

www.nzlawyermagazine.co.nz

NZL **Lawyer**

The only independent, fortnightly, national, news magazine for the legal profession in New Zealand.

M E D I A K I T

2010

Technical Details

Material Accepted

Email: accepted up to 5MB only

Disk: CD, DVD

Printing Specification

Screen ruling: 133

Colours: CMYK

Images

Image resolution:

Minimum of 300 dpi at 100% scaling

Line art resolution:

Minimum of 1200 dpi at 100% scaling

File Formats

High resolution PDF (preferred, vector-based if possible)

Illustrator EPS (with fonts converted to outlines)

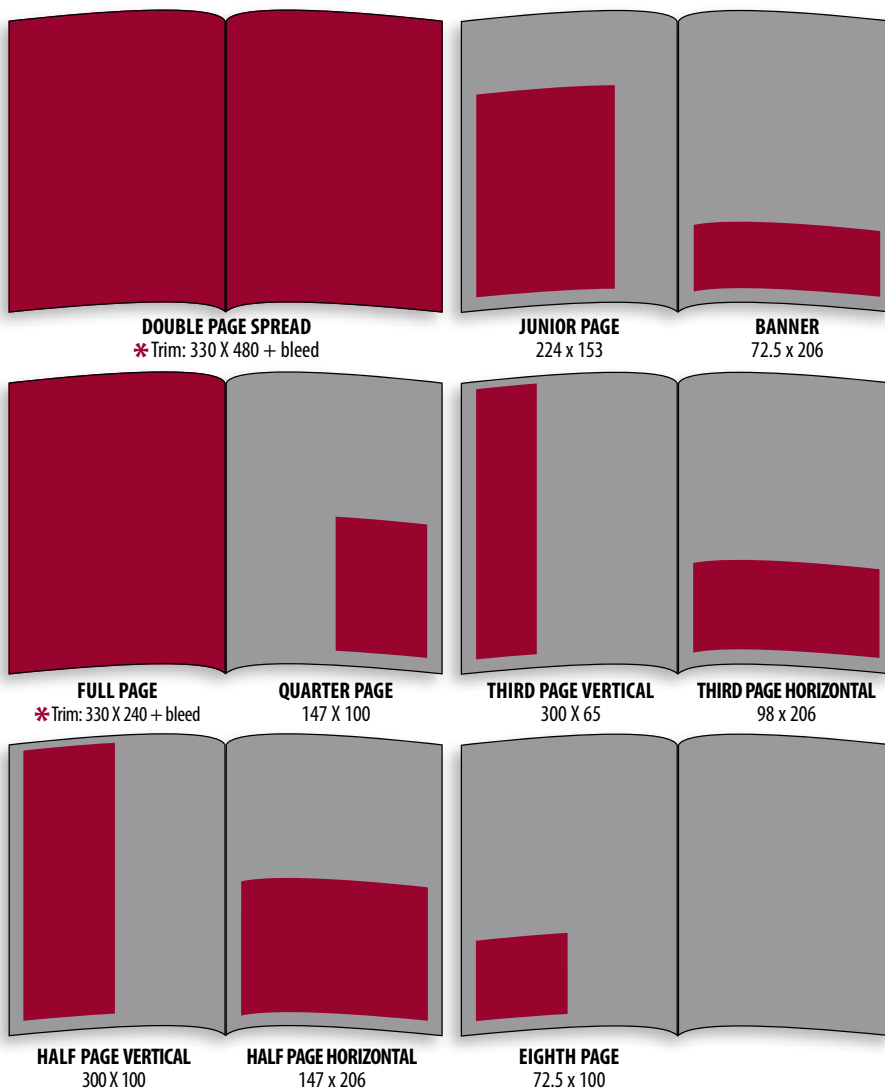
Tiff (PC format)

JPEG (not recommended for text)

PLEASE NOTE:

