



OVERVIEW

INsite's active involvement in the aged-care, retirement and community care sectors – through in-depth reporting on key issues and regular attendance at conferences – ensures it delivers the most up-to-date, informative and relevant information to its readers.

INsite reaches the decision makers. It is targeted at owners and managers of New Zealand aged-care facilities, chief executives, financial officers, directors of nursing, government departments and decision makers directly involved in the aged-care and retirement sectors.

Facts at a glance

- Targeted at the aged-care and retirement industry.
- Circulated to all retirement villages, resthomes and aged-care hospitals in New Zealand.
- 3000+ circulation in New Zealand.
- *INsite* is heavily supported by industry bodies, including NZACA, RVA and NZHHA. It features regular columns by the leaders of these organisations.
- Supporter of major industry conferences and events including NZACA, RVA, NZAG.
- Complemented by up-to-date website.
- Bi-monthly.

Circulation and readership

The tabloid-sized *INsite* is delivered to all retirement villages, resthomes, aged-care hospitals, sector organisations and government agencies across New Zealand. It is also sent directly to industry associations and board members, administrators and general aged-care staff.

Special features

* Also see next page for info on sponsoring a feature.

Vol. 5 Issue 3 – February/March

- Falls prevention; Management and finance; Focus on the Code of Practice; Education and training; Nutrition; Minimising risk.

Vol. 5 Issue 4 – April/May

- Outsourcing; Diversional and alternative therapies; Interiors (incl. furniture, bedding and interior design); Legal; Sustainability (incl. design and building developments); Diabetes and/or dementia.

Pull-out supplement: *Leading Employers*

Vol. 5 Issue 5 – June/July

- Infection control; Amenities (kitchens, bathrooms and laundries); Clinical and ward care; Catering; Respiratory.

Vol. 5 Issue 6 – August/September

- Palliative care; Medication management; Medical hygiene; Property; Flooring.

Pull-out supplement: *INsite Education & Training* (Vol. 3)

Vol. 6 Issue 1 – October/November

- Wound care and/or continence; Mobility; Village recreation; Technology/osteoporosis.

Supplement: *Purchasing Guide*

Vol. 6 Issue 2 – December/January 2012

- Workplace safety; Resident security; Dental care; Workforce planning; Technology.

The image shows the cover of the April/May 2011 issue of *INsite* magazine, titled "AGED-CARE & RETIREMENT". The cover features a colorful logo and the headline "No Vacancies: ChCh winter looms". Below the headline, there are four small images: "NEWS FEATURE: Telling war stories", "CLINICAL: Dispelling diabetes myths", "RVA CONFERENCE: Full preview plus programme", and "DESIGN: No dead-end corridors".

Below the magazine cover is an advertisement for a pull-out supplement titled "Your ITO" by careerforce. The ad includes the text "The initial quake damage was just the start of the challenges for Christchurch aged-care and retirement facilities. See page 18 for our quake focus." and a photo of a "FREE SHOWERS FOR CHRISTCHURCH" sign.

WE'VE GOT YOUR INDUSTRY COVERED

Pull-out supplements



LEADERSHIP & MANAGEMENT

Leadership & Management comes with the April/May issue of *INsite* and April issue of *Nursing Review*. It features articles on what's topical and newsworthy in healthcare staffing and recruitment.

DEADLINES 2011

Booking deadline	26 April
Material deadline	27 April
Published	June/July



INSITE: EDUCATION & TRAINING

INsite: Education & Training is a pull-out within the August/September issue of *INsite*. It examines all the latest professional development and training issues. It also presents a range of educational materials for the aged-care and retirement sector's caregivers, managers and clinicians.

