

Audience

- Delivered free to every school and early childhood education centre in New Zealand including a copy for the board of trustees.
- 16,000 copies circulated fortnightly (21 editions annually).
- Multi-platform, including website.
- Readership in excess of 100,000.



NZME Educational Media is all about niche audiences: New Zealand audiences who want a sector-specific perspective on what's going on locally, as well as globally, with a window to what's coming next. NZME Educational Media is New Zealand's leading education and health multi-platform publisher, producing more than 53 publications annually. Every year we write and sub more than one million words across 2,600 pages, maintain and update six industry websites, manage more than 100,000 active subscribers, and create and send more than 150 EDMs.

We are passionate about publishing, and have proven competencies in print management, commercial content, website development and management and project management. We work with a variety of education, health and government organisations to produce magazines, websites, prospectuses, annual reports, strategic plans, newsletters and various promotional items.

Published by NZME. Educational Media under contract for the 19th consecutive year, New Zealand *Education Gazette* is the Ministry of Education's official print and online publication to schools. It carries all official notices, school vacancies, and articles/case studies that will inform and inspire school and early childhood educators.

In addition to the free-to-list school vacancies and notices, *Education Gazette* publishes paid recruitment and display advertising and professional development and other notices relevant to the school and early childhood education sectors.

Circulation and readership

Education Gazette is a must read in school staffrooms.

Every issue 16,000 print copies are delivered free to all public and private primary, intermediate, and secondary schools in New Zealand, as well as early childhood education centres, kindergartens, kohanga reo, tertiary institutions, and Ministry agencies.

The number of copies delivered to schools is calculated by a ratio of one for every six teachers.

People interested in education news or those looking for teaching positions may take individual paid subscriptions to *Education Gazette*.

Facts at a glance

- Delivered free to every school and early childhood education centre in New Zealand.
- Staff are required to read the official notices section.
- 85% of teachers read the editorial.
- 16,000 copies circulated approximately fortnightly (21 editions annually).
- One copy is delivered to every school board of trustees.
- Multi-platform, including website.

Find out more

Jill Parker

 jill.parker@nzme.co.nz

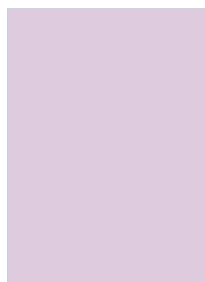
 04 915 9798

2019 Publication deadlines

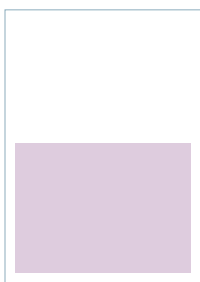
Issue	Editorial advertising booking deadline	Vacancy booking and all artwork deadline by 4pm	Publication date
Issue 1	16 January	18 January	28 January
Issue 2	30 January	1 February	11 February
Issue 3	13 February	15 February	25 February
Issue 4	27 February	1 March	11 March
Issue 5	13 March	15 March	25 March
Issue 6	27 March	29 March	8 April
Issue 7	24 April	26 April	6 May
Issue 8	8 May	10 May	20 May
Issue 9	22 May	24 May	3 June
Issue 10	5 June	7 June	17 June
Issue 11	19 June	21 June	1 July
Issue 12	10 July	12 July	22 July
Issue 13	24 July	26 July	5 August
Issue 14	7 August	9 August	19 August
Issue 15	21 August	23 August	2 September
Issue 16	4 September	6 September	16 September
Issue 17	2 October	4 October	14 October
Issue 18	16 October	18 October	28 October
Issue 19	30 October	1 November	11 November
Issue 20	13 November	15 November	25 November
Issue 21	27 November	29 November	9 December



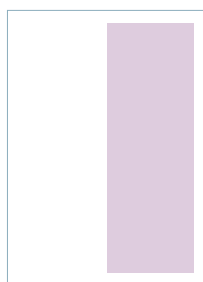
Print advertising specifications | editorial display



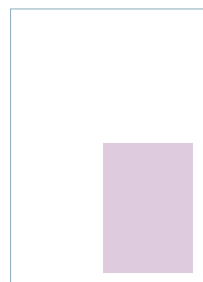
Full page
210 (w) x 297 (h)
+ 5 bleed on each side



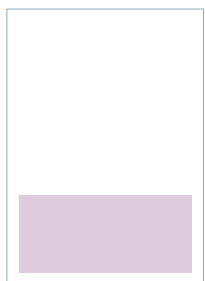
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190 (w) x 140 (h)



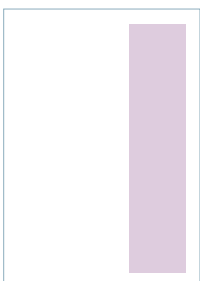
1/2 page vertical
92 (w) x 280 (h)



1/4 page vertical
92 (w) x 140 (h)



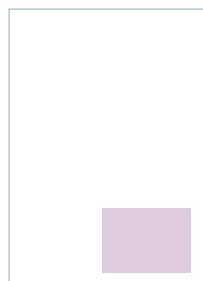
1/3 page horizontal
190 (w) x 90 (h)



1/3 page vertical
60 (w) x 280 (h)



Banner ad
190 (w) x 70 (h)



1/8 page
92 (w) x 70 (h)

Supplied material

Please ensure all supplied material is in the correct mode: CMYK or grayscale.

PDFs should have fonts embedded or text converted to paths/outlines.

Rates

All print rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

For in-house design

Send your text document and images attached via an email.

The images and logos should be at 300dpi and attached as a TIFF, JPG or EPS file.

Terms and conditions

All advertising is booked under the current terms and conditions of NZME. Educational Media | www.nzme-ed.co.nz/about

Display advertising rates

Editorial ad sizes – colour and set sizes available only	Dimensions in millimeters	Price (full colour)
Full page A4 – Cover positions	210 (w) x 297 (h) + 5mm bleed each side.	\$4,245
Double page spread	420 (w) x 297 (h) + 5mm bleed each side.	Price on request
Full page A4	210 (w) x 297 (h) + 5mm bleed each side.	\$4,140
Half page – vertical	92 (w) x 280 (h)	\$2,590
Half page – horizontal	190 (w) x 140 (h)	\$2,590
Third page – vertical	60 (w) x 280 (h)	\$1,800
Third page – horizontal	190 (w) x 90 (h)	\$1,860
Quarter page	92 (w) x 140 (h)	\$1,660
Banner ad	190 (w) x 70 (h)	\$1,450
Eighth page	92 (w) x 70 (h)	\$1,090
Bulletin board	60 (w) x 120 (h)	\$485 (black & white only)
Inserts/onserts		*\$210 per thousand

* Per double-sided A4 sheet. Additional paging or varying sizes pricing, is available on request.

Print advertising specifications | notices and vacancies



DISPLAY VACANCIES AND NOTICES

Effective from 15 July 2017

	Width	Price
1 column	60mm wide	\$53 per cm
2 columns	125mm wide	\$80 per cm
3 columns	190mm wide	\$132.50 per cm
Full colour loading \$500		

ENHANCED VACANCY LISTINGS

80 word listing	\$310
80 word listings and a small black and white logo	\$410

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