



media

3 kit

advertising rates

Advertising Package

All rates are per magazine, per month, per site and exclude GST. Some international and premium magazine titles incur surcharges.

| | |
|--------------------|--|
| 1-99 magazines | \$15.95 |
| 100-499 magazines | \$13.95 |
| 500-2999 magazines | \$12.55 (a minimum of 500 sites for any distribution) |
| 3000+ magazines | \$11.85 (a minimum of 500 sites for any distribution) |

All package rates include 20% commission to accredited media agencies.

The **InWaiting** magazine advertising package includes:

- Exclusive ownership of the plastic cover space
- Latest magazine title of choice
- Customised cover and anti-theft sticker
- Front cover ad insert print
- Magazine assembly and personalised delivery
- Waiting room support
- Strategy and media advice

ADDITIONAL OPTIONS

Additional inserts \$0.50 per insert

Single tip-ons \$0.58 per magazine

Multiple tip-ons POA

BRAND EXPERIENCE AND PRODUCT SAMPLING

Site access and sampling campaigns start from \$7.60 per site including distribution.

MAGAZINE SAMPLING

Magazine sampling is \$2.85 per magazine (\$3.85 with plastic cover).

Discounted magazine sampling options are sometimes available. Please contact **InWaiting** for current special offers and a customised cost estimate.

NOTE: These rates are dependent on terms and conditions of payment (see Terms and Conditions).

All campaigns require payment of a 50% deposit before distribution can take place.

material deadlines

Deadlines 2010

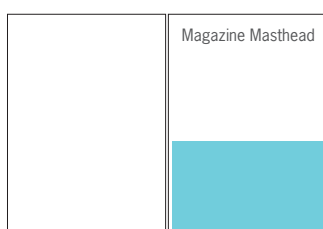
| | Issue | On-Sale Date | Booking Deadline | Cancel Deadline | Material Deadline |
|----------------------------------|-----------|--------------|------------------|-----------------|-------------------|
| Australian Women's Weekly | July | 24 Jun | 3 Jun | 3 Jun | 11 Jun |
| | August | 29-Jul | 8-Jul | 8-Jul | 16-Jul |
| | September | 26-Aug | 5-Aug | 5-Aug | 13-Aug |
| | October | 30-Sep | 9-Sep | 9-Sep | 10-Sep |
| | November | 28-Oct | 7-Oct | 7-Oct | 15-Oct |
| | December | 25-Nov | 4-Nov | 4-Nov | 12-Nov |
| Fashion Quarterly | August | 16-Aug | 19-Jul | 19-Jul | 2-Jul |
| | November | 15-Nov | 18-Oct | 18-Oct | 29-Oct |
| Good Health | July | 24 Jun | 3 Jun | 3 Jun | 11 Jun |
| | August | 29 Jul | 8 Jul | 8 Jul | 16 Jul |
| | September | 26 Aug | 5 Aug | 5 Aug | 13 Aug |
| | October | 30 Sep | 9 Sep | 9 Sep | 10 Sep |
| | November | 28 Oct | 7 Oct | 7 Oct | 15 Oct |
| | December | 25 Nov | 4 Nov | 4 Nov | 12 Nov |
| Home NZ | June | 7-Jun | 10 May | 10 May | 28 May |
| | August | 2-Aug | 5-Jul | 5-Jul | 23-Jul |
| | October | 4-Oct | 6-Sep | 6-Sep | 24-Sep |
| | December | 6-Dec | 8-Nov | 8-Nov | 23-Nov |
| Little Treasures | June | 7 Jun | 17 May | 17 May | 28 May |
| | August | 2-Aug | 12-Jul | 12-Jul | 23-Jul |
| | October | 4-Oct | 13-Sep | 13-Sep | 24-Sep |
| | December | 22-Nov | 1-Nov | 1-Nov | 12-Nov |
| Metro | June | 31 May | 10 May | 10 May | 17 May |
| | July | 28 Jun | 7 Jun | 7 Jun | 14 Jun |
| | August | 26-Jul | 5-Jul | 5-Jul | 12-Jul |
| | September | 30-Aug | 9-Aug | 9-Aug | 16-Aug |
| | October | 27-Sep | 6-Sep | 6-Sep | 13-Sep |
| | November | 25-Oct | 4-Oct | 4-Oct | 11-Oct |
| Next | July | 14 Jun | 24 May | 24 May | 31 May |
| | August | 12-Jul | 21-Jun | 21-Jun | 28-Jun |
| | September | 16-Aug | 26-Jul | 26-Jul | 2-Aug |
| | October | 13-Sep | 23-Aug | 23-Aug | 30-Aug |
| | November | 11-Oct | 20-Sep | 20-Sep | 27-Sep |
| | December | 15-Nov | 25-Oct | 25-Oct | 1-Nov |

