



# NZ HUNTER MAGAZINE

## ADVERTISING RATES

Rates valid as from 10<sup>th</sup> December 2023

SIZE	STANDARD	3 ISSUES	6 ISSUES
1/9 Page Single Advert	\$200	\$175	\$145
1/4 Page	\$425	\$375	\$320
1/3 Page	\$590	\$525	\$450
1/2 Page	\$750	\$670	\$590
Full Page	\$1395	\$1260	\$1090
Double Page Spread	\$2800	\$2510	\$2190
Back Cover, Inside Back Cover and Opening Spread			POA
Special placement			+ 15%

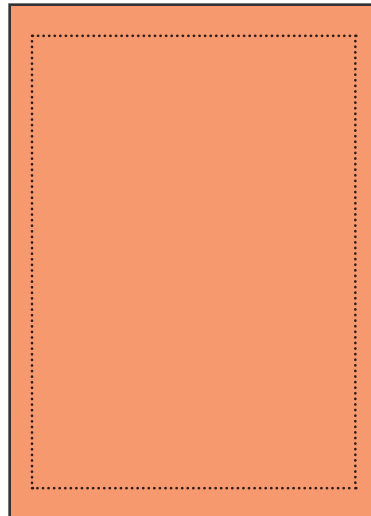
### Plus 15% GST (NZ Only)

*\* The rates stated here supercede any rates information circulated prior to this date*

*\* All adverts must follow the specifications outlined below. Failure to do so will incur additional costs.*

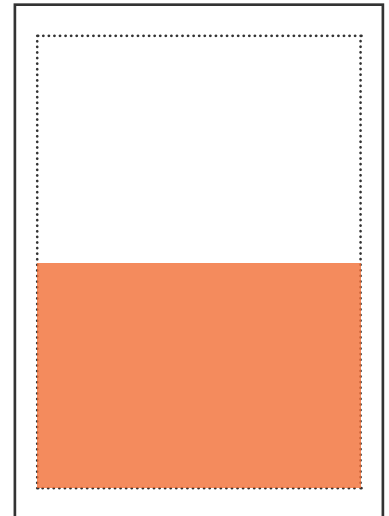
### Full page advert With Bleed

Trim Size: W210mm x H297mm (A4)  
Bleed Size: W216mm x H303mm  
Type Area: W190mm x H275mm  
(Offset from top left: x: 15mm, y: 11mm)



### Half page advert

W185mm x H126mm  
No bleed required

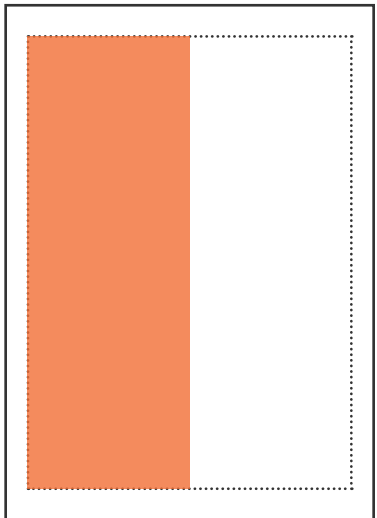




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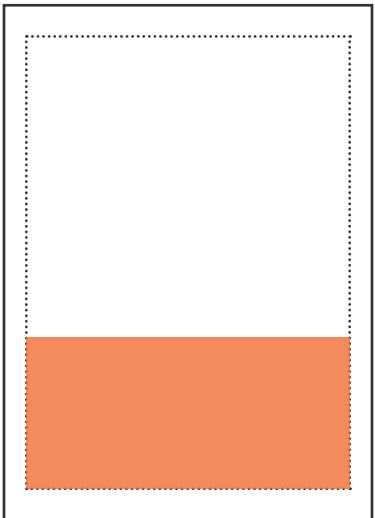
## 1/2 Page Vertical

