



**stuff**.co.nz

TARANAKI  
**DAILY NEWS**  
Your Place, Your Paper



**MEDIA KIT**



Outfit

Caffè

GRH439

Dimoc  
BED  
BED  
BED

WALK  
WITH  
CARE

# Welcome From the editor

**She was born exactly 100 years before me and still looks fresh as a daisy first thing in the morning. Your Taranaki Daily News has gone through a range of facelifts over the years to ensure she remains by far the first-up, best dressed newspaper in the province.**

And we're proud of her. In recent years we have seen the Daily News embrace the digital revolution, to bring news and advertising to readers on a variety of platforms. Her journalists have been honoured repeatedly at the Canon media awards.

There was a time we told you when we would deliver the news to your letterbox. Today you tell us not only when you want it, but also where. The Daily News has met those demands head on, and she remains far and away the most sought-after place to go for news about Taranaki.

These are exciting times for the media industry. Our reporters are working faster than ever to bring you the latest news and

Fairfax Media uses its resources to get it to you through newsprint and digital channels. Readers recognise the benefits of that unique combination, and that is why the number of eyes on our work is increasing.

We live in an era of fragmentation and the more fragmented the market becomes the better we are placed to keep our readers and advertisers connected.

Talk to our advertising team about how we can connect our audience to your business, products or services.

**Roy Piliott**  
Editor  
Taranaki Daily News



# Why Taranaki Daily News?

The **Taranaki Daily News** delivers you a strong Taranaki audience, whether it's in print through the **Taranaki Daily News**, online at [taranakidailynews.co.nz](http://taranakidailynews.co.nz) or in one of our local community papers, the **North Taranaki Midweek** and the **Taranaki Star**.

If you're after something a little different, whether the solution is a special advertising feature, geo-targeted advertising on **stuff.co.nz**, or placement in one of our popular magazines, our experienced media consultants are here to help.



**Still need convincing?**

Contact one of our media consultants for an informal chat on **06 759 0808**

**Each day Fairfax Media connects with Kiwis up and down the country, so when you talk to Fairfax Media, you talk to New Zealand.**

# 80%

Fairfax Media connects with 80% of New Zealanders each day across our multi-media platforms. **That's 2.9 million people.**

## 300,000

People subscribe to our **print products**

## 2.1 million

New Zealanders read a **Fairfax newspaper**

## 118,000

Subscribers to Fairfax **e-newsletters**

## 1.5 million

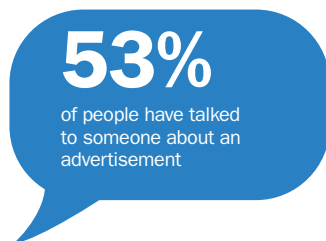
Kiwis visit **stuff.co.nz** each month

# Reaching your customers

**Our audience are your customers. Whether they're online, reading the daily paper or catching up on the issues in their community paper, Fairfax Media can help you connect with customers in the Taranaki region.**

Delivering credible, and authoritative news and information as well as the lighter things in life, consumers turn to the Taranaki Daily News to connect with their community through a trusted voice. Advertisers benefit from this trust and credibility, reaching an engaged and open audience.

As a result of reading their daily newspaper...



