



# Agency ratecard - print

Effective from January 1, 2019 to December 31, 2019



**NZME.** NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT



# Modular advertising

The New Zealand Herald, Weekend Herald, Herald on Sunday and all their inserted magazines operate a modular ad system.

Modular advertising is a term used to describe ads that are based on standard fixed sizes and shapes rather than variable columns and centimetres.

Compact, Square Compact and Broadsheet pages are divided into modules, a Compact page measuring 8 x 8 modules, a Square Compact 6x6 modules and a Broadsheet page 12 x 12.

## Classified sections

Classified advertising in products such as HeraldHomes, Driven and HeraldJobs can be purchased on a column centimetre or per line basis. For further details see page 4.



For ad shapes not displayed here, please contact your account manager to discuss.

## Compact rates

AD SHAPE	DISCOUNT	MODULES	MONDAY TO FRIDAY			TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		SUNDAY			
			Section A (News)	Sport, Bus., ROP*	BeWell	Travel	Viva	Driven	TimeOut	The Bus.	SuperSport	Weekend	Driven	Section A (News), Sport, ROP*	Travel
Front Page Solus	-	-	\$9,125	\$6,813	-	\$5,536	-	\$4,684	\$5,110	\$6,813	\$6,813	\$6,813	\$6,388	\$4,863	\$4,258
Double Page Spread	(14.0)%	128	\$33,480	\$26,784	\$17,245	\$21,762	\$23,437	\$18,415	\$20,088	\$26,784	\$26,784	\$26,784	\$25,111	\$20,993	\$16,740
Double Page Spread Half	(4.0)%	64	\$18,687	\$14,949	-	\$12,147	\$13,081	\$10,278	\$11,212	\$14,949	\$14,949	\$14,949	\$14,016	\$11,717	\$9,344
Full Page	(4.0)%	64	\$18,687	\$14,949	\$9,773	\$12,147	\$13,081	\$10,278	\$11,212	\$14,949	\$14,949	\$14,949	\$14,016	\$11,717	\$9,344
Junior Page*	(4.0)%	36	\$12,088	\$9,671	-	-	-	-	-	\$9,671	\$9,671	\$9,671	-	\$7,580	-
Half Page	(3.0)%	32	\$9,441	\$7,553	\$5,404	\$6,137	\$6,609	\$5,193	\$5,665	\$7,553	\$7,553	\$7,553	\$7,081	\$5,920	\$4,721
Third Page Vert/Hori	(3.0)%	24	\$7,081	\$5,665	\$3,718	\$4,603	\$4,957	\$3,895	\$4,249	\$5,665	\$5,665	\$5,665	\$5,311	\$4,440	\$3,541
Third Page Island	(3.0)%	20	\$5,901	\$4,721	-	\$3,836	-	\$3,246	\$3,541	\$4,721	\$4,721	\$4,721	\$4,426	\$3,700	\$2,951
Quarter Page	(2.0)%	16	\$4,769	\$3,816	-	\$3,100	\$3,339	\$2,623	\$2,862	\$3,816	\$3,816	\$3,816	\$3,577	\$2,991	\$2,385
Eighth Page	(1.0)%	8	\$2,409	\$1,928	-	\$1,566	-	\$1,325	\$1,446	\$1,928	\$1,928	\$1,928	\$1,807	\$1,511	\$1,205
Sixteenth Page	(1.0)%	4	\$1,205	\$964	-	\$783	-	\$663	\$723	\$964	\$964	\$964	\$904	\$756	\$603
3 spots	(0)%	3	\$913	\$730	-	\$594	\$639	\$502	\$548	\$730	\$730	\$730	\$685	\$573	\$457
2 spots	(0)%	2	\$609	\$487	-	\$396	\$426	\$335	\$365	\$487	\$487	\$487	\$457	\$382	\$305
1 spot	(0)%	1	\$304	\$243	-	\$198	\$213	\$167	\$182	\$243	\$243	\$243	\$228	\$191	\$152
Directory Large	-	-	-	-	\$1,278	-	-	-	-	-	-	-	-	-	-
Directory Med. (Hz / Vt)	(0)%	-	-	-	\$639	-	-	-	-	-	-	-	-	-	-
Directory Small	(0)%	-	-	-	\$320	-	-	-	-	-	-	-	-	-	-

## Broadsheet rates

AD SHAPE	DISCOUNT	MODULES	SATURDAY	
			Section A (News)	Sport, Bus., ROP*
Front Page Solus	-	-	\$13,487	\$13,920 (3x12) / \$18,370 (4x12)
Double Page Spread	(14.0)%	288	\$80,687	\$65,145
Double Page Spread Half	(4.0)%	144	\$45,035	\$36,360
Full Page	(4.0)%	144	\$45,035	\$36,360
Junior Page**	(3.0)%	64	\$20,224	\$16,329
Half Page	(3.0)%	72	\$22,752	\$18,370
Third Page	(3.0)%	48	\$15,168	\$12,247
Quarter Page	(2.0)%	36	\$11,494	\$9,280
Sixth Page	(2.0)%	24	\$7,663	\$6,187
Eighth Page	(1.0)%	18	\$5,806	\$4,688
Twelfth Page	(1.0)%	12	\$3,871	\$3,125
Square Large	(1.0)%	16	\$5,161	\$4,167
Square Medium	(1.0)%	9	\$2,903	\$2,344
Square Small	(1.0)%	4	\$1,291	\$1,042
3 spots	(0)%	3	\$978	\$790
2 spots	(0)%	2	\$652	\$527
1 spot	(0)%	1	\$326	\$263

\*ROP = Run Of Paper; EGN = Early General News.

