

# Midwife. | RATECARD 2021

THE MAGAZINE OF THE NEW ZEALAND COLLEGE OF MIDWIVES

## ADVERT SIZES

Advertising Options for **Midwife** and **COLLEGE JOURNAL (Electronic)**

DOUBLE PAGE SPREAD	<p><b>IMAGE AREA</b> 390 x 270mm</p> <p><b>TRIM SIZE</b> 410 x 297mm</p> <p><b>\$3,650</b></p>	FULL PAGE	<p><b>IMAGE AREA</b> 180 x 270mm</p> <p><b>TRIM SIZE</b> 297 x 210mm</p> <p><b>\$1,825</b></p>	Advertising options for <b>Midwife ONLY</b>	<p><b>PROMO SIZE</b></p> <p>57 x 85mm</p> <p><b>\$325</b></p>	
	Trim size + 5MM BLEED		<p><b>1/2 PAGE VERTICAL</b></p> <p>89 x 270mm</p> <p><b>\$1,195</b></p>		<p><b>1/4 PAGE HORIZONTAL</b></p> <p>65 x 180mm</p> <p><b>\$650</b></p>	<p><b>1/4 PAGE VERTICAL</b></p> <p>89 x 130mm</p> <p><b>\$650</b></p>
Image area only NO BLEED						

All adverts are printed in full colour

All Prices Quoted Exclude GST

## PREFERRED POSITIONING Full Page Only

OUTSIDE BACK COVER	\$2,300 + GST
INSIDE BACK COVER	\$2,300 + GST
INSIDE FRONT COVER	\$2,300 + GST

### 10% DISCOUNT

For bookings in three consecutive issues

### RATES

Non-commission bearing

### INSERTS

\$300 + GST per 1000 inserts (or part thereof), maximum folded or open size 285mm x 200mm

## CONTACTS

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## DEADLINES

Midwife.	BOOKING	MATERIAL	TO PRINTER	AVAILABLE
March 2021	15 February	22 February	1 March	12 March
June 2021	17 May	24 May	31 May	11 June
September 2021	16 August	23 August	30 August	10 September
December 2021	8 November	15 November	22 November	3 December

### COLLEGE JOURNAL

Published electronically in December	8 November	15 November	N/A	3 December
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New Zealand  
**College of Midwives**

TE KĀRETI O NGA KAIWHAKAWHANAU KI AOTEAROA