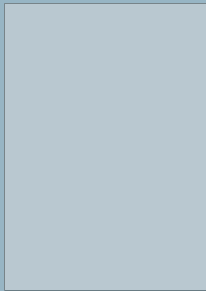
DEADLINES 2011

Booking deadline	29 July
Material deadline	1 August
Published	August

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RATES AND SPECIFICATIONS

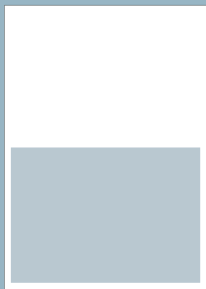


Full page

Trim: 245mm (w) x 340mm (h)
(add 5mm bleed to trim)



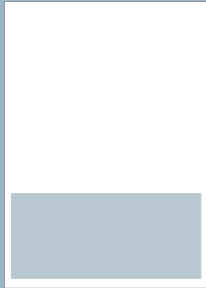
Front cover position
225mm (w) x 50mm (h)



1/2 page horizontal
225mm (w) x 160mm (h)



1/2 page vertical
110mm (w) x 320mm (h)



1/3 page horizontal strip
225mm (w) x 100mm (h)



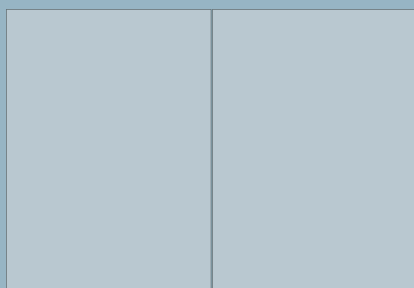
1/3 page vertical
72mm (w) x 320mm (h)



1/4 page vertical
110mm (w) x 160mm (h)



1/8 page vertical
110mm (w) x 80mm (h)



Double page spread - POA

Trim: 490mm (w) x 340mm (h) (add 5mm bleed to trim)

Deadlines 2011

Edition	Booking & Material	Published
February/March Vol. 5 Issue 3	31 January	15 February
April/May Vol. 5 Issue 4	4 April	15 April
June/July Vol. 5 Issue 5	7 June	15 June
August/September Vol. 5 Issue 6	29 July	15 August
October/November Vol. 6 Issue 1	26 September	15 October
December/January Vol. 6 Issue 2	27 November	15 December

Display advertising rates

Ad size	Dimensions (size in millimetres)	Price
Full page	245 (w) x 340 (h) (trim) Bleed add 5mm all round Type area = 225 (w) x 320 (h)	\$4200
Half page – horizontal	225 (w) x 160 (h)	\$2690
Half page – vertical	110 (w) x 320 (h)	\$2690
Quarter page	110 (w) x 160 (h)	\$1595
Third page – horizontal	225 (w) x 100 (h)	\$1950
Third page – vertical	72 (w) x 320 (h)	\$1950
Eighth page – horizontal	107 (w) x 75 (h)	\$1260
Eighth page – vertical	52 (w) x 155 (h)	\$1260
Strip	225 (w) x 30 (h)	\$1250

General display rates

New Zealand display rate	\$18.50 per column cm
Recruitment rate	\$19.50 per column cm
Australian/New Zealand joint buy rate	available on request
Colour	full colour 25% loading

Preferred positions

Front cover strip 6 cols (w) x 30mm (h)	\$2500
Inside front cover (page 2)	+30%
Inside back cover	+25% – recruitment only
Back cover	+35% – recruitment only
Back page strip 6 cols (w) x 30mm (h)	\$1000

Multiple bookings pricing available on request.

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

Accredited agency commission 20 per cent.

Tip-ons, posters, false covers are available on request.

SPONSOR A FEATURE

A very popular and exclusive option is to sponsor one of our special features, positioning your company/brand as a market leader, and your products as the first choice for key decision makers as well as nurses and patient carers. If you see a feature topic that is of particular interest, please reserve this option as soon as possible to avoid disappointment.

Feature sponsorship package includes:

Full page or 2 x 1/2 pages

Acknowledgement box on page 2

Strip advertisement \$5000

Inserts

Casual	\$250 per thousand
3+ issues	\$230 per thousand

All advertising rates exclude GST.

Note: all advertising is booked under the current terms and conditions of APN Educational Media.

