



NZ's leading indigenous lifestyle magazine

PRODUCT PROFILE

About a decade ago, the resurgence of confidence in Maori, its population growth and concentration, as well as the growing influence of multi-culturalism (particularly in the public sector), strongly indicated a need for an effective vehicle of communication reflecting an indigenous perspective.

In September 2008 TU MAI will publish its 100th edition, having launched in 1999, and this marks its ninth year in publishing. As "New Zealand's leading indigenous lifestyle magazine", TU MAI has upheld a commitment to enrich the minds of all New Zealanders through the sharing of stories and issues mostly related to NZ's indigenous culture.

TU MAI magazine has also moved towards diversifying its content, by including stories about others of other ethnic communities. It is a publication reflective of the multi-raced society New Zealand has become. TU MAI has seen unprecedented growth with an estimated readership of 100,000 made up of Maori, Pacific Islanders, European and Asian communities.

TU MAI magazine has also maintained its popular status as an Air New Zealand Koru lounge magazine since its launch. The subscription database demonstrates TU MAI's value as a quality resource. Schools, libraries, local and central government departments, businesses as well as individuals are listed among its ever-increasing list of subscribers.

Publication date is the first (complete) week of each month.

TU MAI magazine is a quality, nationally distributed, glossy magazine that re-affirms as well as enlightens its readership; it and is the **ONLY** monthly indigenous lifestyle magazine on the New Zealand market.

Equally, a robust and interactive, easy to navigate website www.tumaimagazine.com allows for feedback via its BLOGIT page, and highlights feature articles. It accesses a subscription purchasing facility, advertising information, and short profiles of the people within the TU MAI team, and of course, web advertising is not only available on enquiry, but highly recommended.

ADVERTISING RATES, SPECIFICATIONS & CONDITIONS

Please note significant savings for long term advertisers. Rates effective from 1 April 2008

FULL COLOUR	Casual	3x	SAVINGS	6x	SAVINGS	10x	SAVINGS
DPS	4840	4477	1089	4114	4356	3630	12100
Full page	2541	2299	726	2178	2178	1815	7260
Half page	1567.5	1391.5	528	1270.5	1782	1089	4785
1/3 page	1089	968	363	847	1452	544.5	554.5
1/4 page	847	786.5	181.5	726	726	484	434

Inside Front Cover – plus 20% | Outside Back Cover – plus 20% | Inside Back Cover – plus 20% | Preferred position – plus 20%

BLACK & WHITE (mono)

Rates for mono advertisements are charged at 50% of the full colour prices.

SPOT COLOUR – plus 20% | CLASSIFIED - \$35.00 per column centremetre (inc. typesetting) | INSERTS – POA

All rates are per insertion and GST excluded

DIMENSIONS (mm)			
Double page spread	289 x 412	297 x 420	303 x 426
Double ½ page spread	140 x 412	148 x 420	154 x 426
Full page	289 x 202	297 x 210	303 x 216
Half page (hor)	140 x 202	148 x 210	154 x 216
Half page (vert)	289 x 97	297 x 105	303 x 111
One third page (hor)	82 x 202	90 x 210	96 x 216
One third page (vert)	289 x 52	297 x 60	303 x 66
Quarter page (hor)	68 x 202	N/A	N/A
Quarter page (vert)	136 x 97	N/A	N/A

Column Width: 53mm (2 col-118mm), (3 col-180mm)

MECHANICAL DETAILS:

175 line screen,

Media Delivery Type: Digital production supplied on, CD or Internet is preferred

Mac format, photoshop CS2, Illustrator CS2, InDesign CS2 and PDF

ADVERTISING CONDITIONS:

1. We reserve the right to refuse or omit any advertisement, which we deem inappropriate.
2. We reserve the right to place the word “advertisement” on content, which in our opinion resembles \ editorial material.
3. Cancellations must be in writing and cannot be effected after 5pm on the deadline date.
4. All advertising material is to be delivered to the publisher and/or advertising manager without expense to the publisher.
5. If necessary, we can prepare an advertisement. A fee will be charged for typesetting and separation costs.
6. If submitted camera-ready material is not to specification, additional charges will be made for correction or amendment.

PRINT & WEB ADVERTISING SOLUTIONS:

Please call 07 834 1166 to discuss print and web advertising solutions after viewing options available on www.tumaimagazine.co.nz/advertising. Essentially, from as little as an additional 30% on your print advert, a web advert can run on the TU MAI website. Check it out now, you will be pleasantly surprised



For allsorts of people..