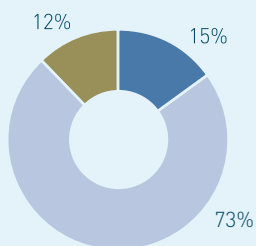
### Who has caught SPASIFIK Fever?

SPASIFIK is targeted at:

- Anyone with a passion for Pacific and Maori
- The mainstream businesses community, government agencies and community groups
- School children, the working middle class, the retired – SPASIFIK provides something for everyone.

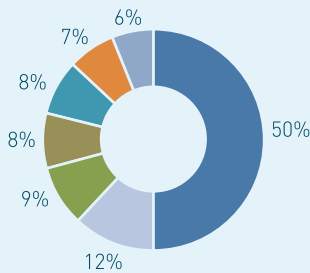
### Reader profile

Age



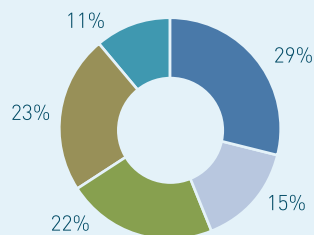
■ 19 and below ■ 20 - 49 ■ 50 +

Employment status



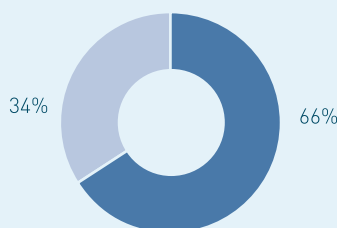
■ Full-time employment ■ Full-time study  
 ■ Self-employed ■ Part-time employment  
 ■ Full-time caregivers ■ Job searching/unemployed

Personal Income



■ 0 - \$11,999 ■ \$12,000 - \$24,999 ■ \$25,000 - \$44,999 ■ \$45,000 - \$64,000 ■ \$65,000+

Gender



■ Female ■ Male

**SPASIFIK** readers say they read SPASIFIK to be inspired, hear about successes and access uniquely Maori and Pacific subject matter. SPASIFIK's reflection of the diversity and dynamism of a multicultural New Zealand makes SPASIFIK the leading magazine for Maori and the Pacific people.



*"When SPASIFIK magazine was launched I was amazed at the feedback that purchasers were sending copies to friends and family after reading it. That tradition remains to this day. They commented on how it was the type of publication they could give both to their children and their parents."*  
**Innes Logan, Publisher**

Winner of: 2009 Qantas Best Pacific Issues Columnist - Paea Wolfram

2008 Qantas Best Special Interest Subscriber Website

2008 Qantas finalist Magazine of the Year

2007 Qantas Best Pacific Issues Feature - Kennedee Jeffs

2007 Finalist Pacific Business Person of the Year - Innes Logan

2006 Most Exciting Company in the Pacific Business Sector - NBR Awards

# Get your message across - advertising options

Ensure you reach your target audience with a SPASIFIK advertising package, tailored to meet your advertising objectives. 90% of SPASIFIK magazine readers have visited SPASIFIKmag.com, and 74% of SPASIFIKmag.com web readers also read the magazine, which means an integrated advertising campaign can help you to drive your advertising strategy and strengthen your message.

## SPASIFIK print magazine

The only magazine specialising in the capture of content from New Zealand's growing Maori and Pacific population and the broader Pacific region.



### QUICK FACTS

SPASIFIK and SPASIFIK SPORT magazine (flipside)

**What:** bi-monthly magazine, A4 full colour gloss averaging between 92-120 pages, \$8 cover price

**Distribution:** 600 NZ outlets from Kaitiaki to Invercargill, Pacific Islands, Australia and US retailers, in Air New Zealand lounges across the Pacific

**Print run:** 9,000

**Subscribers:** 1,500

**Readership:** 150,000

(figures as at April 2011)

## SPASIFIK

- Content includes: entertainment (music/movies/television/humour), current affairs, business, profiles, personalities, health, education, art, books, food, money, feedback and columns from across the Pacific
- Suitable for: advertisers in all sectors both public and private.

## SPASIFIK SPORT

- Content includes: sporting profiles, fitness, nutrition, motoring, games, sports columns and more.
- Suitable for: advertisers targeting the sport and leisure sector including healthcare, sports, travel and health and wellbeing, retail, wholesale, education and more ...



"GSL Network has partnered with SPASIFIK for many successful advertising campaigns, utilising the reach of both the magazine and the website to engage with Pacific and Maori audiences. In a market with many internationally-based media options, SPASIFIK has earned their place on our clients' advertising schedules through their ability to connect our messages with their readers in a very New Zealand context, their willingness to go beyond the full colour page, and the enthusiasm with which they greet every brief."

**Katrina Richmond**  
Media Manager  
GSL Network



"Lively, attractive, its appeal goes beyond the Maori & Pacific lives it commemorates. More than most of its competitors, it says: 'This is us today'. It deserves to prosper."

**QANTAS MEDIA AWARDS**



**SPASIFIK**  
ACIFIC AND MAORI PROUD

# SPASIFIK MAG.COM website suite

The only suite of websites specialising in the capture of content from New Zealand's growing Maori and Pacific population and the broader Pacific region.

## SPASIFIKmag.com

- Content includes: editorial content from both SPASIFIK and SPASIFIK Sport magazines in web interactive format, archived & historical content, features, music, exhibitions, art, books, travel, special VIP offers, competitions. An annual subscription fee is payable to access VIP subscriber content.
- Suitable for: advertisers in all sectors including healthcare, education and careers, internal affairs and politics, community organisations and trusts, entertainment and food, arts, travel, leisure, sports, private and public business and more.