| | Issue | On-Sale Date | Booking Deadline | Cancel Deadline | Material Deadline |
|-------------------------------|-----------|--------------|------------------|-----------------|-------------------|
| North and South | July | 14 Jun | 24 May | 24 May | 31 May |
| | August | 12-Jul | 21-Jun | 21-Jun | 28-Jun |
| | September | 16-Aug | 26-Jul | 26-Jul | 2-Aug |
| | October | 13-Sep | 23-Aug | 23-Aug | 30-Aug |
| | November | 11-Oct | 20-Sep | 20-Sep | 27-Sep |
| | December | 15-Nov | 25-Oct | 25-Oct | 1-Nov |
| NZ Gardener | July | 28 Jun | 4 Jun | 4 Jun | 14 Jun |
| | August | 26-Jul | 2 Jul | 2 Jul | 12-Jul |
| | September | 30-Aug | 6 Aug | 6 Aug | 16-Aug |
| | October | 27-Sep | 3 Sep | 3 Sep | 13-Sep |
| | December | 22-Nov | 29 Oct | 29 Oct | 8-Nov |
| NZ House & Garden | July | 21 Jun | 28 May | 28 May | 7 Jun |
| | August | 19 Jul | 25 Jun | 25 Jun | 5 Jul |
| | September | 23 Aug | 30 Jul | 30 Jul | 9 Aug |
| | October | 20 Sep | 27 Aug | 27 Aug | 6 Sep |
| | December | 15 Nov | 22 Oct | 22 Oct | 1 Nov |
| NZ Life & Leisure | July | 5 Jul | 9 Jun | 9 Jun | 21 Jun |
| | September | 30 Aug | 6 Aug | 6 Aug | 16 Aug |
| | November | 25 Oct | 1 Oct | 1 Oct | 18 Oct |
| Top Gear | July | 28 Jun | 7 Jun | 7 Jun | 14 Jun |
| | August | 26-Jul | 5-Jul | 5-Jul | 12-Jul |
| | September | 30-Aug | 9-Aug | 9-Aug | 16-Aug |
| | October | 27-Sep | 6-Sep | 6-Sep | 13-Sep |
| | December | 29-Nov | 8-Nov | 8-Nov | 15-Nov |
| Your Home & Garden | July | 14 Jun | 24 May | 24 May | 31 May |
| | August | 12-Jul | 21-Jun | 21-Jun | 28-Jun |
| | September | 16-Aug | 26-Jul | 26-Jul | 2-Aug |
| | October | 13-Sep | 23-Aug | 23-Aug | 30-Aug |
| | November | 11-Oct | 20-Sep | 20-Sep | 27-Sep |
| | December | 15-Nov | 25-Oct | 25-Oct | 1-Nov |

material specifications

Advertising positions

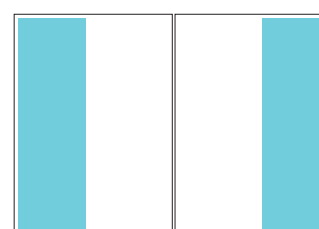
Front cover



Back cover



Inside covers



| Magazine title | Front Cover | Back Cover | Inside Covers |
|---------------------------|-------------|------------|---------------|
| Australian Vogue | 220 X 140 | 220 X 297 | 140 X 297 |
| Australian Women's Weekly | 220 X 240 | 220 X 275 | 140 X 275 |
| Fashion Quarterly | 225 X 140 | 225 X 298 | 140 X 298 |
| Good Health | 205 X 140 | 205 X 275 | 140 X 275 |
| Harpers Bazaar | 215 X 140 | 215 X 296 | 140 X 296 |
| Home NZ | 229 X 140 | 229 X 298 | 140 X 298 |
| Little Treasures | 210 X 140 | 210 X 276 | 140 X 276 |
| Metro | 210 X 140 | 210 X 297 | 140 X 297 |
| Next | 210 X 140 | 210 X 275 | 140 X 275 |
| North and South | 224 X 140 | 224 X 298 | 140 X 298 |
| NZ Gardener | 210 X 140 | 210 X 275 | 140 X 275 |
| NZ House & Garden | 210 X 140 | 210 X 275 | 140 X 275 |
| NZ Life & Leisure | 229 X 140 | 229 X 298 | 140 X 298 |
| Oh Baby | 215 X 140 | 215 X 302 | 140 X 302 |
| Top Gear | 220 X 140 | 220 X 285 | 140 X 285 |
| Woman's Day | 224 X 140 | 224 X 298 | 140 X 298 |
| Your Home & Garden | 224 X 140 | 224 X 276 | 140 X 276 |

All sizes are mm width x mm height

For titles not on this list please contact:
info@inwaiting.co.nz

Tip-Ons

All tip-on specifications must be approved with InWaiting at time of booking.