**Online is becoming an increasingly popular medium for consumers...**

**48%**

Or 42,000 people in Taranaki have made a purchase online in the last 12 months

**31%**

Have made 4 or more purchases online in the last 12 months



# Our footprint

## Monday – Saturday

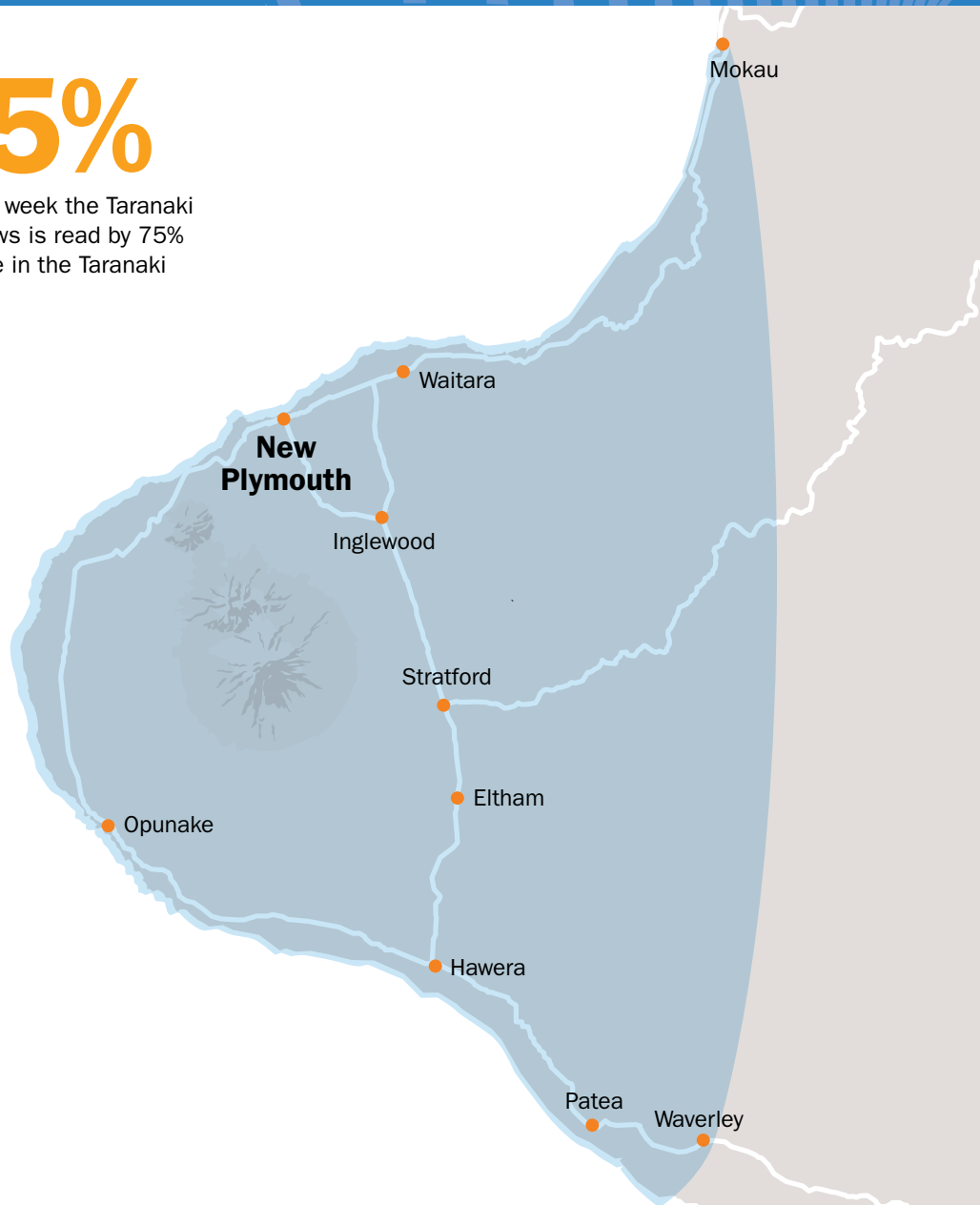
The Taranaki Daily News is distributed Monday to Saturday throughout the Taranaki region.

# 75%

Across a week the Taranaki Daily News is read by 75% of people in the Taranaki Region\*.

# 77%

Taranaki Daily News readers are loyal. Home subscriptions account for more than 77% of the newspaper's circulation.



\*Source: Nielsen CMI Regional 1 Y/E Jun 2014.  
Base: AP15+, Taranaki Daily News Circ Area.

# Our audience

# 45,000

## Daily readership

On an average day, the Taranaki Daily News is read by 51% of residents in the Taranaki region.

# 66,000

## Weekly readership

Across a typical week the Taranaki Daily News connects with three in every four people in the Taranaki region.

# 52%/48%

## Gender split

Taranaki Daily News readers are pretty evenly split with 52% male and 48% female.

