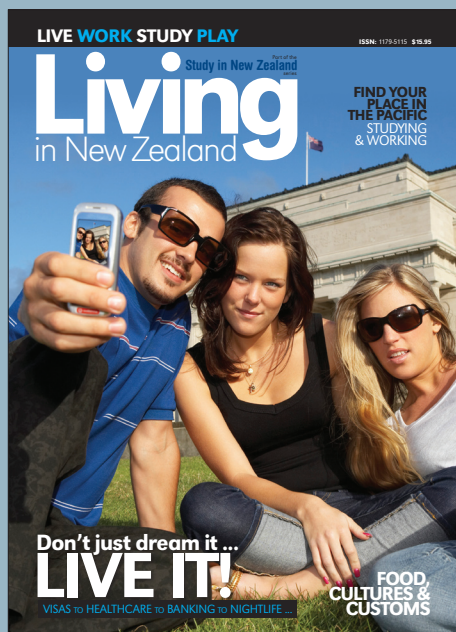


## LIVING IN NEW ZEALAND



### OVERVIEW

*Living in New Zealand* is produced for international fee-paying students considering living, studying, working and playing in New Zealand. Distributed through APN's international education network, this lively, A4, full-colour magazine brings relevant information to those making education, career and lifestyle decisions.

The editorial covers regional benefits, leisure and sporting activities and events, education and training, work options, culture, health and safety, travel and infrastructure, support and accommodation, food, banking and finance. Also included are profiles on international students currently in New Zealand and their positive experiences.

### Facts at a glance

- 48 page plus covers.
- Available to international students studying in New Zealand and worldwide at fairs.
- 8000 copies published.

### Circulation and readership

- The international student market is one of New Zealand's biggest income earners.
- *Living in New Zealand* offers your organisation cost-effective and targeted exposure to this lucrative market.
- In 2009, 92,000 international students came to New Zealand and an estimated \$2.1 billion was added to our economy.
- *Living in New Zealand* is produced annually and is available free of charge.
- Distributed to 38 countries and sent to a large agent network in India, Hong Kong, China, Korea, Thailand, Brazil, Japan and Germany.
- Distribution is free to universities, institutions of technology, private training providers and English language schools. This in turn provides you with the opportunity to promote your brand, new product releases, facility, organisation or faculty.

### Deadlines 2011

| Booking deadline | Material deadline | Published |
|------------------|-------------------|-----------|
| 21 October       | 26 October        | November  |

### Display advertising rates

| Ad size                               | Dimensions (size in millimetres)  | Price  |
|---------------------------------------|---|--------|
| <b>A4 Full page</b>                   | 210 (w) x 297 (h)<br>Bleed 5mm all round<br>Type area = 190 (w) x 277 (h) | \$3150 |
| <b>Half page</b> (type area)          | 190 (w) x 135 (h)   | \$2150 |
| <b>Double page spread (5mm bleed)</b> | 420 (w) x 297 (h)   | \$5000 |
| <b>Four-page institution showcase</b> | 190 (w) x 277 (h) per page  | \$8500 |
| <b>Special cover positions</b>        |   |        |
| <b>Inside front</b>                   |   | \$3750 |
| <b>Inside back</b>                    |   | \$3850 |
| <b>Outside back</b>                   |   | \$4050 |
| <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

A4 (210mm wide x 297mm high).

#### Bleed

Full page, 5mm all sides.  
(Text must not go outside image area of 190mm wide x 277mm 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.

*All prices quoted exclude GST.*

*All advertising is booked under the current terms and conditions of APN Educational Media.*

**Belle Hanrahan**

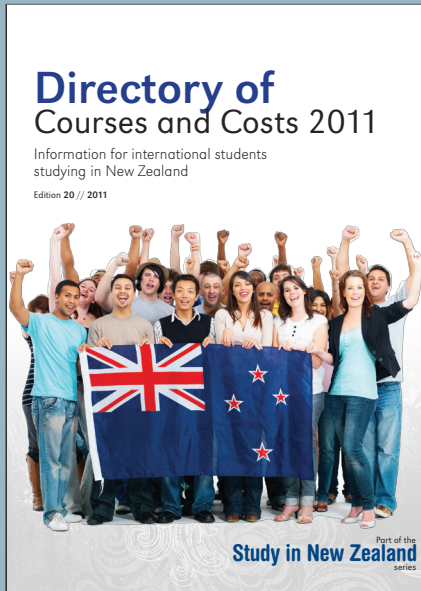
Sales Manager  
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## DIRECTORY OF COURSES AND COSTS 2012



### OVERVIEW

The *Directory of Courses and Costs* is designed to inform overseas agents and students what New Zealand institutions and New Zealand has to offer. It is the only one-stop publication on course information and costs available and carries information on all code-compliant organisations.