Tip-on pads must not exceed:
Width: 80mm Height: 140mm Depth: 8mm

Recommendations

Coated cardboard as a backing board ensures maximum adhesion. Pads to be placed on the front cover should be designed for the left hand side to reduce handling impact. Binding or gluing pages on the left hand side and top reduces pages opening unintentionally.

Supplying artwork

All artwork must be supplied as a high resolution PDF (no less than 300dpi) in CMYK. Allow at least 3mm for bleed.

Specifications for printed artwork for tip-ons or support materials must be approved by InWaiting prior to printing.

Delivery Addresses

Electronic artwork

artwork@inwaiting.co.nz. Please contact InWaiting for delivery arrangements for files over 8MB.

Printed materials and samples

Inwards goods

InWaiting. 250C Marua Rd, Ellerslie, Auckland

terms and conditions

1. DEFINITIONS

- 1.2 Those who use InWaiting Ltd services are known as the 'Advertiser'. A booking 'Agency' refers to any party placing a booking on behalf of the Advertiser.
- 1.3 InWaiting Ltd is known as 'InWaiting'.
- 1.4 In this document all services provided by InWaiting are known as 'Advertising'
- 1.5 'Material Deadline' is the date all materials on the Booking Confirmation form including, but not limited to, electronic artwork, printed artwork and samples are due at InWaiting to the address specified on the booking confirmation form.
- 1.6 The date after which bookings cannot be cancelled without incurring full payment is the 'Cancellation Deadline'.
- 1.7 The 'Fee' is the amount the Advertiser has to pay for the Advertising.
- 1.8 These terms apply to any Advertiser that requests advertising services from InWaiting.

2. ADVERTISING BOOKING PROCESS

- 2.2 A Booking Confirmation form will be issued by InWaiting to an Advertiser for each booking.
- 2.3 A booking will not be confirmed until a signed copy of the Booking Confirmation form has been received by InWaiting ("the booking").
- 2.4 Fees quoted by InWaiting are subject to change until the booking has been confirmed.
- 2.5 The Advertiser may amend the booking in writing prior to the booking cancellation deadline ("the cancellation date") subject to clause 4.3 following.
- 2.6 The Advertiser may cancel all or part of the booking up until the cancellation date without incurring penalty.
- 2.7 If the Advertiser cancels all or part of the booking after the cancellation date, InWaiting is entitled to full payment of the Fee plus all production and other costs associated with the booking incurred by InWaiting.

3. INWAITING RIGHTS

- 3.2 InWaiting can reject advertising at any time for any reason.
- 3.3 InWaiting can withdraw advertising from the public at any time and for any reason.
- 3.4 InWaiting is not liable to the Advertiser if it does reject or withdraw advertising.

4. RATES AND PAYMENTS

- 4.2 The Booking Confirmation form will contain the amount the Advertiser has to pay for the Advertising ("the Fee"). The Fee does not include GST unless specified. InWaiting will provide an invoice stating the Fee and the GST payable.
- 4.3 The Fee may change if additional services are requested by the Advertiser after the Booking Confirmation form has been signed. The Fee for these additional services must be approved in writing by the Advertiser before the service is carried out.
- 4.4 A deposit of 50% of the Fee ("the deposit") is payable on the 20th of the month prior to campaign distribution ("the deposit due date") or at least 7 days prior to distribution whichever is shorter, time being of the essence. The deposit will be invoiced at least 14 days before the deposit due date. If the deposit is not paid in full by the deposit due date, InWaiting will not commence the campaign until payment of the deposit is made. The Advertiser will still be liable for the Fee plus any additional costs incurred by InWaiting because of the delay.
- 4.5 Payment of the balance of the Fee is to be made on or before the 20th of the month following the invoice date (time being of the essence).
- 4.6 If the Advertiser disputes the Fee, this claim must be made within 30 days of the invoice date to InWaiting.
- 4.7 The Advertiser agrees to pay InWaiting's Fees without set off or deduction.
- 4.8 Without prejudice to any other remedy, InWaiting may charge the Advertiser interest at the rate of 2% per month on any unpaid invoices.
- 4.9 All expenses, disbursements and costs (including legal fees on a solicitor/client basis or debt collection agency fees) incurred by InWaiting in the enforcement of any of its rights contained in this agreement shall be added to the Fee and paid by the Advertiser.

