



**NZARB**<sup>TM</sup>  
New Zealand **Arboricultural** Association Inc.

# TREE MATTERS MEDIA KIT

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.
- Distribution throughout the country to local bodies (including all major city and town councils), consultants, contractors, suppliers, educational facilities and students.
- A truly unique resource in the arboricultural marketplace.
- 500 plus copies circulated – viewed by thousands!
- Published four times a year – Autumn, Winter, Spring, and Summer

## CONTACT INFORMATION

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

<b>STANDARD AD SIZES</b> Height x Width	<b>Casual</b> <b>(one issue)</b>	<b>2 Issues</b> <b>(per issue)</b>	<b>3 Issues</b> <b>(per issue)</b>	<b>4 Issues</b> <b>(per issue)</b>
<b>Double page spread</b> trim 297 x 420mm bleed 307 x 430mm	\$1150	\$1050	\$950	\$850
<b>Full page</b> trim 297 x 210mm bleed 307 x 220mm	\$550	\$535	\$520	\$505
<b>Half page</b> horizontal 129 x 190mm Half page vertical 265 x 90mm	\$395	\$385	\$375	\$365
<b>One third</b> page vertical 265 x 60mm One third page horiz 83 x190mm	\$330	\$320	\$310	\$300
<b>Quarter page</b> vertical 174 x 60mm Quarter page horizontal 83 x 125mm	\$285	\$275	\$265	\$255
<b>Horizontal strip</b> 45 x 190(w) mm	\$225	\$215	\$200	\$185
<b>Quarter page share</b> 129 x 92.5mm	\$175	\$170	\$165	\$160
<b>One Eighth page share</b> 60 x 90mm	\$145	\$140	\$135	\$125

<b>PREMIUM AD SIZES</b> Height x Width	<b>Casual</b> <b>(one issue)</b>	<b>2 Issues</b> <b>(one issue)</b>	<b>3 Issues</b> <b>(one issue)</b>	<b>4 Issues</b> <b>(one issue)</b>
<b>Double page spread – centre</b> trim 297 x 420mm bleed 307 x 430mm	\$2155	\$2100	\$2050	\$1945
<b>Full page – inside front cover</b> trim 297 x 210mm bleed 307 x 220mm	\$1515	\$1465	\$1415	\$1365
<b>Full page inside back cover</b> trim 297 x 210mm bleed 307 x 220mm	\$1315	\$1280	\$1250	\$1180

N.B. All rates shown are exclusive of GST.

#### **NZ ARB MEMBER DISCOUNTS**

Current fully-paid members of NZArb (Individual and Sustaining only) qualify for a 5% discount for all adverts

#### **ADDITIONAL ADVERTISING BENEFITS**

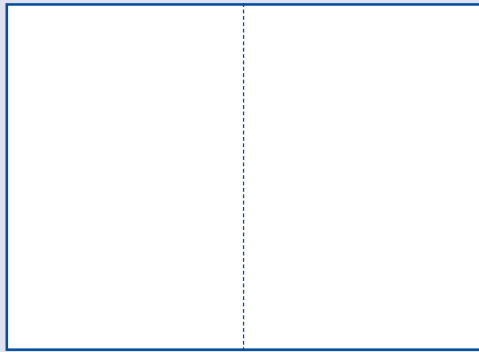
Advertisers have the opportunity to contribute products for specific editorial features. Advertorials submitted must be no more than 500 words and 1 or 2 pictures per page booked; if the text is longer we may have to edit it to fit.

# TREE MATTERS AD SIZING GUIDE

Sizes are Height x Width



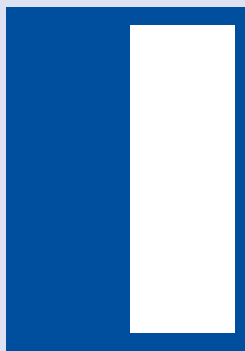
**Full Page (bleed):** 297 x 210 w (mm)  
trim plus 5mm bleed



**Double Page DPS (bleed):** 297 x 420 w (mm) trim plus 5mm bleed



**Half Page DPS (bleed):** 145 x 420 w (mm) trim plus 5mm bleed



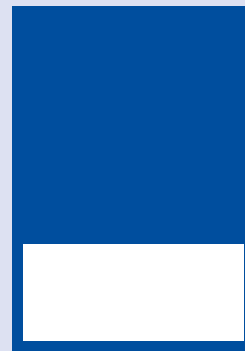
**1/2 Vert:** 265 x 90 w (mm)



