

# Advertising Rate Card



Established 1986 (as On-Site).

Official magazine of the New Zealand Registered Master Builders' Federation.

Restricted circulation directly targeted to industry professionals and to the trade customer base of Carters, PlaceMakers and ITM.

## QUALITY CIRCULATION! QUALITY READERSHIP!

Reach decision makers responsible for \$7.7 billion out of a total of \$12 billion worth of New Zealand construction activity.

**BUILDING TODAY** — the MONTHLY authoritative news and information magazine for the New Zealand construction industry, and related professions.

USE **BUILDING TODAY** . . . when you want to reach **THOSE WHO MATTER** in the New Zealand construction industry at the best cost-effective price.

\* Effective from July 25, 2007. All rates agency commission inclusive. Rates exclusive of GST.

	Casual	2-7 insertions (within 12 months)	8-11 insertions (within 12 months)
<u>4 colour</u>			
DPS	\$4490	\$4040	\$3815
Full page	\$2450	\$2290	\$2200
1/2 page	\$1785	\$1685	\$1635
1/3 page	\$1470	\$1405	\$1370
1/4 page	\$1095	\$1000	\$930
<u>B/W</u>			
Full page	\$1665	\$1505	\$1415
1/2 page	\$1000	\$900	\$850
1/3 page	\$685	\$620	\$585
1/4 page	\$525	\$470	\$450

**LOOSE INSERTS:** Prices from \$220 per thousand, depending on weight

Advertise on our web site:

[www.buildingtoday.co.nz](http://www.buildingtoday.co.nz)

Prices per month:

Ad type	Home page	Inside pages
Banner	\$390	\$170
Tower	\$350	\$140
Link	\$190	\$30

Prices per 6 months:

Ad type	Home page	Inside pages
Banner	\$1990	\$870
Tower	\$1785	\$715
Link	\$970	\$150

### Readership/circulation:

- Registered Master Builders and non-member building companies and individuals
- Architectural Designers of NZ members, architects firms, engineers and other specifiers
- All Carters, PlaceMakers and ITM outlets nationwide

**CIRCULATION: 15,500** (ABC audited)

**ESTIMATED READERSHIP: 52,400**

# SPECIFICATIONS

**Published:** 10th of every month except January

**Printed:** Sheet fed offset.      **Screen:** 150 lpc.      **Paper:** 130 gsm matt art

**Material:** All material to be supplied as digital hi-res Acrobat PDF or InDesign files on disk with colour proof, or sent by e-mail with colour proof to follow.

**NB:** Please send all material in the first instance to: **Andrew Darlington, Publisher, Building Today, Top Floor, The Professionals Centre, 39 Anzac Road, Browns Bay, Auckland, or e-mail to: [andrew@buildingtoday.co.nz](mailto:andrew@buildingtoday.co.nz)**

## ADVERTISEMENT SIZES









**Building Today is printed to standard A4 size.**

**Trim size:** 297mm deep x 210mm wide.

**Bleed:** 5mm outside the trim size of the page.

**Image area:** 270mm deep x 190mm wide.

**DPS specifications:**      **Image area:** 270mm deep x 390mm wide  
**Trim size:**      297mm deep x 420mm wide  
**Bleed size:**      307mm deep x 430mm wide

<b>FULL PAGE</b>	<b>1/2 PAGE</b>	<b>1/2 PAGE</b>	<b>1/2 PAGE</b>	<b>1/3 PAGE</b>	<b>1/4 PAGE</b>	<b>1/4 PAGE</b>	<b>1/4 PAGE</b>
							
Image area: (depth x width) 270 x 190	270 x 90	190 x 135	135 x 190	90 x 190	270 x 45	135 x 90	65 x 190
Bleed size: (depth x width) 307 x 220	307 x 110		150 x 220				

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