

New Zealand Homeowner's Building Guide

THE DEFINITIVE GUIDE FOR HOMEOWNERS DOING BUILDING PROJECTS

Updating on building, renovation & maintenance issues, this is an essential place to be for all companies targeting homeowners undertaking renovation & building work.

THE NEW ZEALAND HOMEOWNER'S BUILDING GUIDE has been published for fourteen years and is the premier directory/magazine for advertising building supplies, products and tradespeople to homeowners doing building projects. There are ten regional magazines, each published annually.

The NZ Homeowner's Building Guide is also the only directory/magazine to be distributed through councils around the country – directly to people who are picking up applications for building consents.

Every person who picks up this magazine is doing building work of some sort and is looking to buy something!

THIS IS A NOT TO BE MISSED OPPORTUNITY TO PUT YOUR PRODUCTS AND SERVICES RIGHT INTO THE HANDS OF THIS KEY MARKET.

Why YOU Should Advertise in NZHBG...

- BROAD DISTRIBUTION DIRECTLY TARGETING THE HOMEOWNER PRIOR TO EMBARKING ON A MAJOR BUILDING PROJECT
- PEOPLE READING IT ARE ACTUALLY DOING WORK – NEW ZEALAND HOMEOWNER'S BUILDING GUIDE IS THE ONLY PUBLICATION THAT CAN GUARANTEE THIS
- NEW MANAGEMENT, NEW DESIGN, EXTENDED DISTRIBUTION BEING INTRODUCED INTO BUILDING SUPPLIES COMPANIES, HOMESHOWS, ETC.
- 14 YEARS IN PUBLICATION
- EXPERT EDITORIAL – INCLUDING EDITORIAL BY COUNCILS AND ALL CHECKED BY COUNCILS AND INDUSTRY BODIES
- GREAT “EASY TO USE” DESIGN
- USED BY PEOPLE AS A PLANNING TOOL – SO THEY KEEP IT AND CONTINUE TO REFER TO IT



Media Kit

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www.buildingguide.co.nz

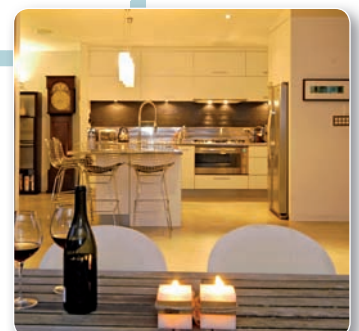
Circulation Details

The New Zealand Homeowner's Building Guide is available free at the counter, with application forms or in consents themselves at Councils throughout the country. Numbers vary from region to region, they range from 10,000 to 22,000 copies being delivered through our distribution channels. Confirmed channels also include Certified Builders, Registered Builders, Registered Master Builders, Mitre 10, ITM, Placemakers, Home Ideas Centres and other assorted retailers. In addition we are delivering upwards of 25,000 copies to Architects, Builders, Quantity Surveyors and Specifiers nationally. Our current total print run across New Zealand is 150,000 (ABC Certified) and growing.

- **DISTRIBUTED THROUGH COUNCILS DIRECTLY TO PEOPLE DOING BUILDING WORK**
- **ALSO DISTRIBUTED THROUGH BUILDING MERCHANTS, HOME IDEAS CENTRES & CERTIFIED BUILDERS**
- **MAILED DIRECTLY TO BUILDERS, ARCHITECTS & SPECIFIERS AROUND THE COUNTRY**
- **AVERAGE CIRCULATION IS 17,500 COPIES PER REGION**

PUBLISHING SCHEDULE

2009	Region	Booking Deadline	Ad Material Deadline
February	North Shore/Rodney	Feb 8	Feb 13
March	Canterbury	Mar 7	Mar 12
April	Auckland City/Waitakere City	Apr 11	Apr 16
May	Manawatu/Taranaki/ Hawke's Bay	May 9	May 14
June	BOP/East Coast/Waikato	Jun 6	Jun 11
July	Manukau City/Franklin	Jul 11	Jul 16
August	Wellington/Wairarapa	Aug 8	Aug 13
September	Nelson/Marlborough/ West Coast	Sep 5	Sep 10
October	Northland	Sep 18	Oct 22
November	Otago/Southland/Lakes	Oct 24	Oct 29



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Advertising Details

RATES 2009

Size	Casual	3x issues	6x issues	10x issues
DPS	5345	4915	4545	3740
IFC/OBC	3245	2985	2760	2270
Full Page	2970	2730	2525	2080
1/2 Page	1785	1640	1515	1250
1/3 Page	1530	1405	1300	1070
1/4 Page	1165	1070	990	815

Classified Adverts

Single	355	325	300	270
Double	540	495	460	405
Quad	880	810	750	660

Website Please ask for our Website Banner Rates

Ad Build Costs

Full page	\$200
1/2 page	\$150
1/4 and 1/3 page	\$100
Classifieds	N/C

SPECIFICATIONS

Full Page:

Trim: 210 x 297mm
Bleed: allow 5mm all around

1/2 Page:

Vertical: 88 x 262mm
Horizontal: 180 x 130mm

1/3 Page:

Vertical: 57 x 262mm
Horizontal: 180 x 93mm

1/4 Page:

Vertical: 88 x 130mm

Classifieds:

Single Horizontal: 60 x 44mm
Double Horizontal: 120 x 46mm
Double Vertical: 60 x 92mm
Quad: 123 x 92mm

PLEASE SEND ALL MATERIAL TO:
bill@straightup.co.nz

MATERIAL REQUIRED

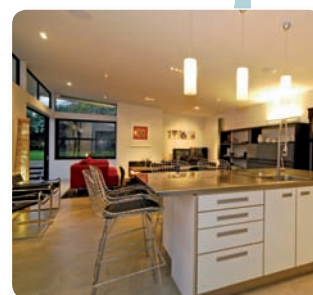
Digital Files only – Supplied as hi-resolution PDF files, all fonts and vectors included. For advertisements designed and built by NZ Building Guide, logos and photos to be included must be hi resolution.

PROOFING

All proofs will be emailed in Adobe Acrobat Reader PDF format. Every effort will be made by the NZ Building Guide to reproduce advertisements accurately but given variations caused by different paper stocks and computer settings, NZ Building Guide cannot be held responsible for slight variations in colour reproduction.

DEADLINES AND CANCELLATIONS

Bookings can be cancelled within seven days of booking. Cancellations after this date will be charged at 30%. Cancellations two weeks from publication date will be charged at full rate.



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Straight Up Productions



Straight Up Productions Ltd has published the NZHBG since April 2006. Straight Up Productions Ltd is owned by Mark Graham and has been in existence for eight years.

Mark worked in advertising agencies and media companies for the past 20 years, including TVNZ, ACP Publishing, Young & Rubicam, McCann Erickson and more. Past clients include XTRA, Sky TV, Sun Direct Insurance, Mazda, and Panasonic.

For the past six years he has been General Manager of Dow Communications, publishing such titles as Grocers' Review, Conventions New Zealand Planner, HortSource, experience and associated websites. Mark has done project work for the Ministry of Tourism, Ministry of Economic Development, HuntGlobal, Tourism Dunedin, and Destination Lake Taupo.

CONTACT DETAILS

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