

## ADVERTISING WITH TREE MATTERS

The magazine of the New Zealand Arboricultural Association Inc.

### **Profile**

Tree Matters is the official publication of the New Zealand Arboricultural Association (NZ Arb), the key industry organisation that encourages, fosters and educates in all aspects of arboriculture throughout New Zealand.

Tree Matters is the only medium where arboricultural professionals can read about the very latest issues in the management and maintenance of trees in both theory and practice – and in the local context.

Issues that are fundamental to the role of arborists like planting, pruning, structural support, diagnosis and treatment of diseases, insects, or disorders, lightning protection, and tree removal are now vitally relevant and

highly topical for professionals working in the broader arboricultural industries. Other information covered includes tree climbing (using ropes, harnesses, and other climbing equipment), health and safety, assessment, legal requirements, and training.

Tree Matters is a unique medium, allowing advertisers a rare opportunity to target all of New Zealand's arboricultural professionals through their preferred channel and in their own language.

### **Key Facts**

- The only magazine for private and public sector arborists in New Zealand
- Tightly controlled circulation to an influential reader base
- Read by consultants, contractors, suppliers, educational facilities and students
- A truly unique resource in the arboricultural marketplace
- Published four times a year – Autumn, Winter, Spring, and Summer

### **Specifications**

All adverts must be supplied in accordance with the following formats. Tree Matters cannot accept any responsibility for the reproduction of advertisements or images that do not comply with these specifications. Tree Matters flightchecks every supplied file that comes in, but cannot guarantee to pick up all technical errors. Files that are found to be incorrectly supplied will be referred back wherever possible, and the client will be given the opportunity to correct.

- Supply Ads as a PDF file with image resolution of at least 300dpi at 100% scale.
- Supply artwork in CMYK colour mode (no spot colours).
- Artwork size must match the specified dimensions and include a 3mm bleed and crop marks.
- Outline all unique brand fonts before exporting.
- Alternative file formats can be accepted upon request (e.g. .jpg, .psd, .ai - not Microsoft Word).
- Our designer can work with Adobe Creative Suite files upon request (charges may apply).

### **Contact**

To book an ad or submit artwork, please email [comms@nzarb.org.nz](mailto:comms@nzarb.org.nz)



## ADVERTISING RATES

All prices are in NZD and are exclusive of GST. Prices and invoicing are per ad. Make a multi-issue booking to receive a discounted rate. NZ Arb members also receive a 5% discount on all prices.

### Standard Ad Placement

Size (Height x Width)	One-off	2 Issue Booking	3 Issue Booking	4 Issue Booking
Double Page (297 x 420mm)	\$1,150	\$1,050	\$950	\$850
Full Page (297 x 210mm)	\$630	\$615	\$600	\$565
Half Page (129 x 190mm or 265 x 90mm)	\$495	\$480	\$465	\$450
Quarter Page (83 x 125mm or 174 x 60mm)	\$295	\$285	\$275	\$265
Horizontal Banner (45 x 190mm)	\$225	\$215	\$200	\$185
One Eighth Page (60 x 90mm)	\$145	\$140	\$135	\$125

### Premium Ad Placement

Size (Height x Width)	One-off	2 Issue Booking	3 Issue Booking	4 Issue Booking
Double Page - Centre (297 x 420mm)	\$2,155	\$2,100	\$2,050	\$1,945
Full Page - Inside Front Cover (297 x 210mm)	\$1,515	\$1,465	\$1,415	\$1,365
Full Page - Inside Back Cover (297 x 210mm)	\$1,315	\$1,280	\$1,250	\$1,180

### Terms & Conditions

- Tree Matters will accept no responsibility for material that is received after a deadline.
- All advertisements must be completed in accordance with Tree Matters Advert Specifications, unless otherwise pre-arranged.
- All corrections, literals and authors are the responsibility of the advertiser/agency prior to submission.
- The publisher reserves the right to refuse any advertisement.
- Invoices will be sent after the artwork deadline has closed.
- Charges (10% late fee) will apply on advertising material received after the artwork deadline.
- Charges will apply if bookings are cancelled.

Full payment for all adverts is required in the month following invoice date. For any special requirements, please contact the editor by emailing [comms@nzarb.org.nz](mailto:comms@nzarb.org.nz)