# \$77,664

## Average household income

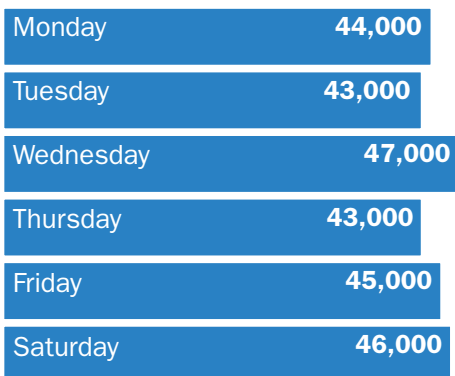
Readers of the Taranaki Daily News have a higher household income than the average North Islander.

# 41,000

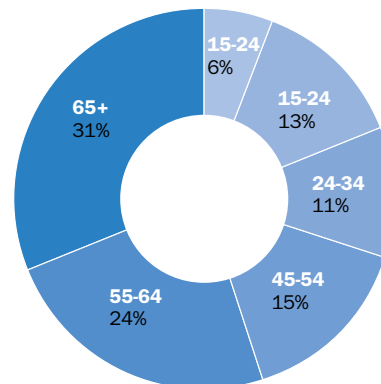
## Homeowners

Each week the Taranaki Daily News is read by 76% of homeowners in the Taranaki region.

## Readership by day



## Audience age







# Features

**Features are a great way to promote your business to a targeted group, whether it's a couple about to walk down the aisle or the weekend gardener. If you see one that catches your eye, talk to one of our media consultants about featuring in the next edition.**

## Annually

- Your Future Your Lifestyle
- Careers & Training Expo
- Fashion Art Awards
- House of the Year
- Garden Festival
- Farming
- Taranaki Babies

## Biannually

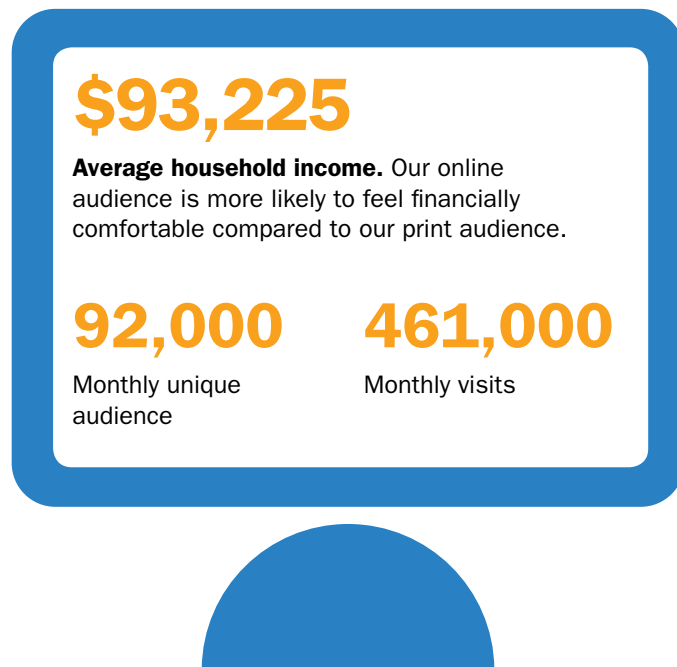
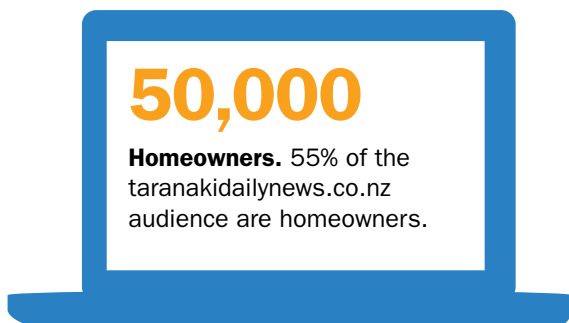
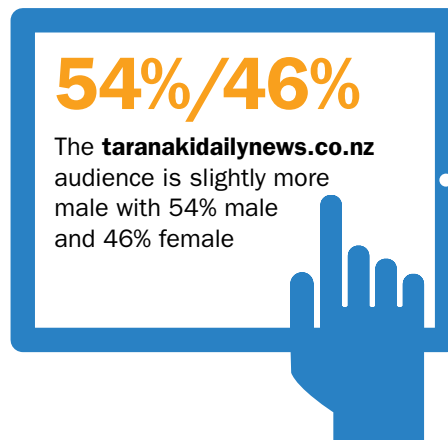
- Wedding Trends

