

King's College Publications Advertising Rate Card 2024



KING'S
COLLEGE

King's College Advertising

About King's College

King's College is an independent school dedicated to providing the best all-round education it is possible to obtain. For more than 126 years, the College has provided excellence in teaching and learning within a well-balanced educational context involving the academic, cultural, social, physical, emotional and spiritual dimensions of life.

The *King's Courier* readership

The *King's Courier* magazine is a vital communication channel between the College and its wider community. Our King's community includes Old Collegians, past parents, current parents, students and staff. Through the magazine, we are proud to celebrate the successes and excellence demonstrated by our current students and wider community. King's College has a significant place in the lives of its community and it continues to be a central hub for the connections made at the College.

For more than a century, the *King's Courier* has been the flagship communication within the King's community. Today, it is mailed directly to more than 8,500 readers three times per year. Our digital versions of the Courier magazines hosted on our website receive on average 162,500 unique page views each year.

The majority of the *King's Courier* magazines are distributed to addresses in suburbs around the central Auckland area. Approximately half of these go to the suburbs of Remuera (24%), St Heliers (5%), Parnell (5%), Epsom (5%) and Mt Eden (3%).

In 2024, the *King's Courier* will once again reflect the vibrancy of the College. The high level of engagement of the community with the publication means it is consistently relevant.

The interest in its content literally spans generations and our staff regularly receive feedback from our readers about the magazine and what they enjoy about it. We also host the magazine on our King's College website as a flipbook. To continue to deliver the *Courier* to our ever growing global King's community, the *Courier* magazine is converted into a digital format allowing the readers to access it no matter where they are in the world on their mobile, tablet, and desktop.

King's Courier specifications

Issue Size: Approx. 72 pages

Paper: 95gsm Satin Matt inside, 250gsm Gloss cover.

Dimensions: 297 x 220 mm

Frequency: Three times per year:

- Autumn issue (May)
- Winter issue (August)
- Summer issue (December)

For more than a century, the *King's Courier* has been the flagship communication within the King's community.



The King's Collegian

Since 1902 the College has produced the *King's Collegian*, a yearbook that forever captures school achievements and memories for students and their families. The *Collegian* takes centre stage on many families coffee tables for students, parents, grandparents and friends alike to read and enjoy. The high level of engagement from the community means it is relevant and well read, as the *Collegian* is repeatedly referred back to over the years.

The *Collegian* is distributed to all current students and staff, along with prospective King's families. Each year around 2,100 physical copies are produced along with a digital version available for the wider community to access.

King's Collegian specifications

Issue Size: Approx. 240 pages

Paper: 300gsm Satin Matt Cover, 130gsm Satin Matt Inside.

Dimensions: 297 x 210mm (A4)

Quantity: 2,100

Frequency: Once per year.



Payment

King's College requires advertisers to complete the attached booking form. This will form part of the Advertising Agreement.

Account terms require that payment is to be received by King's College within 30 days of being published. Should any portion of the account not be paid when due, interest shall be charged on the unpaid portion as set out in the terms and conditions detailed in the Advertising Agreement.

General conditions

- The prices are per insertion and apply only to space costs – any production costs are the responsibility of the Advertiser.
- The advertising space will be invoiced on publication and is payable on the 20th of the month following invoice.
- The specifications for advertising material are to be strictly adhered to.

Booking Deadlines

Autumn Courier issue:	29 March
Winter Courier issue:	14 June
Summer Courier issue:	1 November
King's Collegian:	31 October

Content Deadlines

Autumn Courier issue:	15 April
Winter Courier issue:	28 June
Summer Courier issue:	15 November
King's Collegian:	15 November

King's Courier Advertising Rates (GST exclusive)

	Casual	Three Issues
Outside Back Cover or Inside Front Cover	\$2,995.00	\$2,495.00 ea.
Double Page Spread – 297mm (high) x 440mm (wide) + bleed and gutter	\$4,895.00	\$3,995.00 ea.
Full page – 297mm (high) x 220mm (wide) + bleed	\$2,595.00	\$2,195.00 ea.
Vertical Half page – 267mm (high) x 95mm (wide)	\$1,695.00	\$1,345.00 ea.
Horizontal Half page – 130mm (high) x 194mm (wide)	\$1,695.00	\$1,345.00 ea.
Quarter page – 130mm (high) x 95mm (wide)	\$1,195.00	\$995.00 ea.
Vertical Third page (page edge) – 297mm (high) x 76mm (wide) + bleed	\$995.00	\$795.00 ea.