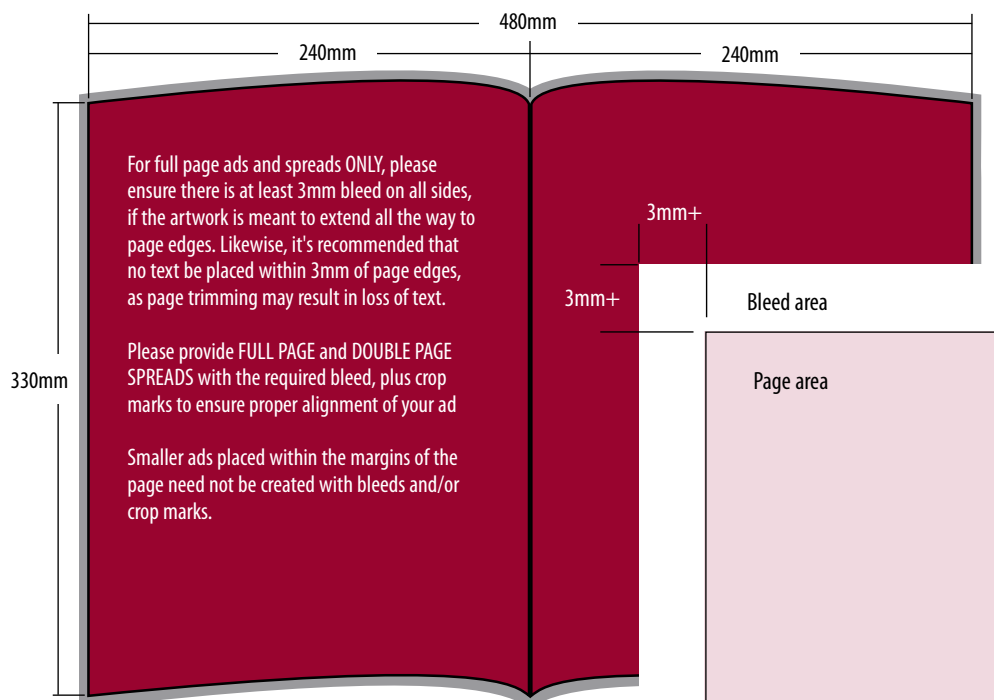
With the exception of full page ads and spreads, it is preferred that ads NOT be submitted with bleeds and/or crop marks.

Ad Sizes height (mm) x width (mm)



Double page spreads and full page ads

Trim/finish size of pages is 330mm (h) x 240mm (w)



About NZLawyer

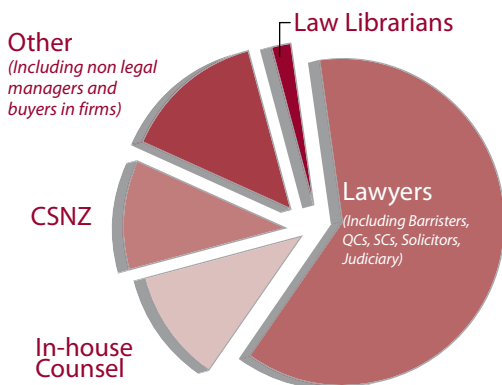
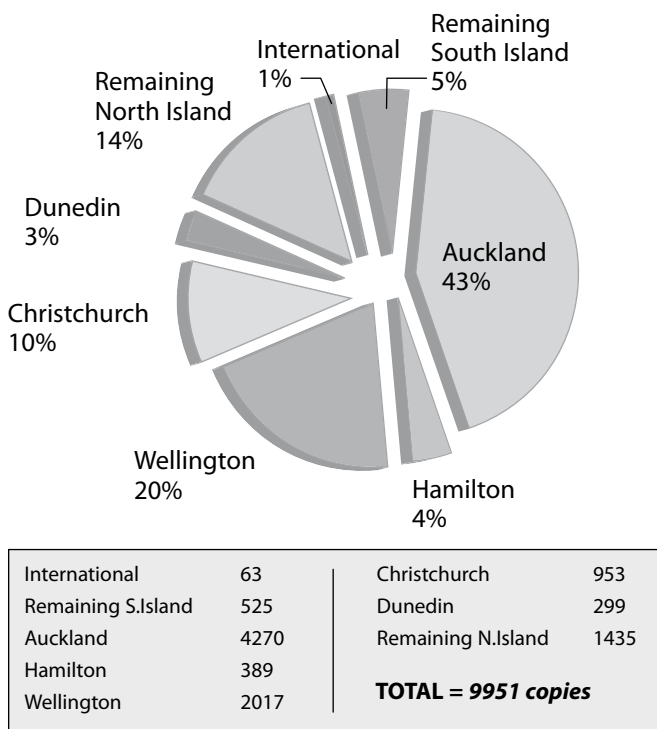
Published by LexisNexis a global provider of information-driven services and solutions.

