

# New Zealand EDUCATION REVIEW

## Deadlines

Booking and material deadlines are 10 days prior to publication date. Cancellations are accepted up to three days after booking deadline.

PUBLICATION	BOOKING	PUBLISHED
NZ Teacher	7 February	February
PostGrad/Schools of Education 4	April	April
Leadership & PD	7 June	June
Teach International	4 July	July
Postgrad & Research	5 September	September
ICT & Procurement	3 October	October

## Overview

Education Review is six high-quality, separate, subject-specific titles providing a valuable resource for educators, managers and education professionals.

Education Review's independence and reach into all sectors of the education community is unparalleled, with each title offering a broad mix of profiles, opinion and coal-face insight to help inform and shape your decisions for the future.

## Facts at a glance

- 8000 circulation each title.
- Glossy, full colour magazine format.
- 48-64 pages.
- Targets decision makers.

## Circulation and readership

Each edition of Education Review is delivered free to all schools, tertiary institutions, universities, Crown research institutes, student associations and top 200 companies.

Each edition is also circulated to specific target audiences in the business, science, health and education sectors.

The titles are accessible to students and their educators, as well as to education sector companies, stakeholders, leaders and decision makers across all levels of the education sector.

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Account Manager  
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## Overview

NZ Teacher contains articles of great interest to both beginning and experienced teachers. We profile sector leaders, analyse key issues, and provide advice for teachers at all stages of the profession.

## Facts at a glance

- 8000 circulation.
- 48-64 pages full colour.
- Targets education decision makers and new teachers.

## Circulation and readership

Each edition of *Education Review* is delivered free to all schools, tertiary institutions, universities, Crown research institutes, student associations and top 200 companies.

*NZ Teacher* will be delivered free to all schools and early childhood services around the country and their boards of trustees. We also deliver copies free to teacher education providers, students' associations and the student support centres at tertiary institutions.

*NZ Teacher* targets students in their final year of teacher education, teachers changing discipline, and education leaders including principals and senior managers.

## New Zealand Teacher

### Deadlines 2011

Booking deadline	Material deadline	Published
7 February	8 February	February

### Display advertising rates

Ad size	Dimensions (size in millimetres)	Colour price
<b>Full page</b>	200 (w) x 270 (h) Bleed add 5mm all round Type area = 185 (w) x 255 (h)	\$4000
<b>Half page – horizontal</b>	185 (w) x 125 (h)	\$2650
<b>Half page – vertical</b>	92 (w) x 255 (h)	\$2650
<b>Quarter page</b>	92 (w) x 125 (h)	\$1500
<b>Banner ad</b>	185 (w) x 70 (h)	\$1500
<b>Eighth page</b>	92 (w) x 64 (h)	\$750
<b>Double page</b>	400 (w) x 270 (h) Bleed add 5mm all round	\$6750

### Special cover positions

<b>Inside front</b>	\$5040
<b>Inside back</b>	\$5040
<b>Outside back</b>	\$5250
<b>Gatefold available</b>	POA

Section sponsorship options are available by request.  
Discounts apply to multiple publications bookings.  
Accredited agency commission 20 per cent.  
Spot colour and multiple bookings pricing available on request.  
Non-standard ad sizes attract a 25 per cent loading for full colour.

### Mechanical specifications

#### Format

200mm wide 270mm high.

#### Bleed

Full page, 5mm all sides.  
(Text must not go outside image area of 185mm wide x 255mm high.)

#### File types

EPS (text converted to paths/outlines), TIFF, PDF files accepted. If sending your artwork as a PDF file, make sure all the fonts are embedded or text converted to paths/outlines. If colour, ensure all photos are CMYK.

For in-house design, send your text document and images by email. The pictures and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file.

APN Educational Media prefers that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time.

### Inserts

<b>Casual</b>	\$250 per thousand
<b>3+ issues</b>	\$230 per thousand

*All prices quoted exclude GST.*

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## Overview

This edition of Education Review aims to inform the teaching profession about the opportunities for postgraduate study. Whether it be short courses, extramural, distance or MBA, we examine the options available across all disciplines.

Our reporting will cover hot topics for the sector, and also provide guidance and introductory information for people considering postgraduate study.

## Facts at a glance

- 8000 circulation.
- 48-64 pages full colour.
- Targets teachers, education decision makers and business leaders.