Small Ads (Grouped at rear of publication)

Horizontal Third page – 86mm (high) x 194mm (wide)	\$700.00	\$600.00 ea.
Small Ad – 86mm (high) x 95mm (wide)	\$600.00	\$500.00 ea.

King's Collegian Advertising Rate (GST exclusive) 2024 Issue

Inside Front Cover or Inside Back Cover	\$1,795.00
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Advertising Specifications

Artwork format

All advertisements must be supplied as a high quality **PDF** or a high resolution **JPEG** (at least 300 dpi).

All graphics must be at least **300 dpi**. We cannot use low-resolution images such as images from the Internet.

All full page adverts must have at least 3mm bleed on all edges.

Please ensure all colours are converted to CMYK, no spot colours.

Important

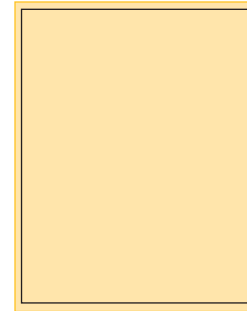
Files supplied in the incorrect format may incur a conversion cost. All design artwork, typesetting, production and file conversion costs are additional to the advertisement rates.

King's Collegian

Printing: Sheetfed offset.

Binding: PUR-Bound.

Colour: Process, CMYK.



Full Page Collegian Ad
297mm (high) x 210mm (wide).

3mm bleed on all edges. Keep a margin of at least 8mm from all edges for any text and critical artwork.

King's Courier

Printing: Sheetfed offset.

Binding: PUR Binding.

Colour: Process, CMYK.

Full Page Ad

297mm (tall) x 220mm (wide).

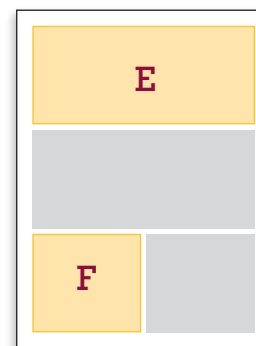
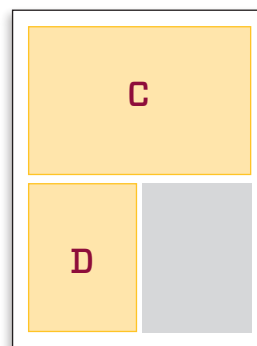
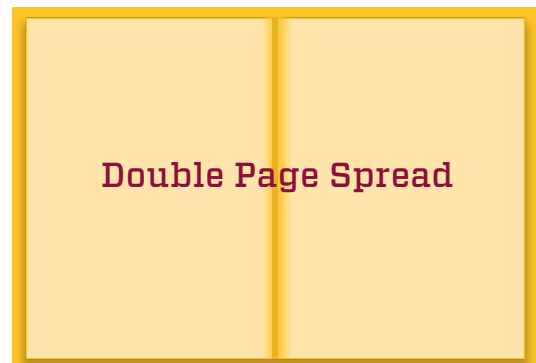
Double Page Spread Ad

297mm (tall) x 440mm (wide).

3mm bleed on all edges.

Keep a margin of at least 6mm from all edges and gutter for any text and critical artwork.

Please note that PUR binding could make content near gutter hard to view.



Classified ads
(rear of magazine)

A. Vertical Third page Ad (page edge)

297mm (tall) x 76mm (wide).

3mm bleed on all edges required.

Keep a margin of at least 6mm from all edges for any text and critical artwork.

B. Vertical Half Page Ad

267mm (tall) x 95mm (wide).

C. Horizontal Half Page Ad

130mm (tall) x 194mm (wide).

D. Quarter Page Ad

130mm (tall) x 95mm (wide).

E. Horizontal Third Ad

86mm (tall) x 194mm (wide).

F. Small Ad

86mm (tall) x 95mm (wide).