W95mm x H265mm  
No bleed required



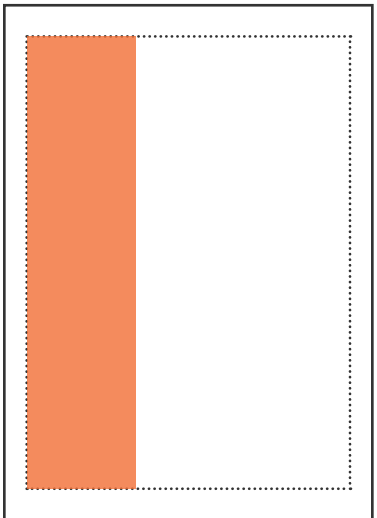
## 1/3 Page Horizontal

W185mm x H85mm  
No bleed required



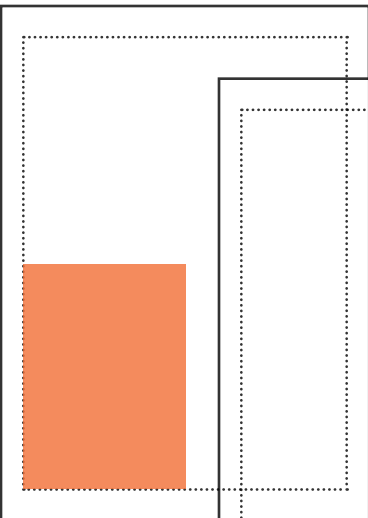
## 1/3 Page Vertical

W60mm x H265mm  
No bleed required



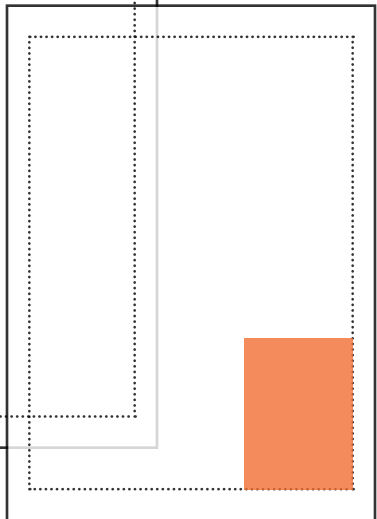
## 1/4 Page

W90mm x H126mm  
No bleed required



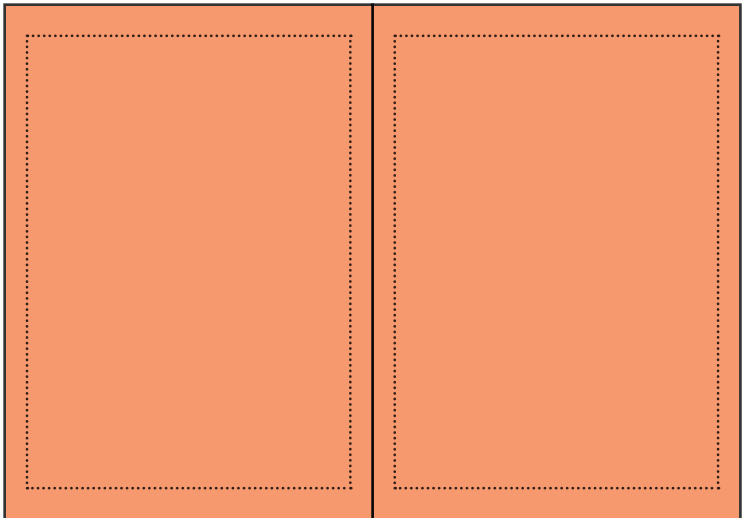
## 1/9 Page

W60mm x H86mm)  
No bleed required



## Double page advert

With Bleed  
Trim Size: W420mm x H297mm (A4)  
Bleed Size: W426mm x H303mm  
Type Area: W400mm x H275mm  
(Offset from top left: x: 15mm, y: 11mm)







# ADDITIONAL SERVICES

Rates valid as from 10<sup>th</sup> December 2023

Advertisers who take out more than 1.5 pages of ads (of any ad size) over three consecutive issues are entitled to additional services. This is composed of three tiers, as below;

## TIER ONE

Magazine reviews and What's New space

Free of Charge

## TIER TWO

The above, including a package of 25x still photos of the reviewed product for the brand's use in marketing

Optional \$500 extra to have photos shared on NZ Hunter's large social media following: Instagram 28K, Facebook 44K

\$1,500 +  
(Depending on product and scale of work)

## TIER THREE

The above, in addition to the production of a 5 minute professional video review of the product presented by the Editor for the brand's use in marketing.