\*\* Junior Page rate already includes a 15% premium and is only available within certain environments.

For section C of Weekend Herald (Commercial Property etc.) refer to Classified rates on page 4. Standard ad size loadings and discounts are already applied in rates listed above; rates are for a single insertion and exclude GST; for simplicity all rates have been rounded up to the nearest dollar.

Advertisements may incur a 100% cancellation fee if cancelled after the booking deadline.

## Square Compact / Canvas rates

AD SHAPE	DISCOUNT	MODULES	SATURDAY	
			(Sq. Com.)	Canvas
Double Page Spread	(25)%	72	\$18,660	
Full Page	(15)%	36	\$10,206	
Half Page	(6)%	18	\$5,712	
Third Page	(3)%	12	\$3,789	
Directory vertical	-	6	\$1,600	
Directory Strip	-	5	\$1,423	
Square Large	(0)%	4	\$1,138	
Directory Large	-	4	-	
Directory Med. (Hz / Vt)	(0)%	2	\$797 / \$740	
Directory Small	(0)%	1	\$456	

## Loadings

PREMIUM PAGE / POSITION	p2, 3	p5	p4, 6, 7	p8+	1ST FP	1ST RH FP	OUTSIDE BACK*
Compact / Broadsheet	100%	75%	50%	25%	50%	25%	25%
Square Compact / Canvas	15%	-	-	-	15%	-	15%

Page number loadings apply to Early General News, Monday to Sunday only. First\* page loadings are applied in place of the respective page number loading. \*Outside back loading applies to Viva, Driven, TimeOut, The Business, Weekend and Living only

## Frequency discount

FREQUENCY	1-5	6-11	12-23	24-35	36-47	48+
Discount	(0)%	(5)%	(10)%	(12.5)%	(15)%	(20)%

If applicable, add the Premium Page/Position loading to the above rates before applying the Frequency Discount. Frequency discounts are applied across a 12 month period. Each insertion = 1 ad, ad sizes may vary

## Classified rates

DAY	CATEGORY	SECTION	PER COLUMN	PER LINE	PER MODULE
Monday, Tuesday Thursday, Friday	Real estate	Classified	-	\$6.00	-
	Motoring	Classified	\$40.81	\$6.00	-
	Employment	Situations Vacant	\$40.81	\$6.50	-
	Classified	Classified, Family Notices	\$46.38	-	-
	Adult entertainment	Classified	\$40.81	\$6.50	-
Wednesday	Real estate	Midweek HeraldHomes	\$48.46	\$6.00	-
		Commercial Property	\$48.46	-	-
	Motoring	Classified	\$48.46	\$6.00	-
		Driven	-	-	\$167.28
	Employment	Situations Vacant	\$47.93	\$6.50	-
		Key Appointments	-	-	\$199.21
	Classified	Classified, Family Notices	\$48.46	\$6.00	-
Adult entertainment	Classified	-	\$6.50	-	
Saturday	Real estate	HeraldHomes	\$58.15	\$6.00	-
		Commercial Property	\$58.15	-	-
	Motoring	Classified	\$58.15	\$6.00	-
		Driven	-	-	\$228.11
	Employment	Situations Vacant	\$55.46	\$7.25	-
		Key Appointments	-	-	\$234.86
	Classified	Classified, Family Notices	\$58.15	\$6.00	-
Adult entertainment	Classified	-	\$7.25	-	
Sunday	Real estate	Sunday Homes	\$29.53	\$6.00	-
	Motoring	Classified	\$29.53	\$6.00	-
	Employment	Situations Vacant	\$25.99	\$6.00	-
		Key Appointments	-	-	\$103.91
	Classified	Classified	\$29.53	\$6.00	-
Adult entertainment	Classified	\$29.53	\$6.00	-	

Rates are for a single insertion and exclude GST.

For a specified page or position 15% loading applies. For a specified page and position 25% loading applies. Mono ads are as listed less 30%.

For digital advertising on nzherald.co.nz, please speak to your account manager.

Ads under \$200 must be prepaid unless a credit application has been approved, for an application form see nzme.co.nz.

\* Midweek HeraldHomes is distributed in the greater Auckland area only (Pukekohe to Wellsford.) See nzme.co.nz for distribution details or speak to your account manager.

Leader or pointer ads are accepted at the discretion of NZME. and specific pricing will apply.

## Portfolio opportunities

### Digital

nzherald.co.nz is one of New Zealand's most awarded and visited websites with a range of Apps for iPhone, iPad, and Android devices and an award winning mobile site m.nzherald.co.nz, allowing readers access the latest news wherever they are. For digital advertising rates or for more details please speak to your account manager.

### Inserts

Inserts offer you the opportunity to circulate your material within The New Zealand Herald, Weekend Herald or Herald on Sunday. Prices are for single sheet only, multi sheets by negotiation. Please contact the Inserts Manager on (09) 373 6021.

#### CASUAL RATES PER 1,000 INSERTS (MONDAY TO FRIDAY)

25,000 (min) to 100,000	\$72.50 per 1,000
100,000+	\$62.50 per 1,000

### AD-hesive Notes

Our AD-hesive Notes provide an innovative way for you to communicate your advertising message. A detachable note can be adhered to the bottom right-hand corner of The New Zealand Herald and Herald on Sunday covers, or the top right-hand cover of the Weekend Herald. Contact your account manager for details.

## Contact us

### Display Advertising

0800 HERALD (0800 437 253)  
displayads@nzme.co.nz

### Classified Advertising

0800 HERALD (0800 437 253)  
classads@nzherald.co.nz

### Advertising Production

0800 HERALD (0800 437 253)

### Account Enquiries

0800 HERALD (0800 437 253)

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