## Triannually

- Lifestyle Homes



# Our digital audience



# Digital solutions

**In addition to advertising on taranakidailynews.co.nz Fairfax Digital has a range of solutions to help you target both current and potential customers online across our range of top websites.**

## Geo-Connect

Geo-Connect is Fairfax Media's new premium digital product. With Geo-Connect advertisers can target customers online no matter what site they're browsing, reaching Kiwis all across New Zealand through quality content over a number of top sites including **stuff.co.nz**, **essentialmums.co.nz** and regional sites such as **taranakidailynews.co.nz** and **dompost.co.nz**.

## Fairfax Digital Marketing Services

Fairfax Digital Marketing Services provides businesses of all shapes and sizes with an array of digital marketing services designed to increase web presence, expand customer

base, and drive revenue.

You know your business and you know your customers. You also know there are more customers in your area. But did you know they are looking for you online?

We know you probably don't have time to build and regularly maintain a successful digital marketing campaign in order to reach them. That's where we can help. The Fairfax Digital Marketing Solutions team are local and proven, just like you; let people you know and trust look after your digital marketing, giving you time to focus on your business.



**Want to find out how easy it is to get your business online?**

Contact one of our media consultants on **06 757 6854** and they'll find the right solution for you

# Community papers

**Delivering advertisers an audience engaged with their community and who shop local, community papers are the ideal way for businesses to reach their local customers.**

The North Taranaki Midweek and the Taranaki Star are Taranaki's community papers. Covering the issues, successes and personalities that make these communities great, they offer a closer look at what's happening in the communities and what makes them tick.

## North Taranaki Midweek

**Publishing day:** Wednesday  
**Average readership:** 41,000  
**Children:** Two in every five readers live in a house with children.  
**Shoppers:** An average edition is read by 51% of main household shoppers in the region.

Increase your reach to 62,000 by advertising in both the North Taranaki Midweek and the Saturday edition of the Taranaki Daily News.