### QUICK FACTS

**What:** SPASIFIKmag.com

**Content:** website suite including free content plus full magazine content available online to VIP subscribers for \$NZD30 per year worldwide



*"A truly impressive combination of design and content. Easy to navigate and crammed full of interesting stories and photos. It reflects the diversity and dynamism of a multicultural New Zealand and is a model of its kind."*

**QANTAS MEDIA AWARDS**



## THE PROOF IS IN THE NUMBERS!

Never before has it been easier to evaluate your online advert ROI. As an online advertiser you will have access to our monthly and daily site statistics to show how many people are viewing your advert. Site stats:

- Average of 51,476 visitors per month (Apr 10 – March 11)
- 25% of those who have visited, do so regularly at least once a day, 28% once a week, and 47% at least once a month
- 19% of SPASIFIKmag.com readers have purchased products as a result of ad campaigns on the site

The SPASIFIK sales team can work with you to design a tailored advertising package that reaches your target market and ensures you maximise your return on investment.

Oceania Media Limited  
Level 3, 4 Kingston Street  
PO Box 5651, Wellesley Street  
Auckland 1141, New Zealand  
Telephone +64 9 3040080  
Fax +64 9 3075867  
Email – [info@spasifik.co.nz](mailto:info@spasifik.co.nz) or [sales@spasifik.co.nz](mailto:sales@spasifik.co.nz)  
[www.oceaniamedia.co.nz](http://www.oceaniamedia.co.nz)

*"Wiri Pacific has been building in the Pacific for more than 20 years and has been advertising in SPASIFIK since 2006. Its regional reach and the quality of the magazine makes it beneficial for our business to be part of it."*

**Lance Worthington, Managing Director, Wiri Pacific**



# Print rates, specifications and deadlines

## deadlines

	Issue 45 (Jul/Aug 11)	Issue 46 (Sep/Oct 11)	Issue 47 (Nov/Dec 11)	Issue 48 (Jan/feb 12)
On Sale Date	4 July 2011	29 August 2011	25 October 2011	29 December 2011
Ad Booking	13 June 2011	8 August 2011	3 October 2011	5 December 2011
Ad Material	17 June 2011	12 August 2011	7 October 2011	9 December 2011

## print rates

	Price Full Colour	3 or more
Gate Fold	\$8,400	\$7,500
Double Page Spread	\$6,000	\$5,280
Full Page	\$3,600	\$3,300
Half Page Vertical	\$2,100	\$1,860
Half Page Horizontal	\$2,100	\$1,860
Quarter Page Vertical	\$840	\$720
Banner Vertical	\$900	\$780
Banner Horizontal	\$780	\$690
Eighth Page	\$275	\$250

## web rates

	Home (premium) (per week)	All others (per week)
Horizontal Banner	\$600	\$450
Skyscraper Banner	\$450	\$300
Middle Banner	\$500	\$350
Top Box	\$400	n/a
Small Banner	\$300	\$200
e-newsletter Skyscraper	\$500	n/a

## Print Specifications

- Four colour through (CMYK)
- Finished size is 210w x 297h, perfect bound
- Prepress is Computer to Plate (CTP) – supply digital artwork (PDF) only
- EPS or prepress PDF files preferably or Mac InDesign, Illustrator – no film or Microsoft files
- Prepare artwork for 175# max screen output
- Use 5mm all around if bleed is required
- Text and imagery should be set 10, in from all inside edges
- Digital proofs are for indicative purposes only
- “All care, no responsibility” applies to all provided artwork

## Web Specifications

**Accepted Formats:** HTML, Macromedia, Flah, SF (V7 or below) streaming at 33k B/S, GIF or JPG, Animated GIF, Media One

**CPU Load:** The load on a user's CPU must not be excessive. If Oceania Media deems it to be excessive, alteration to the creative will be requested.

**Text Links:** Maximum 35 characters, including spaces.

**Movie Files:** Quicktime (.mov), Windows Media Video File (.wmv) – 300k

## Web



### Horizontal Banner

760w x 120h  
25-50kb

### Skyscraper Banner

160w x 600h  
25-50kb

### Middle Box Banner

539w x 91h  
25-50kb

### Top Box

152w x 120h  
10-20kb

### Small Banner

160w x 150h  
10-20kb

### e-newsletter

### Skyscraper Banner

160w x 600h  
25-50kb

All prices exclude GST For Terms and Conditions see [www.SPASIFIKmag.com](http://www.SPASIFIKmag.com) Email advertisements to [ads@spasifik.co.nz](mailto:ads@spasifik.co.nz)

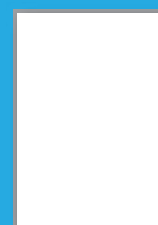
## Print



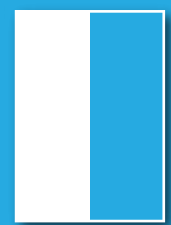
Gate fold (3 pages)  
620w x 297h trim + 5mm bleed



Double page spread  
420w x 297h trim + 5mm bleed



Full page  
210w x 297h trim + 5mm bleed



Half page vertical  
105w x 297h trim + 5mm bleed



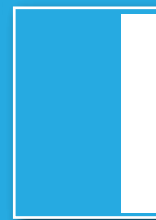
Half page horizontal  
210w x 148.5h trim + 5mm bleed



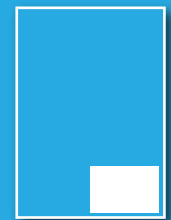
Quarter page vertical  
90w x 132h



Banner horizontal  
190w x 45h



Banner vertical  
55w x 265h



1/8 page  
90w x 62h