Through news-breaking reports, informative professional development and technology features and interesting lifestyle articles, *NZLawyer* has something for every segment of New Zealand's legal market.

About our Readership

NZLawyer is distributed, free of charge every fortnight to over 9,900 legal professionals in private practice, government, the corporate sector, and chartered secretaries.

Demographic Breakdown



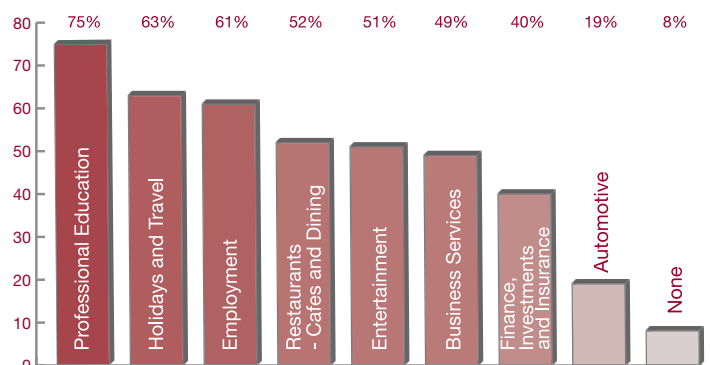
Why advertise in NZLawyer?

- The only independent, national legal news magazine in New Zealand
- A look that is unique, vibrant and upmarket – your advertisement will stand out
- 9,950 personally addressed copies distributed every fortnight. 27% of readers also pass the publication onto colleagues*. Estimated readership over 12,500.
- Shortest advertising deadlines for a legal publication – greater flexibility for last minute recruitment ads
- Advertisers report tangible results when it comes to recruitment advertising – top performers read *NZLawyer*
- Advertiser friendly layout - articles are split throughout the magazine, to ensure readers view the entire publication
- Published on Fridays – best time of the week for advertising
- Strict 60/40 editorial/advertising ratio – your advertisement will not get lost
- Distributed in clear plastic wrapping for maximum visibility
- 48% of readers find *NZLawyer* the most practical and relevant publication to them and 39% believe *NZLawyer* is the publication which best furthers their professional development*
- 50% of female respondents use the ads as a reference point when looking for a job*
- 76% of readers notice the ads. 45% find the ads useful and informative. 43% of the readership read the ads.*
- Cross-Tasman joint advertising opportunities in *NZLawyer* and *Lawyers Weekly* (Australia) with joint circulation of 30,000

*Readership Survey April 2008

Advertising interest

Thinking about the advertising in *NZLawyer*, which of the following are you interested in reading about?



Rates 2010

Advertisements

Rate

Eighth Page	\$650
Quarter Page	\$1,470
Banner	\$1,470
Third Page	\$1,835
Half Page	\$2,380
Banner – Front Cover	\$2,570
<small>Book in advance, most prominent placement</small>	
Junior Page	\$2,940
Full Page	\$3,675
Double Page Spread	\$6,300
Onserts (each)	30c

Special positions & loadings

Outside Back Cover

20%

Term Discounts

Discounts of up to **30%** are available for **multiple bookings**.

Inserts/Onserts*

Increased visibility through plastic wrapping, no need to fold your leaflet/brochure.

30 cents per magazine individually addressed to reader.

Tailor-made solution per region; we will place your leaflet/brochure **only** on the magazines **distributed in your area!**

• Christchurch and Dunedin

1757 x 30c = \$ 530

• Wellington

1987 x 30c = \$ 596

• Auckland

4163 x 30c = \$ 1250

• Nationwide

9939 x 30c = \$ 2982

Contacts

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All the rates contained in this Media Kit are exclusive of GST.

The rates in this Media Kit are commission bearing.

If design of artwork is needed, notice is required when the booking is made and a fee may be charged.

*(A sample or description of the onsert, its weight and its content must be delivered to the publisher for approval prior to booking.)