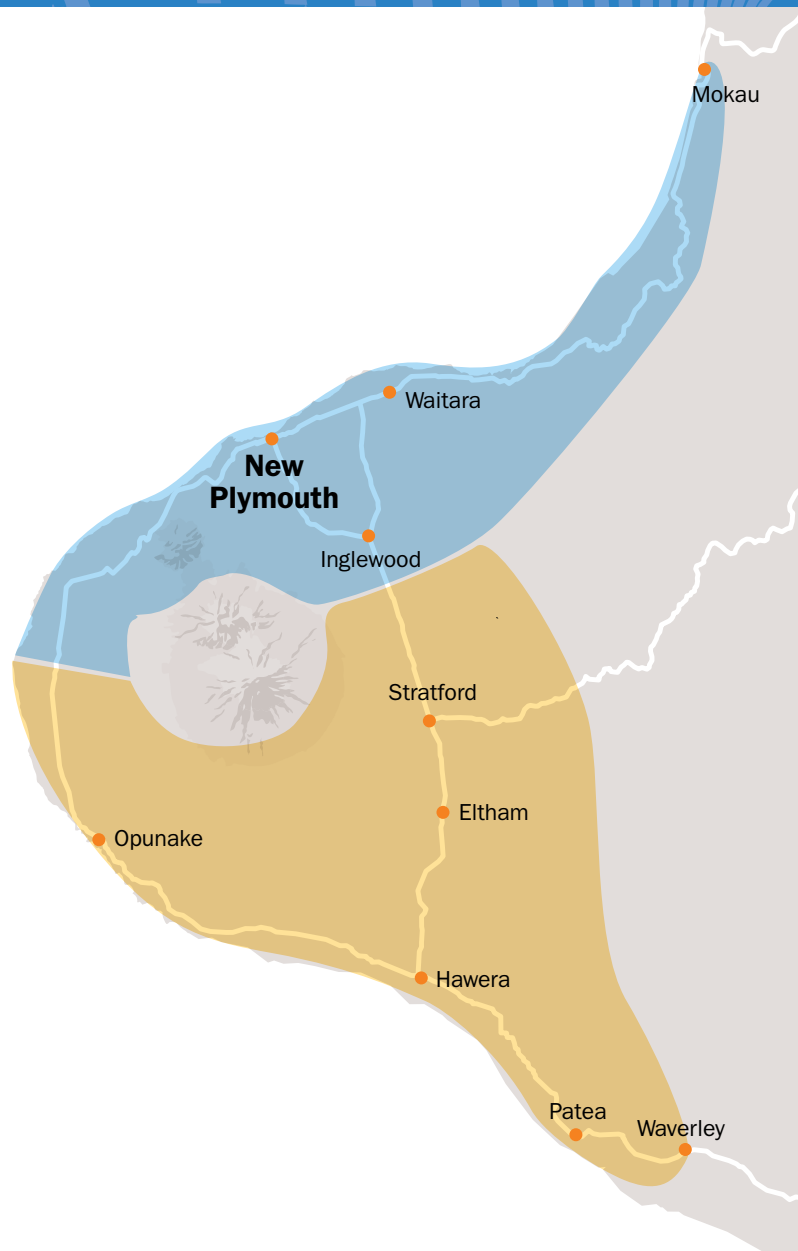
North Taranaki  
**Midweek**

## Taranaki Star

**Publishing day:** Thursday  
**Average readership:** 34,000  
**Children:** 41% of Taranaki Star readers live in a house with children.  
**Shoppers:** One in every two Taranaki Star readers are their household's main shopper.

Increase your reach to 61,000 by advertising in both the Taranaki Star and the Saturday edition of the Taranaki Daily News.

TARANAKI  
**Star**  
SOUTH \* CENTRAL \* COASTAL





Travel  
Campbell's  
World Travel



car  
QTV

hospicehop

Casa  
PEQUENA

Coffee Shop



LEUTHARD'S



QUINTIN OAKES BUILDERS LTD

# What does it cost?

## Display

SIZE	TARANAKI DAILY NEWS		NORTH TARANAKI MIDWEEK	TARANAKI STAR
	Mon - Fri	Sat		
Full page	\$6,598.80	\$7,263.00	\$2,191.14	\$2,191.14
2/3 page	\$4,277.00	\$4,707.50	-	-
Junior page	\$3,421.60	\$3,766.00	\$1,184.40	\$1,184.40
1/2 page	\$3,421.60	\$3,766.00	\$1,252.08	\$1,252.08
1/3 page	\$2,199.60	\$2,421.00	-	-
1/4 page	\$1,710.80	\$1,883.00	\$592.20	\$592.20
1/6 page	\$855.40	\$941.50	\$253.80	\$253.80
Front page solus	\$989.82	\$1,089.45	\$266.49	\$266.49
Other sizes (per col/cm)	\$12.22	\$13.45	\$8.46	\$8.46

These rates include colour and exclude GST. Black and white advertising less 30%

## Display classified

RATE (per col/cm)	TARANAKI DAILY NEWS		NORTH TARANAKI MIDWEEK	TARANAKI STAR
	Mon - Fri	Sat		
General Classified	\$12.22	\$13.45	\$8.46	\$8.46
Powerpak	\$12.22	\$13.45	\$4.80	\$4.80
Taranaki Buy	\$8.91	\$8.91	\$5.53	\$5.53
Trade Directory	\$8.55	-	\$5.92	\$5.92
Trade Package	\$7.60	\$7.60	\$5.25	\$5.25

These rates include colour and exclude GST. Black and white advertising less 30%

## Digital

	CPM/CPD
Medium Rectangle	\$20
Skyscraper	\$20
Top Banner	\$20
Half Page	\$30
Home page takeover	\$450

These rates exclude GST. All rates effective 1 July 2014.