## Circulation and readership

This edition will be delivered free to all schools and teacher education providers including universities, institutes of technology, polytechnics, wānanga, private providers, students associations, NZ Teachers Council, Ministry of Education, graduate students, the top 200 companies in New Zealand and student support centres at tertiary institutions.

Teachers, education decision makers and business leaders form the readership for this edition.

*PostGrad – Schools of Education* provides a great opportunity to inform an educated and influential readership about your programmes.

## Deadlines 2011

Booking deadline	Material deadline	Published
26 April	27 April	May

## Display advertising rates

Ad size	Dimensions (size in millimetres)	Colour price
<b>Full page</b>	200 (w) x 270 (h) Bleed add 5mm all round Type area = 185 (w) x 255 (h)	\$4000
<b>Half page – horizontal</b>	185 (w) x 125 (h)	\$2650
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## Overview

International education is a rapidly growing sector world-wide. In this edition of *Education Review* we consider both the teaching of international students here in New Zealand and the opportunities for educators overseas. Our reporting will cover current issues and provide case studies profiling particular initiatives as well as the experiences of New Zealanders working overseas.

## Circulation and readership

The publication will provide content of great interest to those intending to work in other countries as well as to teachers and lecturers working with international students. This will include school and early childhood teachers as well as tutors and lecturers in institutes of technology and polytechnics, universities and private providers.

## Distribution

This edition of *Education Review* will be distributed to all schools, institutes of technology and polytechnics, universities and private education providers.

## Statistics at a glance

- 8000 circulation.
- 48-64 pages full colour.
- Targets educators intending to work overseas and lecturers working with international students.

## Deadlines 2011

Booking deadline	Material deadline	Published
4 July	5 July	July

## Display advertising rates

Ad size	Dimensions (size in millimetres)	Colour price
<b>Full page</b>	200 (w) x 270 (h) Bleed add 5mm all round Type area = 185 (w) x 255 (h)	\$4000
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## LEADERSHIP & PROFESSIONAL DEVELOPMENT



### Overview

Research and good practice lie at the core of *Education Review's* leadership and professional development edition.

We share research findings and case studies that apply to managers and leaders in all fields, including business, health, the civil service and education. *Leadership & Professional Development* is of great value for aspiring and current leaders, providing useful insights and information.

### Facts at a glance

- 8000 circulation.
- 48-64 pages full colour.
- Targets managers, leaders, and aspiring leaders across key sectors.

### Circulation and readership

Our leadership and professional development edition will be distributed to the top 200 businesses, particularly their CEOs and line managers, HR managers, government departments, district health boards, schools and tertiary education institutions, business schools.

Managers, leaders and those aspiring to management positions form the readership of this edition. They are targeted across a range of sectors to ensure maximum coverage.

### Deadlines 2011

Booking deadline	Material deadline	Published
7 June	8 June	June

### Display advertising rates

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<b>Outside back</b>	\$5250
<b>Gatefold available</b>	POA

Section sponsorship options are available by request.

Discounts apply to multiple publications bookings.

Accredited agency commission 20 per cent.

Spot colour and multiple bookings pricing available on request.

Non-standard ad sizes attract a 25 per cent loading for full colour.

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## Overview

This edition is a must read for intending postgraduate students as well as for established researchers and academics. Key aspects of postgraduate study and supervision will be covered, as well as hot topics in the research community. It provides practical advice and case studies with profiles and analysis, the publication.

## Facts at a glance

- 8000 circulation.
- 48-64 pages full colour.
- Targets prospective and current postgraduate students and academics across key sectors.

## Circulation and readership

Circulated to postgraduate offices at tertiary institutions, to all schools, Crown research institutes (CRIs), universities, students associations, top 200 companies.

Prospective and current postgraduate students and the academics who supervise them form the core readership of this publication. Potential postgraduate students are drawn from many sectors, including business, science, health and education.

## Deadlines 2011

Booking deadline	Material deadline	Published
5 September	6 September	September

## Display advertising rates

Ad size	Dimensions (size in millimetres)	Colour price
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## Overview

Information and communications technology (ICT) is an increasingly core part of education, as is procurement. The *ICT & Procurement* edition of *Education Review* will consider research and trends in the use of ICT in education and in the procurement of products and services in general. We will report on local and international experiences, talk with recognised experts and provide case studies from within the sector.