Optional \$1,000 extra to have video shared on NZ Hunter's large social media following

POA  
(Scale of work and video content widely variable)

Also please enquire for custom packages covering ongoing product photography, social media management, print delivery, videography or any other media projects | [luke@nzhunter.co.nz](mailto:luke@nzhunter.co.nz)

## WHAT'S NEW: DEC JAN

### NEXEN ROADIAN MTX MUD TERRAIN

THIS VERSATILE TYRE PROVIDES MAXIMUM LOAD AND TOWING CAPABILITIES, WITH OFF-ROAD GRUNT AND ON-ROAD COMFORT.

The NEXEN Roadian MTX features a dual 'Beast' or 'Machine' sidewall design that allows you to customise the look of your vehicle. There are nineteen sizes available for rim diameter 15" to 22". To grab yours go to [NEXEN.CO.NZ](http://NEXEN.CO.NZ) and find your local NEXEN Point Dealer.

[www.nexen.co.nz](http://www.nexen.co.nz)

PROUDLY DISTRIBUTED BY  
DTM WHEEL & TYRE



COMMUNITIES GET BEHIND



Trail cameras are both extremely fun and extremely powerful as hunting tools

I still have a childlike joy of catching images of animals, that's magnified a hundred-fold when it's a trophy.

And if checking the SD card is like opening presents on Christmas, then cellular cameras that send the photos to your phone is like having Christmas presents sent to you all year! So when Allan from AJ Productions, probably New Zealand's leading authority on trail cameras, asked if I wanted to review one I jumped at the chance!

In place to ambush a deer, and perhaps most exciting of all, to know what calibre of stag is using a rut pad or wallow at any given time. I also use mine as a security camera around home if we're heading away on a trip for a few weeks.

It's amazing for high-stakes areas like a pad that's difficult to approach. You don't have to scent it out to check the card and find when animals have been using it. And it's real-time, you can see the

battery/signal/SD card data. Data usage is pretty economical. 112 photos had only cost me 3 dollars!  
The one downside of it is that, like any technology, you can depend on it too much. Living just inside the Waikato level 3 restrictions I haven't been able to travel for weeks, which has the nice upside of me doing more pig hunting than I have for the last few years so the UoVision got a lot of work in that regard. I learnt the hard way that if you place the camera in poor reception it may not send some photos, and with no file numbers sent with the data you won't know if you've missed images. We set up a 'bump' with a pile of culled goats. It worked really well and after a few days we had a large mob of younger pigs turn up. After another few days a sealull traced the sensor

### CELLULAR

Since we've never done a review on



running & Fishing

# NZ HUNTER

## M A G A Z I N E

FOR EVERYTHING HUNTING



## SUPPLY OF DIGITAL FILES AND/OR ADVERTS

### How to send adverts to NZ Hunter Magazine

Adverts must be supplied in the following specification

1

All finished adverts must be submitted;

- At no less than 300dpi and 100% final print size.
- In Full Process CMYK colour space (no RGB or spot colours)
- As either TIF or PDF files

*Note: all fonts should be converted to paths/outlines to ensure no type errors are encountered. If supplied unconverted then responsibility for any errors in final printers is held by the supplier.*

2

Individual Files for Ad creation;

- Text - As a word document
- Photos, Logos or Graphics - As EPS, TIF, JPG (uncompressed) at 300dpi or higher (at 100% print size).

3

Adverts are to be supplied via;

- An email (if under 8mb) to [luke@nzhunter.co.nz](mailto:luke@nzhunter.co.nz)
- A Dropbox such as WeTransfer, Dropox or Google Drive.

4

We will not accept the following formats for adverts  
Jpeg, Pagemaker, CorelDraw, Powerpoint, Word or Excel

*All adverts must follow the specifications outlined above. Failure to do so will incur additional costs.*