# Booking and material deadlines

## Taranaki Daily News

	RUN OF PAPER/DISPLAY		CLASSIFIEDS		
	Booking/Copy	Print Ready Files	Booking/Copy	Print Ready Files	Computer-set
<b>Monday</b>	4pm Wed	2pm Fri	4pm Wed	2pm Fri	3.30pm Fri
<b>Tuesday</b>	4pm Thu	2pm Mon	4pm Thu	2pm Mon	3.30pm Mon
<b>Wednesday</b>	4pm Fri	2pm Tue	4pm Fri	2pm Tue	3.30pm Tue
<b>Thursday</b>	4pm Mon	2pm Wed	4pm Mon	2pm Wed	3.30pm Wed
<b>Friday</b>	4pm Tue	2pm Thu	4pm Tue	2pm Thu	3.30pm Thu
<b>Saturday</b>	4pm Wed	2pm Fri	4pm Wed	2pm Fri	3.30pm Fri
<b>Features</b>	Five working days prior to publication				
<b>Magazine pre-prints</b>	4pm ten working days prior to publication				

## Community publications

	RUN OF PAPER/DISPLAY		CLASSIFIEDS		
	Booking/Copy	Print Ready Files	Booking/Copy	Print Ready Files	Computer-set
<b>North Taranaki Midweek</b>	4pm Thu	2pm Mon	4pm Thu	2pm Mon	12 noon Mon
- Features	4pm Tuesday ( <i>five working days prior</i> )				
<b>Taranaki Star</b>	4pm Mon	2pm Wed	4pm Mon	2pm Wed	12 noon Mon
- Features	4pm Monday ( <i>five working days prior</i> )				

# Advertising specs

## Technical information

### PRINT

The printing method is offset. All materials can be supplied by ISDN, email, USB or CD/DVD. Materials should be supplied as EPS or print ready PDF files.

#### Postscript compatible (acceptable software)

Adobe Indesign, QuarkXPress, Adobe Illustrator. *Files should be created using these applications and saved and supplied as PDFs. Appropriate Distiller job options are available on request.*

#### Not Postscript compatible (unacceptable software)

Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, Adobe Photoshop. *Note: Adobe Photoshop should be used for image manipulation only.*

#### General

PDF version **1.3**. Postscript Level **2+**  
ICC Compliant **No**  
Colour Model **CMYK only**

#### Images

- Format **EPS, TIFF, JPG, PDF**
- Photographs **1Mb**
- Minimum resolution for colour and greyscale images **150dpi**
- Minimum resolution for black & white (single bit) images **600dpi**
- Maximum ink weight **240%**

#### DISPLAY CLASSIFIED

Column Width	1	2	3	4	5	6	7	8	9	10	11
mm	32	66	100	134	168	202	236	270	304	338	372

#### DISPLAY

Column Width	1	2	3	4	5	6	7	8	9	10
mm	34	72	110	148	186	224	262	300	338	376

#### FULL PAGE SIZING

	Run of Press 10 columns	Classified 11 columns	Tabloid 7 columns	Double page spread 20 columns
Depth (mm)	540	540	370	540
Width (mm)	376	372	262	775

#### DIGITAL

	Dimensions	Max File Size
Medium Rectangle	300x250	40KB
Skyscraper	160x600	40KB
Top Banner	760x120 or 728x90	40KB
Half Page	300x600	40KB
Gutters (for homepage takeover)	160x1500	50KB

#### Fonts & Type

- Font embedding required **Yes**
- Font subsetting allowed **Yes**
- Minimum point size for colour type **12pt**
- Minimum weight for reversed colour type **Bold**
- Maximum plates allowed for reversed colour type **3**
- Minimum point size for single colour type (100% C,M,Y or K) **6pt**

#### DIGITAL

##### File Types

- GIF, JPG, PNG.
- SWF + backup GIF, JPG or PNG (Flash Player 10.1 or lower, ActionScript 2.0 or 3.0 to create the clickTag).
- Creatives require a 1 pixel border or background to differentiate them from other content.
- Ads must not exceed 18fps
- Continuous looping is accepted for standard display advertising



# What does it all mean?

## Key terms

### **Average issue readership (AIR)**

The average number of people who read a single issue of a newspaper.

### **Broadsheet**

The largest of the newspaper formats. The Taranaki News is a broadsheet paper, each page measuring 54cm deep by 37.6cm wide.

### **Classified advertising**

Ads grouped into 'classes' and confined to a single section.

### **Compact/Tabloid**

A smaller newspaper format. The majority of community papers are this size, with each page measuring 37cm deep by 26.2cm wide.