This book informs overseas students and their parents about the New Zealand education system and helps them to identify the appropriate institution programme. The book is free to the consumer.

### Circulation and readership

Distributed to students and parents, education agents and government officials throughout Trade and Enterprise New Zealand offices and Ministry of Foreign Affairs and Trade posts all over the world.

It is also available at education fairs, at agents' seminars and government-funded events.

### Deadlines 2011

| <b>Earlybird booking deadline</b> | <b>Earlybird material deadline</b> |                  |
|-----------------------------------|------------------------------------|------------------|
| 8 July                            | 10 July                            |                  |
| <b>Booking deadline</b>           | <b>Material deadline</b>           | <b>Published</b> |
| 8 August                          | 10 August                          | August           |

### Display advertising rates

#### Profiles and course information

|                           | <b>Earlybird</b> | <b>Price</b> |
|---------------------------|------------------|--------------|
| <b>Full page profile</b>  | \$1250           | \$1400       |
| <b>Half page profile</b>  | \$750            | \$805        |
| <b>Two page profile</b>   | \$2000           | \$2250       |
| <b>Three page profile</b> | \$2600           | \$2800       |

#### Advertising

| <b>Ad size</b>               | <b>Dimensions</b> (size in millimetres) | <b>Price</b> |
|------------------------------|---|--------------|
| <b>Full page (5mm bleed)</b> | 158 (w) x 220 (h)                       | \$2500       |
| <b>Full page (no bleed)</b>  | 128 (w) x 190 (h)                       | \$2500       |
| <b>Half page (5mm bleed)</b> | 158 (w) x 110 (h)                       | \$1350       |
| <b>Half page (no bleed)</b>  | 128 (w) x 95 (h)                        | \$1350       |

#### Special positions

|   |             |
|---|-------------|
| <b>Inside Front, Inside Back, Outside Back and Page 3</b> | \$3000 each |
|---|-------------|

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

A5 (148mm wide x 210mm high).  
 Text image area (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. Pictures and logos need to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file.

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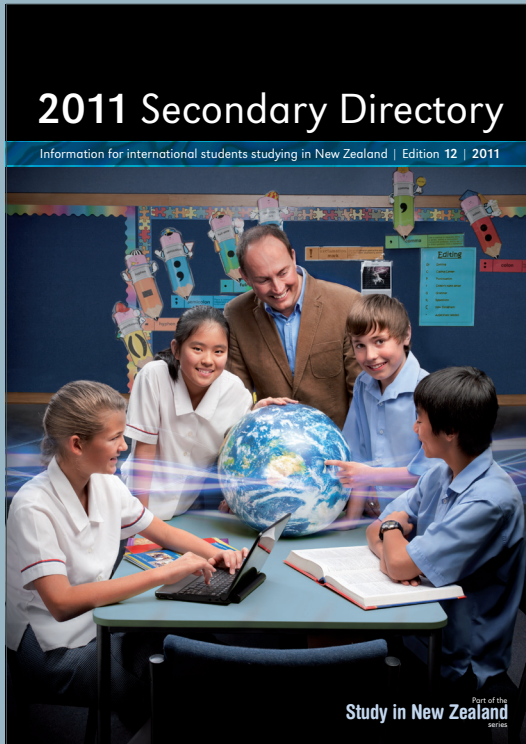
**Belle Hanrahan**

Sales Manager  
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## OVERVIEW

The directory is designed to be a comprehensive guide to secondary schools in New Zealand that offer places to international students. It informs overseas agents, potential students and Trade and Enterprise New Zealand offices of school programmes for individual long-stay study, group tour programmes, school preparation and foundation programmes and general information about the New Zealand education system (including NCEA developments) and application processes. Tertiary education providers may also be interested in participating in the directory, in the interests of attracting students staircasing from secondary to tertiary study.

## Circulation and readership

Distributed to students and parents, education agents and government officials through Trade and Enterprise New Zealand offices and MFAT posts all over the world. It is available at education fairs and agents' seminars.

# Study in New Zealand Media Kit 2011

## Deadlines 2011

| Booking deadline | Material deadline | Published |
|------------------|-------------------|-----------|
| 18 October       | 29 October        | November  |

## Display advertising rates

### Profiles and course information

|                   |        |
|-------------------|--------|
| Full page profile | \$1500 |
| Half page profile | \$900  |

### Advertising

| Ad size               | Dimensions (size in millimetres) | Price  |
|-----------------------|----------------------------------|--------|
| Full page (5mm bleed) | 220 (w) x 307 (h)                | \$1800 |
| Full page (no bleed)  | 190 (w) x 277 (h)                | \$1800 |

### Special Positions

|  |             |
|--|-------------|
| Inside Front, Inside Back, Outside Back and Page 3 | \$3000 each |
|--|-------------|

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

A4 (210mm wide x 297mm high).

Text image area (190mm wide x 277mm 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.

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