

# slice

## Publication deadlines 2017

	Booking	Material	Distribution
Issue 33 Easter	10 February	17 February	22 March
Issue 34 Events	28 April	5 May	8 June
Issue 35 Spring	7 July	14 July	07 August
Issue 36 Xmas/Summer	6 October	13 October	10 November

## Terms & Conditions

Multiple booking discounts apply at time of booking and pertain to space booked in a twelve-month period.

All advertising material is subject to approval of the publisher who reserves the right to decline the insertion of any material. Rates are GST exclusive.

The publisher may agree to provide proofs but only where so requested by the advertiser prior to relevant deadlines.

### Payment

Payment is due 14 days after publication date.

### Cancellation

Pre-existing bookings may be cancelled up to the booking deadline without incurring any charge. Bookings cancelled after the booking deadline BUT before the material deadline will incur a charge of 25% of the value of the booking. Bookings cancelled after the material deadline will be charged in full.

### Advertorial

Company profile and product listings, full A4 \$1500. Company profile and product listings (1 page total maximum) available to Partners of BIANZ free of charge once a year.

### Advertising Manager – Diane Clayton

Diane comes from a background in media management and sales. She is able to help baking businesses and suppliers create well-targeted advertising that works.



### Editor – David Tossman

David has an extensive background in the media and advertising. He was editor of the New Zealand Bakers Journal for ten years prior to its relaunch as *Slice* in 2009.



## Contacts

### Sales

Diane Clayton Phone 027 858 8881 or 04 564 6599  
Email [diane@bianz.co.nz](mailto:diane@bianz.co.nz)

### Editor

David Tossman Phone 04 801 9942  
Email [davidt@bianz.co.nz](mailto:davidt@bianz.co.nz)  
Please send advertising material direct to David Tossman.

### BIANZ

Phone 0800 692 253 [www.bianz.co.nz](http://www.bianz.co.nz)

## Advertising Rates (\$NZ, ex GST)

		Consecutive issues		
Insertions	Casual	2 issues	3 issues	4 issues+
Inside front cover	\$3,500	\$3,000	\$2,700	\$2,400
Inside back cover	\$2,900	\$2,400	\$2,200	\$2,000
Double A4 spread	\$3,500	\$3,000	\$2,840	\$2,700
Full Page	\$1,700	\$1,560	\$1,340	\$1,280
Half page	\$1,200	\$1,120	\$1,020	\$940
1/4 page	\$520	\$420	\$380	\$340
Recipe strip	\$555			
Insert/Onsert fees	\$1050	\$1000	\$950	\$900

### Recruitment advertising on request.

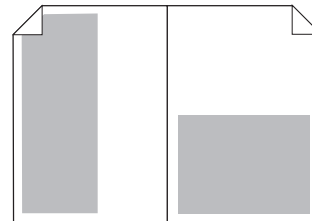
Prices are for print ready material as per specifications below. Requested positions may carry 10% loading. Prices are non-commission bearing. All placements subject to availability. Inserts/onserts based on single A4 sheet.



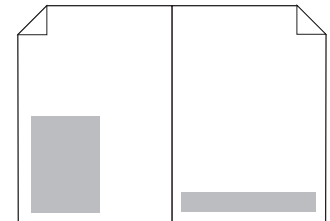
Double Page Spread  
Trim size: 420 mm wide x 297 mm high  
+ 3 mm bleed each edge



Full Page  
Trim size: 210 mm wide x 297 mm high  
+ 3 mm bleed each edge



1/2 Page  
Trim size: (vertical)  
86 wide x 265mm high



1/2 Page  
Trim (horizontal)  
178 mm wide x 131 mm high

1/4 Page  
Trim size: 86 mm wide x 131 mm high,  
no bleed

Recipe strip: 178 mm wide x 18 mm high

### Other shapes and sizes

Other shapes and sizes of display advertisement are available subject to discussion.

## Mechanical Details

A4 spine stapled gloss, heavier stock silk matte cover in full colour. Gloss internal pages. Bleed on full page and inside cover ads at no extra charge. Spot colours by arrangement.

## Material

All display advertising material should be accompanied by a full colour proof and supplied in high resolution (300 dpi) print-optimised PDF with all fonts embedded or converted to outlines. All images must be uncompressed jpeg or tiff files at at least 300 dpi at final size. Material supplied other than as specified above may incur extra charges.

**Word files (docs) will not be accepted** for display advertisements. All material of insufficient technical quality may be rejected. Please check if unsure what this means for you. Note that *Slice* accepts no responsibility for incorrect reproduction of supplied advertisements.

Advertising copywriting, design, layout, etc. available at cost. Please discuss first.