2010

2010 Features List

ISSUE	PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DEADLINE	CAMERA READY DEADLINE	MAIN FEATURE	TECH/ED FEATURE	GET A LIFE
128	22-JAN-10	13-JAN-10	14-JAN-10	15-JAN-10	CRIMINAL LAW	LAW FIRM HR	OUTDOORS
129*	05-FEB-10	26-JAN-10	27-JAN-10	28-JAN-10	SPORT LAW	MENTORING	INTERNATIONAL TRAVEL
130	19-FEB-10	10-FEB-10	11-FEB-10	12-FEB-10	MEDICO LEGAL	CONTINUING LEGAL EDUCATION	CULTURE
131	05-MAR-10	24-FEB-10	25-FEB-10	26-FEB-10	PROPERTY LAW	CRIMINAL FORENSICS	COMMUNITY
132	19-MAR-10	10-MAR-10	11-MAR-10	12-MAR-10	MEDIA LAW	CLIENT DEVELOPMENT	WEEKEND BREAKS
133*	01-APR-10	23-MAR-10	24-MAR-10	25-MAR-10	INSOLVENCY	RISK MANAGEMENT	MOTORING
134	16-APR-10	07-APR-10	08-APR-10	09-APR-10	SENTENCING	SUPPORTING YOUR PRACTICE	OUTDOORS
135	30-APR-10	21-APR-10	22-APR-10	23-APR-10	BUILDING & CONSTRUCTION	COMPLIANCE	INTERNATIONAL TRAVEL
136	14-MAY-10	05-MAY-10	06-MAY-10	07-MAY-10	FRAUD	ALTERNATIVE DISPUTE RESOLUTION	CULTURE
137	28-MAY-10	19-MAY-10	20-MAY-10	21-MAY-10	PRIVACY	PROPERTY VALUATIONS	COMMUNITY
138*	11-JUN-10	01-JUN-10	02-JUN-10	03-JUN-10	CRIMINAL LAW	PI INSURANCE	WEEKEND BREAKS
139	25-JUN-10	16-JUN-10	17-JUN-10	18-JUN-10	RESOURCE MANAGEMENT	PERSONAL INVESTMENTS	MOTORING
140	09-JUL-10	30-JUN-10	01-JUL-10	02-JUL-10	COMPANY LAW	WELLNESS / HEALTH	OUTDOORS
141	23-JUL-10	14-JUL-10	15-JUL-10	16-JUL-10	INTELLECTUAL PROPERTY	LAW FIRM HR	INTERNATIONAL TRAVEL
142	06-AUG-10	28-JUL-10	29-JUL-10	30-JUL-10	IMMIGRATION	CRIMINAL FORENSICS	CULTURE
143	20-AUG-10	11-AUG-10	12-AUG-10	13-AUG-10	PROPERTY LAW	CLIENT RELATIONSHIP BUILDING	COMMUNITY
144	03-SEP-10	25-AUG-10	26-AUG-10	27-AUG-10	ENVIRONMENT	NZ REPORT + NZLAWYER 2B	WEEKEND BREAKS
145	17-SEP-10	08-SEP-10	09-SEP-10	10-SEP-10	CRIMINAL LAW	FORENSIC ACCOUNTING	MOTORING
146	01-OCT-10	22-SEP-10	23-SEP-10	24-SEP-10	FRAUD	I.T.	OUTDOORS
147	15-OCT-10	06-OCT-10	07-OCT-10	08-OCT-10	INSOLVENCY	MENTORING	INTERNATIONAL TRAVEL
148*	29-OCT-10	19-OCT-10	20-OCT-10	21-OCT-10	CONSUMER LAW	FORENSICS	CULTURE
149	12-NOV-10	03-NOV-10	04-NOV-10	05-NOV-10	MAORI LEGAL ISSUES	LITIGATION SUPPORT	COMMUNITY
150	26-NOV-10	17-NOV-10	18-NOV-10	19-NOV-10	CRIMINAL LAW	SUPPORTING YOUR PRACTICE	WEEKEND BREAKS
151	10-DEC-10	01-DEC-10	02-DEC-10	03-DEC-10	INTELLECTUAL PROPERTY	ALTERNATIVE DISPUTE RESOLUTION	MOTORING

* ISSUE AFFECTED BY PUBLIC HOLIDAY