



## About KiwiFlyer

KiwiFlyer is published 6 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 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. Rates are not fixed and may be revised during the year.

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.

2017 publication deadlines are: 9 February, 17 April, 19 June, 14 August, 9 October, and 30 November. Please discuss any special timing requirements with us.

For more information and free back issue downloads, visit us at [www.kiwiflyer.co.nz](http://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 and Autogyros
- Aerobatics and Warbirds
- Register Updates and much 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**



**1/2 page options**

(width x height)

194mm x 128mm

128mm x 194mm

95mm x 260mm

Single insertion  
Colour \$749 + gst

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

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

**1/4 page options**

(width x height)

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><b>1/3 page options</b> (width x height)</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><b>1/6 page options</b> (width x height)</p> <p>62mm x 128mm 128mm x 62mm 95mm x 84mm</p>
			<p>Single insertion Colour \$249 + gst B&amp;W \$188 + gst</p> <p>Multiple insertions (conditions apply) Colour \$199 + gst B&amp;W \$149 + gst</p>



**2/3 page options**

(width x height)

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**

(width x height)

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**

(width x height)

194mm x 194mm

Single insertion

Colour \$1125 + gst

Multiple insertions

(conditions apply)

Colour \$899 + gst

**Back cover option**

(width x height)

210mm x 297mm

Colour \$1799 + gst

**Full page option**

(width x height)

210mm x 297mm

Single insertion

Colour \$1499 + gst

Multiple insertions

(conditions apply)

Colour \$1199 + gst