### **CPM**

Stands for cost per thousand and is one of the most common ways of buying digital advertising. If you are buying digital advertising on a CPM basis you are buying on the basis of impressions your ad will receive.

### **CPD**

Stands for cost per day. When you purchase a homepage takeover you buy it on the basis of owning the ad space on that page for the day, rather than purchasing based on the number of impressions your advertising will receive.

### **Display advertising**

Creative advertisements placed in the main sections of the paper, News, World, Business and Sport.

### **Display classified**

Creative advertisements confined to classified sections such as Recruitment, Property and Motoring.

### **Double page spread**

An advertisement spread across two full, facing pages.

### **Double truck**

Double page spread with the inclusion of the centre gutter.

### **Front page solus**

Strip ad at the bottom of the front page measuring 5.8cm deep by 34.2cm wide.

### **Gutter**

The inner column between two facing pages in a newspaper.

### **Impression**

An impression is the number of times an online page, or page element such as an ad, is viewed. Each time a page (or ad) is viewed, an impression is counted.

### **Lug**

Fixed spaces at the top left and right hand corners of the front page of select sections measuring 2.8cm deep by 4.6cm wide.

### **Non-display classified**

Ads with no creative elements and confined to the classifieds pages. These ads are charged at a run-on rate.

### **Rate**

The price charged per column centimetre of space purchased for advertising.

### **Reach**

The total audience (readers) of a publication (e.g. newspaper, magazine). Can be expressed as an absolute number (000's) or as a percentage of a particular target (e.g. males aged 45-59).

### **Readership**

The number of people who read the paper (higher than circulation as there is generally more than one person reading each copy).

### **Run of paper**

The four main sections of the paper: News, World, Business and Sport.

### **Run-on rate**

Rate for non-display classified ads. Charged per line of copy.

### **Unique Audience**

A 'People Measure' which is designed to represent the online activity of actual people rather than computers or devices. Unique Audience removes duplication of one person's activity which can occur in cookie based Unique Browser measures.

### **Weekly coverage**

Includes all who have read at least one issue to the newspaper in the last 7 days.

# Get in touch



## New Plymouth Office

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49-65 Currie Street  
New Plymouth 4310

### Post

PO Box 444  
New Plymouth 4340

06 759 0808

## Hawera Office

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55 Regent Street  
Hawera 4610

### Post

PO Box 428  
Hawera 4640

06 278 5139

## Advertising enquiries

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### Advertising Manager

Matt Surgenor  
06 757 6865  
[matt.surgenor@dailynews.co.nz](mailto:matt.surgenor@dailynews.co.nz)

### Accounts

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0800 324 005  
[accounts@fairfaxmedia.co.nz](mailto:accounts@fairfaxmedia.co.nz)

## General enquiries

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### Display advertising

06 757 6854

### Classified advertising (computer set)

[classads@dailynews.co.nz](mailto:classads@dailynews.co.nz)

### National advertising

[agency.display@dailynews.co.nz](mailto:agency.display@dailynews.co.nz)

# Fairfax New Zealand Limited

## Advertising Terms & Conditions

### for websites and publications

Fairfax New Zealand Limited (Fairfax, we, us, our) place material for publication on behalf of the customer (you) subject to these terms and conditions of advertising (Terms).

These Terms apply to all advertising in any of our publications or websites unless we have agreed other terms in writing with you.

