

STABLE OF STALLIONS 2018

NZ Horse & Pony is the highest selling New Zealand equine magazine with a national readership of 55,000†. Its breeding section, Stable of Stallions runs between the August and December issues, with September being the main issue.

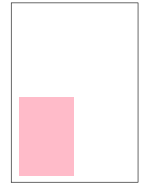
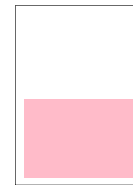
READER PROFILE

90% get new ideas from magazines

90% talked to someone about something they read in

80% seriously consider buying something they've seen advertised in NZH&P

74% get ideas and inspiration from an advertisement



Price per issue	Double page spread	Full page	Half horizontal	One quarter vertical
Specifications (width x height)	420mm x 297mm + 5mm bleed	210mm x 297mm + 5mm bleed	183mm x 130mm	90mm x 130mm
1 issue	\$2000	\$1050	\$570	\$340
2 issues	\$1500	\$800	\$470	\$300
3 issues	\$1400	\$750	\$430	\$250
4 issues	\$1300	\$725	\$400	\$230
5 issues	\$1200	\$700	\$300	\$180
Annual website listing	\$400	If 2 - Issues or more are booked and printed, an annual website listing is free		

Prices exclude GST
Artwork designed included

Material Specifications - Supplied Files

- To be supplied as high resolution pdf (no less than 300 dpi).
- All fonts need to be embedded. Files created in Freehand or Adobe Illustrator must have text converted to path/outlines to avoid font incompatibility issues.
- Picture elements must be CMYK and a minimum resolution of 300dpi, Bitmap line art images should be 1200dpi to ensure sharpness.
- All finished ads must be accompanied with a colour proof. If no proof is supplied, we do not accept responsibility for reproduction.
- Double page Spreads to be supplied as two single page PDF files.

	Issue	Booking deadline	Material deadline	On sale
Stable of Stallions	August 2018	29 Jun	4 Jul	19 Jul
	September 2018	3 Aug	8 Aug	23 Aug
	October 2018	31 Aug	5 Sep	24 Sep
	November 2018	28 Sept	3 Oct	18 Oct
	December 2018	2 Nov	7 Nov	22 Nov

Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost.

Bookings are subject to [Manacia Media's advertising terms and conditions.](#)

† Source: Nielsen Readership CMI Q2 16 - Q1 17

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Material for ads to be designed

- Please ensure all supplied digital files (photographs/scans/logos) are saved as high resolution (300dpi) at 100% size.
- High quality jpeg images are accepted. Rule of thumb: if in doubt about the quality of the image, supply the biggest file you have.
- Website images are generally too small for print and turn out blurry, we prefer not to use these.
- If possible, logos should be supplied as vector graphics (files with the ending ".ai" or ".eps") with all text converted to paths/outlines.
- We accept photographs for scanning. Please ensure they are in focus and of good quality.
- Please remember to supply a detailed design brief including any layout, font and colour preferences.

Tips for creating an effective stallion advertisement

- Less is more - keep it simple,
- Keep text to a minimum,
- A picture tells a thousand words – use 1 to 3 clear, high-quality images that best present your stallion.
- Speak to your niche market - what kind of customers you want to attract?
- Use a powerful, effective headline - grab their attention!
- Highlight your stallion's advantages - what features make him unique and stand out from the competition?
- Include prices
- Include your logo, website and contact details – people will view your website for detailed information.

