



About KiwiFlyer

KiwiFlyer is published 7 times a year and delivered FREE to every aircraft operator and aviation related business in New Zealand. Combined with national retail distribution and free internet downloads, advertisers are assured of the widest possible market coverage.

KiwiFlyer is the most cost competitive way for any aviation company to tell everyone in the NZ aviation community about their products, services or recent achievements.

We receive great feedback from readers who appreciate the magazine and support our advertisers.

KiwiFlyer will help prepare your advertisement or write editorial on your business or new developments.

Publication Specifications

KiwiFlyer is printed on a sheet fed press on 115gsm coated stock stitched and trimmed to A4.

Bleed printing is available for full page advertising and on the back cover only. Advertising on other pages will preferably conform to the standard sizes specified overleaf. Please call to discuss specific requirements which we will endeavour to accommodate.

KiwiFlyer can help design and format your advertisement. Add 10% to the cost of the first placement. This service is free for two or more placements of the same advertisement.

Send files as EPS or PDF in CMYK colour (no four colour blacks please) with all fonts embedded, transparency flattened at high resolution and 300dpi minimum. Full page artwork requires 3mm bleed on all edges.

Artwork supplied which is not suitable for publication may be subject to a correction charge.

Please feel free to contact us if you have any questions.

Advertising Rates and Deadlines

Advertising rates for a variety of display advertisement sizes are provided overleaf. Contact us if the size you require is not listed as we will try to accommodate all requirements. The listed discounts of 20% apply to regular placements paid within 4 weeks of publication.

All rates are net and non commission bearing for agencies. Please add 10% for requested spaces. We also accommodate Sponsored Editorial which can be supplied or written on your behalf. Contact us for terms and rates.

2013 publication deadlines are: 21 January, 12 March, 7 May, 25 June, 13 August, 1 October, 19 November, with the magazine in the market two to three weeks later.

For more information and free back issue downloads, visit us at www.kiwiflyer.co.nz

KiwiFlyer is the reference magazine for the New Zealand aviation community and marketplace.

Our content includes:

- Aviation Products
- Aviation Services
- Aviation News and Events
- Business Profiles
- Product Reviews
- New Developments
- Pilot Accessories
- Training and Education
- Maintenance
- Recreational Aviation
- Aviation History
- Gliding
- Autogyros
- Register Updates and more

Reasons to advertise in KiwiFlyer include

Widest possible circulation

KiwiFlyer is for and about our aviation community

The very best value for your advertising investment

Appreciative readers who support our advertisers

Brand enhancing quality and presentation

The opportunity of informative product and business profiles

We're easy to work with and want to help your business



Multiple insertion rates apply to regular insertions paid within one month of publication

1/2 page options

194mm x 128mm
128mm x 194mm
95mm x 260mm

Single insertion
Colour \$749 + gst

Multiple insertions
(conditions apply)
Colour \$599 + gst

1/4 page options

95mm x 128mm
194mm x 62mm

Single insertion
Colour \$375 + gst
B&W \$279 + gst

Multiple insertions
(conditions apply)
Colour \$299 + gst
B&W \$225 + gst



<p>1/3 page options</p> <p>194mm x 84mm 128mm x 128mm 95mm x 172mm 62mm x 260mm</p> <p>Single insertion Colour \$499 + gst</p> <p>Multiple insertions (conditions apply) Colour \$399 + gst</p>			
			<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Multiple insertion rates apply to regular insertions paid within one month of publication</p> </div>
			<p>1/6 page options</p> <p>62mm x 128mm 128mm x 62mm 95mm x 84mm</p>
		<p>Single insertion Colour \$249 + gst B&W \$188 + gst</p>	
			<p>Multiple insertions (conditions apply) Colour \$199 + gst B&W \$149 + gst</p>



2/3 page options

128mm x 260mm
194mm x 172mm

Single insertion
Colour \$999 + gst

Multiple insertions
(conditions apply)
Colour \$799 + gst

1/12 page option

62mm x 62mm

Single insertion
Colour \$125 + gst
B&W \$94 + gst

Multiple insertions
(conditions apply)
Colour \$99 + gst
B&W \$75 + gst

Multiple insertion rates apply to regular insertions paid within one month of publication

1/8 page option

95mm x 62mm

Single insertion
Colour \$188 + gst
B&W \$139 + gst

Multiple insertions
(conditions apply)
Colour \$149 + gst
B&W \$112 + gst

3/4 page option

194mm x 194mm

Single insertion
Colour \$1125 + gst

Multiple insertions
(conditions apply)
Colour \$899 + gst

Back cover option

210mm x 297mm
Colour \$1799 + gst

Full page option

210mm x 297mm
Single insertion
Colour \$1499 + gst
Multiple insertions
(conditions apply)
Colour \$1199 + gst