1. In accepting any material including electronic material or data for publication, and in publishing it we are doing so in consideration of and relying on the your express warranty, the truth of which is essential that :
  - a) the material does not contain anything:
    - that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986;
    - that is defamatory or indecent or which otherwise offends against generally accepted community standards;
    - that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights;
    - that breaches any right of privacy or confidentiality;
    - that breaches any provision of any statute, regulation, by-law or other rule or law; and
  - b) the material complies in every way with the Advertising Code of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standing relating to advertising in New Zealand;
  - c) publication of the material will not give rise to any liability on our part or in a claim being made against us in New Zealand or elsewhere; and
  - d) the material does not include any cookie, tracking tag or other tracking device unless we have provided our prior written consent to such inclusion, to the extent we consent to you collecting information relating to our users ("User Information") you may only use such information for the advertiser's internal statistical purposes and solely in respect of the relevant advertising campaign. For the avoidance of doubt you must not disclose any User Information to any third party and must not use any User Information in connection
- with any advertising campaigns on any third party properties or websites. If you are a representative of an advertiser, this does not prevent you from disclosing the User Information in summary format only to the advertiser, provided you procure that the advertiser only uses such information in accordance with this paragraph 1(d).
2. You agree to indemnify us against any losses, liabilities, costs, claims or expenses whatsoever arising directly or indirectly from any breach of the warranties set out above and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
3. We must receive all creative materials and information from you in accordance with the timeframes specified on the insert order or email confirmation.
4. We may refuse to publish, or withdraw material from publication without having to give reason.
5. We may publish the material at a time different from originally booked or where applicable in the next available issue if there is an error or delay in publication of the advertising as booked.
6. All creative submissions are subject to reasonable approval by us. We may require that material is corrected or amended to conform to style, or for other genuine reasons.
7. We may provide guidelines to be followed where you include an Internet addresses in advertising.
8. The positioning or placing of any material in a publication or website is at our discretion except where specifically agreed in writing.
9. You must tell us as soon as possible if there is an error or omission in any material placed by us on your behalf.
10. Campaign advertising impressions will be counted and recognised by our ad-serving engine. A third party ad-serving engine may also be used but its impression count won't be recognised unless we agree otherwise in writing.
11. If you wish to cancel an advertisement or campaign you must communicate this in writing to us. A cancellation fee may apply, please refer to the applicable advertising rate card or insertion order for specific details of any cancellation fee.
12. The charge for advertising will be in New Zealand dollars and in accordance with the applicable rate card applying at the time for the publication, unless we agree otherwise in writing.
13. Rate card adjustments will be published on our publications and sites. New rates will apply one month after the rate adjustment is published.
14. If you are not a New Zealand resident the cost of any advertising you place with us will be zero-rated for GST purposes. If you are a non-resident agent placing advertising on behalf of a New Zealand resident GST will be applied at the standard rate.
15. Payment is due on the 20th of the month following advertising unless we specify otherwise in writing. If payment is not made by the due date you will be liable for all costs of recovery, commissions and collection fees at market rates.
16. We exclude all implied conditions and warranties from these terms except to the extent that they cannot be excluded by law. The guarantees contained in the Consumer Guarantees Act 1993 are excluded where you acquire or hold yourself out as acquiring goods or services for the purpose of a business.
17. We will not be liable for any loss including any loss of revenue or profit and any indirect or consequential loss arising from or in relation to any error or omission in publishing or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.
18. Where you utilise any aspect of our creative services in the design or production of an advertisement (including photographic or design work) you acknowledge that we own the copyright in such work and that such work is not work for which a commission payment has been made or agreed. You may not use any such advertisement in any other publication without our specific written consent.
19. By placing an advertisement for publication you grant us a perpetual, royalty fee license to reproduce the advertisement in any print or electronic media we offer customers now or in the future.
20. You acknowledge that you have not relied on any representation made by us or on behalf of Fairfax New Zealand in connection with advertising.
21. All DVD's, Blu-ray disks and videos, and any other restricted publications advertised for sale must include its Classification as determine by the New Zealand classification office any may be advertised only in accordance with the conditions imposed by the Classification Office. We may require written evidence of New Zealand classification ratings and Classification Office conditions for each DVD, video or any publication.
22. We have the right at any time to provide advertising data (including but not limited to the Customers total advertising rate card spend) for publication by Nielsen Media Research as part of our membership of the IAB of New Zealand and to monitor ad spend of New Zealand.
23. You will be charged an additional fee of 2% including GST when making payments by Visa, MasterCard or American Express cards. This excludes prepaid advertising unless prepaid advertising is being paid for at the front counter of any of our premises.
24. In addition to these Terms and Conditions you acknowledge that all advertising including the conditions of payment, delivery and changes to or cancellation of such advertising, will be in accordance with and subject to the conditions notified to you or generally published by Fairfax from time to time.
25. We may at our sole discretion vary these Terms and Conditions at any time provided that: (a) such amended terms will not affect prior agreed advertising orders; and (b) if you do not agree with a variation then you may cease placing orders with us.

