

# Midwife. | RATECARD 2023

THE MAGAZINE OF THE NEW ZEALAND COLLEGE OF MIDWIVES

## ADVERT SIZES

Advertising Options for **Midwife** and **COLLEGE JOURNAL**

DOUBLE PAGE SPREAD	<b>TRIM SIZE</b> 270 x 390mm  <b>IMAGE AREA</b> 297 x 410mm  \$3,650	<b>FULL PAGE</b>	<b>TRIM SIZE</b> 270 x 180mm  <b>IMAGE AREA</b> 297 x 210mm  \$1,825	Advertising options for <b>Midwife</b> ONLY	
	Trim size + 5MM BLEED			<b>PROMO SIZE</b>	57 x 87mm  \$400
1/2 PAGE VERTICAL	270 x 89mm  \$1,195	1/4 PAGE HORIZONTAL	65 x 180mm  \$650	1/4 PAGE VERTICAL	130 x 89mm  \$650
	130 x 180mm  \$1,195	1/2 PAGE HORIZONTAL	130 x 180mm  \$1,195	1/3 PAGE VERTICAL	270 x 57mm  \$925
	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

### BOOKINGS

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### PRODUCTION

**Spectrum Print**

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Woolston,  
Christchurch 8023

Email spectrum@spectrumprint.co.nz

## DEADLINES

MIDWIFE	BOOKING	MATERIAL	TO PRINTER	AVAILABLE
March 2023	13 February	20 February	27 February	10 March
June 2023	15 May	22 May	29 May	9 June
September 2023	7 August	14 August	28 August	8 September
December 2023	6 November	13 November	20 November	1 December
COLLEGE JOURNAL December	6 November	13 November	Electronic only	1 December



New Zealand  
**College of Midwives**

TE KĀRETI O NGĀ KAIWHAKAWHANAU KI AOTEAROA