5. SPECIFICATIONS AND DEADLINES

- 5.2 The materials required to produce the advertising (Material) must be delivered to InWaiting by the date InWaiting specifies ("the Material Deadline"). If the Advertiser does not deliver the Material by the Material Deadline, InWaiting has the right to delay or cancel any Advertising the Material relates to. The Advertiser will still be liable for the Fee plus any additional costs incurred by InWaiting because of the delay.
- 5.3 The Material must be in the form that InWaiting has specified on the Booking Confirmation. If the Advertiser does not deliver the Material in

the required form by the Material Deadline, InWaiting has the right to delay or cancel any Advertising the Material relates to.

6. AGENCY COMMISSION

- 6.2 For accredited advertising or media agencies, InWaiting may agree that the Agency will get paid a commission on the Fee specified in the Booking Confirmation form.
- 6.3 The commission will only apply if the Agency pays the Fee in accordance with these terms and conditions, time being of the essence, and may be deducted from the balance of the Fee. If the balance of the Fee (less commission) is not paid by the due date, the Agency cannot claim the commission.
- 6.4 Unless otherwise specified, charges for production, distribution, products or services purchased on behalf of the Advertiser are non-commission bearing.

7. STOCK LIABILITY

- 7.2 All stock and materials held by InWaiting for the Advertiser for any Advertising is the responsibility of the Advertiser to insure.
- 7.3 InWaiting cannot be held liable for any loss or damage to stock or materials used on behalf of the Advertiser for any Advertising.

8. WARRANTIES

- 8.2 The Advertiser warrants to InWaiting that the Material submitted for inclusion in campaigns:
 - 8.2.1 is true and accurate in all respects;
 - 8.2.2 does not infringe any rights of any person (such as copyright and trademark rights);
 - 8.2.3 does not use the name and image of any person without their consent;
 - 8.2.4 is not obscene, indecent or defamatory; and
 - 8.2.5 does not contravene any law

9. INDEMNITY

- 9.2 The Advertiser indemnifies InWaiting, its employees, agents and affiliates and their employees and agents for all costs (including legal costs on a solicitor client basis), expenses, claims, demands, damages and losses of any kind arising from or attributable to the advertising or otherwise arising from a breach of the terms by the Advertiser.
- 9.3 To the extent permitted by law, all conditions and warranties implied by law or otherwise not expressly set out in these terms and conditions are excluded.

10. LIABILITY

- 10.2 To the extent permitted by law, InWaiting excludes liability for all indirect, consequential or special losses or damages including loss or profits howsoever arising.
- 10.3 The total liability of InWaiting howsoever arising is limited to the supply of the relevant advertising again or the refund of the Fee, whichever InWaiting determines in its absolute discretion.
- 10.4 InWaiting will not be liable to the Advertiser or any other person for any loss of whatever kind suffered as a result of advertising not going ahead where such event arises from any cause beyond InWaiting's reasonable control.

11. LIABILITY OF AGENTS

- 11.2 The party signing the Booking Confirmation form, in consideration of InWaiting entering into the contract with the Advertiser, acknowledges and agrees that they are entering into this contract in their personal capacity as well as on behalf of the Advertiser and further acknowledges and agrees it is jointly and severally liable with the Advertiser as a principal debtor to InWaiting.
- 11.3 If outstanding fees are not paid, or cannot be paid, by the booking Agency, the Advertiser is liable for the full amount owing irrespective of any fees they may have paid to the Agency.

12. GENERAL

- 12.1 These terms are governed by the laws in force in NZ.
- 12.2 The Advertiser may not assign or otherwise transfer any of their rights or obligations under these terms to any other person without InWaiting's written consent. InWaiting may assign or otherwise transfer any of its rights or obligations under these terms without your consent.
- 12.3 If InWaiting fails to enforce, or delays in enforcing, any of these terms, this will not operate as a waiver and will not affect InWaiting's right to later require strict compliance with these terms.
- 12.4 The terms of the Booking Confirmation and these Terms and Conditions record the entire agreement between the Advertiser and InWaiting relating to the matters dealt with in this agreement and supersede all previous arrangements, understandings or representations, whether written, oral or both, relating to these matters. to the matters dealt with in this agreement and supersede all previous arrangements, understandings or representations, whether written, oral or both, relating to these matters.