## Facts at a glance

- 8000 circulation.
- 48-64 pages full colour.
- Targets educators and education decision makers.

## Circulation and readership

This edition's core readership will be educators and education decision makers – those who are making use of ICT solutions and those who are making purchasing decisions.

Distributed to all schools and universities, institutes of technology and polytechnics, wānanga, and private education providers, and to the top 200 companies.

## Deadlines 2011

Booking deadline	Material deadline	Published
3 October	4 October	October

## Display advertising rates

(Size in millimetres)

Ad size	Dimensions	Colour price
<b>Full page</b>	200 (w) x 270 (h) Bleed add 5mm all round Type area = 185 (w) x 255 (h)	\$4000
<b>Half page – horizontal</b>	185 (w) x 125 (h)	\$2650
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## Special cover positions

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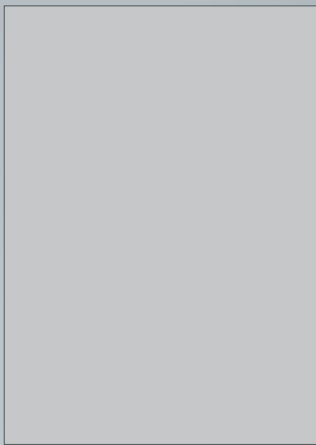
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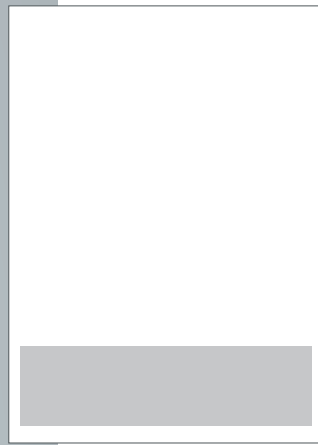
E belle@apn-ed.co.nz

**AD SIZES**



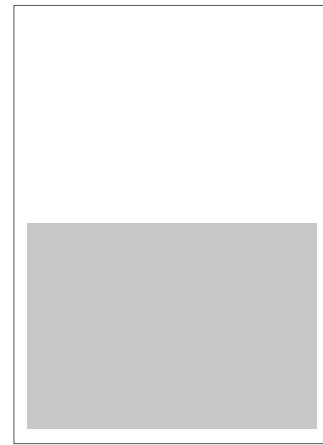
**Full page**

Type: 185mm (w) x 255mm (h)  
Trim: 200mm (w) x 270mm (h)  
(add 5mm bleed to trim)



**Banner**

185mm (w) x 70mm (h)



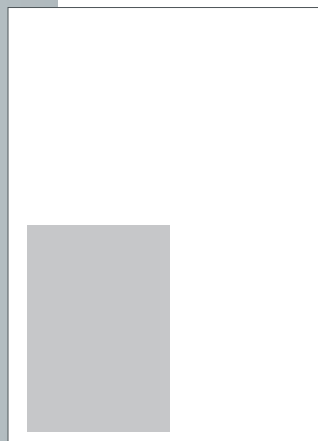
**1/2 page horizontal**

185mm (w) x 125mm (h)



**1/2 page vertical**

92mm (w) x 255mm (h)



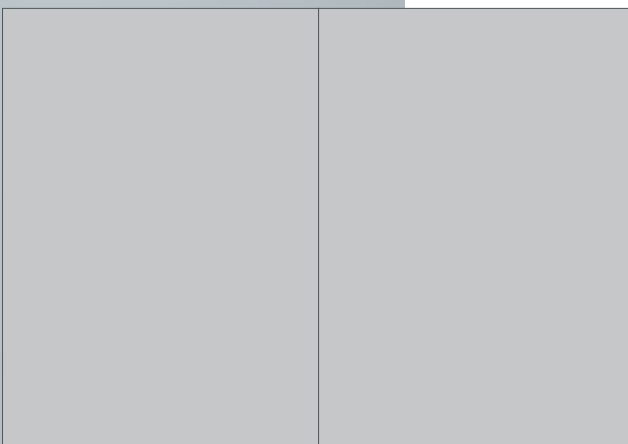
**1/4 page**

92mm (w) x 125mm (h)