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INTRODUCTORY OFFER: 20%-30% OFF ALL ONLINE ADVERTISING



www.insitenewspaper.co.nz



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



www.apn-ed.co.nz www.insitenewspaper.co.nz

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PURCHASING GUIDE 2011



Overview

The *Purchasing Guide* is a handy-sized (A5), annual, time-saving guide providing listings of products and services for decision makers in the aged-care sector. Published in October and circulated with *INSite*, it is ideally timed to help in purchasing decisions for the following year.

Facts at a glance

- Circulated to all retirement villages, resthomes and aged-care hospitals with October *INSite*.
- Targeted at purchasing decision makers.
- 3000+ circulation with *INSite*.
- Annual publication.

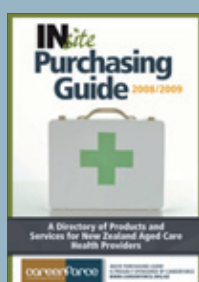
Advertising options

Early booking opportunity.

Book your full page placement by 15 August and we'll give you a bonus page FREE to promote your products and services. (This offer and placement is exclusive of listed prime positions.)

Multiple listings discount.

Ten per cent discount for any multiple listing placed.



Deadlines 2011

Booking deadline	Material deadline	Published
10 September	14 September	October

Display advertising rates

Prime positions – full page colour gloss

Ad size	Dimensions (size in millimetres)	Price
Outside back page (5mm bleed)	158 (w) x 220 (h)	\$2000
Outside back page (no bleed)	128 (w) x 190 (h)	\$2000
Inside cover – front or back (5mm bleed)	158 (w) x 220 (h)	\$2000 each
Inside cover – front or back (no bleed)	128 (w) x 190 (h)	\$2000 each

General placement

Ad size	Dimensions	Price
Full page (5mm bleed)	158 (w) x 220 (h)	\$1500
Full page (no bleed)	128 (w) x 190 (h)	\$1500
Half page	128 (w) x 90 (h)	\$1050
Quarter page	60 (w) x 90 (h)	\$750

Business/supplier listing

50 words, including company logo	\$250
50 words, no logo per placement	\$150

Multiple bookings pricing available on request.

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

Accredited agency commission 20 per cent.

Tip-ons, posters, false covers are available on request.

Mechanical specifications

Format

A5 (148mm wide x 210mm high).

Bleed

Full page, 5mm all sides.

(Text must not go outside image area of 128mm wide x 190mm 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 images 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.

All advertising rates exclude GST.

Note: all advertising is booked under the current terms and conditions of APN Educational Media.

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OVERVIEW

The annual A1 size Wall Planner will be supplied with the December/January issue of *INsite*. It provides advertisers with a prime location for an entire year at the most cost-effective rate.

Facts at a glance

- A1 size.
- 3000+ circulation with *INsite*.
- Gives advertisers a long-term opportunity to target the New Zealand aged-care and retirement sector.
- Annual.

Circulation and readership

Wall planners will be circulated New Zealand-wide with the December/January 2011 issue of *INsite* and delivered to all retirement villages, resthomes, aged-care hospitals, sector organisations and government agencies across New Zealand. *INsite* is also sent directly to industry associations and board members, administrators and general aged-care staff.



Deadlines 2011

Booking deadline	Material deadline	Published
5 November	5 November	December

Space is extremely limited, to avoid disappointment call to reserve your space today.

Display advertising rates (size in millimetres)

Top banner

Displayed across the top of the wall planner your company will enjoy maximum branding exposure as the owner of the wall planner.

595 wide x 70 high. Exclusive position: \$5000.

Vertical spots

Positioned on the vertical sides of the calendar providing substantial space for your artwork and prominent display.

110 wide x 165 high. Four positions available: \$1650 each.

Lower based horizontal spots

Positioned along the horizontal base of the calendar, maintaining your brand for 12 months.

110 wide x 70 high. Seven positions available: \$1000 each.

All the rates are for colour advertisements.

Accredited agency commission 20 per cent. All prices quoted exclude GST.

Note: all advertising is booked under the current terms and conditions of APN Educational Media.

Mechanical specifications

Format

Size: 841mm wide x 594mm high – A1 full colour.

Bleed

Full page, 5mm on all sides.

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 images and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file.

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