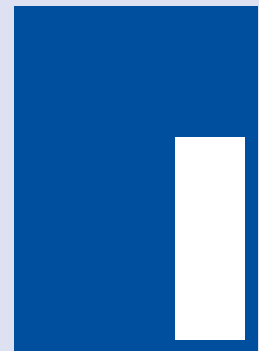
**1/2 Horiz:** 129 x 190 w (mm)



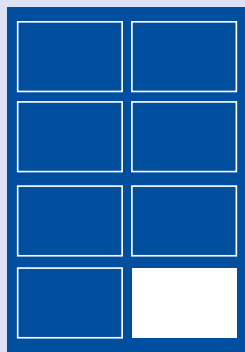
**1/3 Vert:** 265 x 60 w (mm)



**1/3 Horiz:** 83 x 190 w (mm)



**1/4 Vert:** 174 x 60 w (mm)



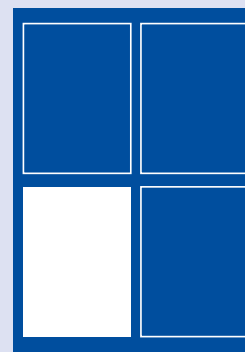
**1/8 Showcase:** 60 x 90 w (mm)



**1/4 Horiz:** 83 x 125 w (mm)



**Horizontal Strip:** 45 x 190 w (mm)



**1/4 Page Share:** 129 x 92.5 w (mm)

## Print Material Requirements:

1. All art to be supplied as 'Press Quality' cmyk high resolution PDF.
2. Only FULL PAGE and DPS ads require bleed (5mm all round) and crop marks. NOTE: Crop Marks must be 'Offset' 5mm.
3. Convert all colours and images to cmyk. No spot colour or RGB colour.
4. All fonts to be embedded or converted to outlines.
5. Placed images in pdf to be high resolution (300 dpi) at actual printed size.
6. Bleed and trims not required on 'floating' ads.
7. We can also accept Hi-res Jpeg files (300 dpi or higher). CMYK colour, compression set at maximum quality.



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# ADVERT 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.

**CREATING FILES:** Print to Postscript file, then supply a PDF using Acrobat v5 or greater, saving as an unflattened v1.4 PDF or above. Ensure that your settings retain transparencies DO NOT create your PDF directly from the application. (e.g. not a PDF exported from Illustrator, PDF library from InDesign, etc).

**IMAGE RESOLUTION QUALITY:** All artwork (including images used in composition) MUST BE at least 300dpi at 100% scale.

**IMAGE COLOUR SETUP:** Artwork must be in CMYK colour mode. (NO spot colours and NO RGB colours!) Greyscale must be used for mono output.

**FONTS:** Fonts must be opentype or postscript type. If truetype fonts are used they MUST BE converted to outline, before PDFing. All fonts must be embedded, including fonts in EPS file. Where fonts cannot be embedded, then the fonts will need to be supplied.

**FILE FORMAT:** Our preference is for high resolution PDF and tiff files in a PC compatible format. We can also accept, jpg, PSD, Illustrator EPS files. Please do not include layers unless you have arranged for changes to be made to your artwork by our designer. Products such as MS Word, Excel and PowerPoint should not be used to supply adverts, as these programs do not currently support high resolution or 4 colour separated output.

**APPLICATIONS:** Our designer works with the Adobe Creative Suite – Illustrator, Photoshop, InDesign, Distiller and Acrobat.

**SUPPLYING IMAGES:** Submitted artwork must be no larger than 10 MegaBytes in size and sent to [treematters@nzarb.org.nz](mailto:treematters@nzarb.org.nz)

Any advert that is outside of these specified sizes will be deemed 'non-standard' and charged at the appropriate rate

(relative to the sizes above) that the advert will fit within (e.g. a thin 'quarter' page ad of size 270 x 43mm will equate to half page vertical).

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## TERMS & CONDITIONS:

1. Tree Matters will accept no responsibility for material that is received after deadline.
2. Tree Matters will accept no responsibility for replacement material received after deadline.
3. All advertisements must be completed in accordance with Tree Matters Advert Specifications, unless otherwise pre-arranged.
4. All corrections, literals and authors are the responsibility of the advertiser/agency prior to submission.
5. The publisher reserves the right to refuse any advertisement.
6. Invoices will be sent immediately upon acceptance/final sign-off of advertisement placement.
7. Charges will apply if bookings are cancelled after deadline.
8. Charges (10% late fee) will apply on advertising material received after deadline.

Full payment for all adverts is required in the month following invoice date. For any special requirements, please contact the copy editor below.