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# TŪ MAI

For allsorts of people  MEDIA PLUS LTD



  **2010 -2011** 

New Zealand's Leading Indigenous Lifestyle Magazine  
**MEDIA KIT**





## Editor says ..

- “ Some people have said I must be crazy to have slogged it out for almost 12 years to produce TU MAI magazine. They may be right, but TU MAI was established when the resurgence of confidence in Maori, its population growth and concentration, as well as the growing influence of multi-culturalism occurred more than a decade ago and the momentum still exists.

Established in Hamilton in 1999, TU MAI relocated to Wellington in 2008 and now cements its place as the number one indigenous print vehicle for portraying a vibrant indigenous Maori community to ‘all sorts’ of people - hence our licorice branding icon.

One hundred plus editions later, I’m as committed as ever. Through the sharing of indigenous stories, TU MAI aims to enrich the minds of all New Zealanders.”

## NBR says ..

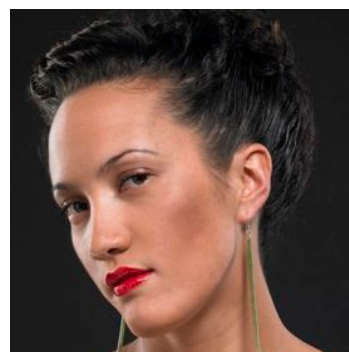
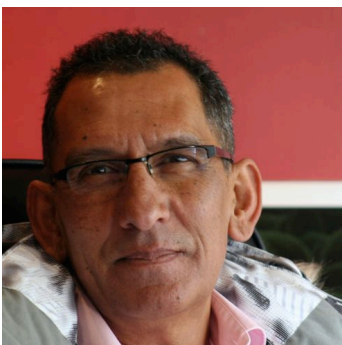
- “ An unapologetically up-market publication that offers a strong indigenous emphasis with style and grace. One that fires your imagination and makes you re-think what is possible.”

*source: National Business Review survey and article that ranked TU MAI magazine as 3rd in the country for the Top Ten ‘most exciting’ Maori companies (2008).*





## INDIGENOUS MAORI education, employment, business, legal, art, fashion, politics, music

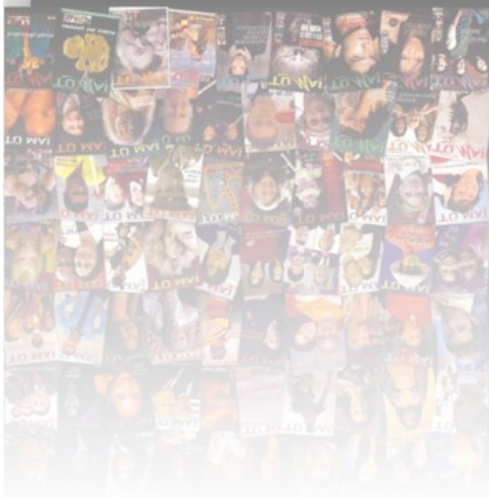


TU MAI's retail readership and subscription database includes individuals, government and iwi entities, public and private sector businesses, school and university libraries.

A team of four full time staff develop robust content and up to six experienced practitioners contribute regular columns on legal matters, indigenous business, music, arts and fashion.

A valued resource for the education, business and social sector, TU MAI is also a worthy coffee table recreational read including Air New Zealand's Domestic and International Koru Club lounges.





## INDIGENOUS MAORI A vibrancy, a global uniqueness, an increasing business community

**FREQUENCY** - **TU MAI** is currently a bi-monthly glossy minimum 72 page magazine, 95% in English but incorporating Maori language.

**DISTRIBUTION** - **TU MAI** is distributed by Gordon & Gotch, Auckland.

**ESTIMATED READERSHIP** - **TU MAI** has an estimated readership of 75,000 based on a pass on rate of 10-15.

**DESIGN** - **TU MAI** is designed by Wellington based company MSO Design.

**FOCUS** - **TU MAI** prides itself on quality writing and imagery and sets out to inform its Maori and non-Maori readership on all aspects of the contemporary and traditional worlds.

**IPAD** - **TU MAI** is currently developing iPad capability with Kiwa Media with an end of 2010 scheduled date for release.

**SOCIAL MEDIA** - **TU MAI** is currently active on Twitter, Facebook and Linked in.



twitter

Linked in



# Advertising rates & specs ..

<b>RATES – Full Colour</b>	<b>CASUAL</b>	<b>X3</b>	<b>SAVINGS</b>	<b>X6</b>	<b>SAVINGS</b>
Double Page Spread	\$4840	4477	1089	4114	4356
Full Page	\$2541	2299	726	2178	2178
Half Page	\$1567	1391	528	1270	1782
1/3 Page Banner	\$1089	968	363	847	1452
1/4 Page Banner	\$847	786.5	181.5	726	726
INSIDE F/P Cover	\$3049	2439	1830	2299	4501
OUTSIDE F/P Cover	\$3049	2439	1830	2299	4501
INSIDE Back cover	\$2922	2337	1644	1930	5952
PREFERRED Position	+ 15%				
MONO Placements	50%				

**ALL RATES ARE COMMISSION BEARING AND EXCLUSIVE OF GST (15% EFFECTIVE OCT 1)**

<b>SPECIFICATIONS</b>	<b>BLEED</b>	<b>TRIM</b>	<b>TYPE</b>
Double Page Spread	303 x 426 mm	297 x 420 mm	289 x 412 mm
Full Page	303 x 216 mm	297 x 210 mm	289 x 202 mm
Half Page (hor)	154 x 216 mm	148 x 210 mm	140 x 202 mm
Half Page (vert)	303 x 111 mm	297 x 105 mm	289 x 97 mm
1/3 Page Banner (hor)	96 x 216 mm	90 x 210 mm	82 x 202 mm
1/4 Page Banner	N/A	N/A	68 x 202

**DEADLINE SCHEDULE FOR BOOKINGS AND ON SALE DATES**

<b>#</b>	<b>EDITION</b>	<b>ON SALE</b>	<b>AD BOOKING</b>	<b>MATERIAL DEADLINE</b>
112	Aug/Sept 2010	Aug 3 2010	20 July 2010	24 July 2010
113	Oct/Nov 2010	Oct 5 2010	20 Aug 2010	24 Aug 2010
114	Dec/Jan 2011	Dec 8 2010	20 Nov 2010	24 Nov 2010
115	Feb/March 2011	Feb 2 2011	20 Jan 2011	24 Jan 2011
116	April/May 2011	April 5 2011	20 Mar 2011	24 Mar 2011
117	June/July 2011	June 7 2011	20 May 2011	24 May 2011
118	Aug/Sept 2011	Aug 3 2011	20 July 2011	24 July 2011
119	Oct/Nov 2011	Oct 5 2011	20 Sept 2011	24 Sept 2011
120	Dec/Jan 2012	Dec 6 2011	20 Nov 2011	24 Nov 2011



## CONTACT DETAILS



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Wellington CBD

## additional advertising information

**MECHANICAL DETAILS.** 175 Line ScreenMedia Type Delivery: Digital production supplied on CD or Internet is preferred. Mac format, Photoshop CS4, Illustrator CS3, InDesign CS3, PDF or JPEG.

### **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 of which a typesetting and design costs will be additional.
6. If submitted camera-ready material is not to specification, additional charges will be incurred for correction and amendments.