**1/8 page vertical**

92mm (w) x 64mm (h)



**Double page spread**

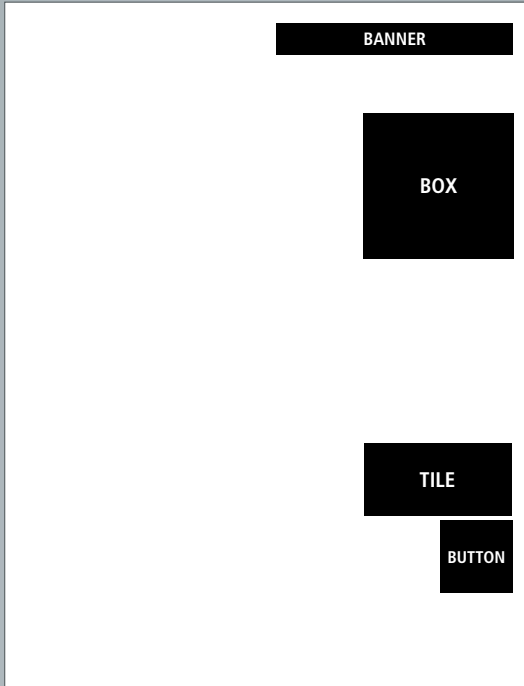
Trim: 400mm (w) x 270mm (h)  
(add 5mm bleed to trim)

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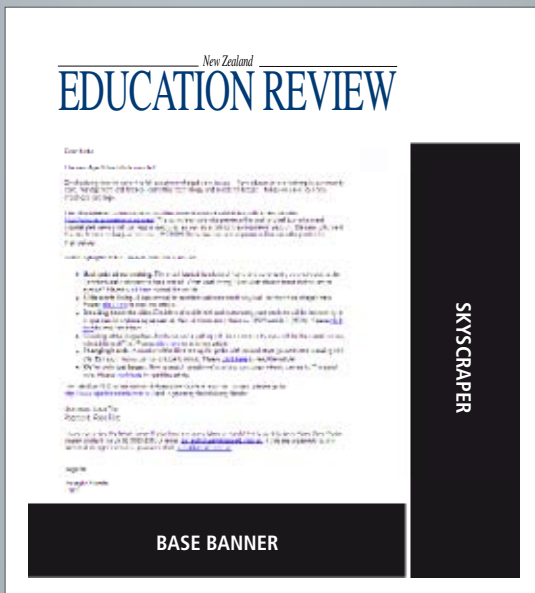
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**20% OFF WEBSITE ADVERTISING**

WEBSITE advertising

HOME PAGE	Casual	3 months	6 months	12 months
Box	\$618.00	\$574.50	\$534.00	\$497.00
Banner	\$438.00	\$407.00	\$378.50	\$351.50
Tile	\$309.00	\$287.50	\$267.00	\$248.00
Button	\$206.00	\$191.50	\$177.50	\$165.50

INDIVIDUAL PAGES	Casual	3 months	6 months	12 months
Box	\$412.00	\$383.00	\$356.00	\$331.00
Banner	\$386.50	\$359.00	\$334.00	\$310.00
Tile	\$257.50	\$239.50	\$222.50	\$207.00
Button	\$154.50	\$143.50	\$133.50	\$124.00

\*All online advertising rates are quoted per month and exclude GST.

Website advertising specifications

Box	300pxl (w) x 300pxl (h)
Banner	468pxl (w) x 60pxl (h)
Tile	300pxl (w) x 150pxl (h)
Button	150pxl (w) x 150pxl (h)
File format	GIF, JPG or FLASH file
File size	100KB or lower preferred
Rotation time	11 seconds per ad

**30% OFF EMAIL ADVERTISING**

Subscriber email advertising specifications

Skyscraper	190pxl (w) x 750pxl (h)
Base banner	650pxl (w) x 126pxl (h)
File format	GIF* or JPG
File size	100KB or lower preferred

\*Email format does not allow for animated GIF or FLASH files.

SUBSCRIBER EMAIL	Casual	3 issues	6 issues
Skyscraper	\$1185.00	\$1125.00	\$1066.00
Base banner	\$515.00	\$489.00	\$465.00

INTRODUCTORY OFFER expires 30 June, 2011

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