

REACH A DIVERSE READERSHIP WITH HIGH DISPOSABLE INCOME

Anglican Taonga tells the stories of the Anglican Church in Aotearoa, New Zealand and Polynesia. It is published seasonally and is distributed to all ministry units, churches and the social services of the Anglican Church.

8,500 copies are distributed with the focus on positive news stories. As a result Anglican Taonga has strong reader support with pressure on increasing the print run.

Informal assessments indicate that each issue has more than two readers, indicating regular audience of greater than 20,000 Christians.

Anglican Taonga is also available on line at www.anglicantaonga.org.nz where you will find all of the articles from the printed editions, special online only features, plus the latest Anglican news both here in New Zealand and abroad. You can also submit your own comments, place advertisements and link to Anglican sites around the galaxy.

READERSHIP PROFILE - TYPICAL

(Based on informal research)

50+ years

predominantly European/Pakeha with a loyal Maori and Pacific nations readership.

Household incomes of \$60k+

OUR READERS ARE INTERESTED IN:

- Home and associated products
- Medical and associated products
- Insurance/Banking offers
- Gardens
- Travel/Holidays
- Education
- Vehicles
- Computers/Cameras
- Arts
- Reading
- Financial Planning



ANGLICAN TAONGA AD RATES

The following rates are in NZ Dollars and are based on single insertions and exclude GST

COVER:

Outside back cover	Type area 190mm wide by 260mm deep Bleed 230mm wide by 295mm deep Trim 225mm wide by 290mm deep	f/colour	\$1935
Inside back cover	(same as above)	f/colour	\$1815
Inside back cover	(same as above)	f/colour	\$1815

INSIDE PAGES:

Full page	190mm wide by 260mm deep	f/colour	\$1695
		Mono	\$1330
Half page horizontal	190mm wide by 130mm deep	f/colour	\$ 905
		Mono	\$ 725
Third page horizontal	190mm wide by 88 mm deep	f/colour	\$605
		Mono	\$485
Quarter page horizontal	190mm wide by 65mm deep	f/colour	\$485
		Mono	\$385
Eighth page horizontal	190mm wide by 32mm deep	f/colour	\$285
		Mono	\$210
Single column vertical	(one third page) 60mm wide by 260mm deep	f/colour	\$605
		Mono	\$485
Single column vertical	(one sixth page) 60m wide by 130mm deep	f/colour	\$355
		Mono	\$285
Single column square	60mm wide by 60mm deep	f/colour	\$175
		Mono	\$140
Double column vertical	125mm wide by 260mm deep	f/colour	\$1185
		Mono	\$ 950
Double column square	125mm wide by 125mm deep	f/colour	\$605
		Mono	\$485
Double column horizontal	125mm wide x 65mm deep	f/colour	\$355
		Mono	\$285

Other sizes by arrangement

DESIGN COSTS:

		Up to 1/2 page	\$100
		Full page	\$150
Fee for inserts	Flat A5 insert (11 cents each)		\$935
	Folded A4 DLE insert (14 cents each)		\$1190
	Booklet style and other larger inserts will be considered on individual basis and changed at a higher rate according to weight		

ANGLICAN TAONGA DEADLINES

Advert deadlines are for finished artwork which should be sent to the advertising manager Brian Watkins, preferably in jpg or tiff file format but pdf is also acceptable. Space needs to be pre-booked, preferably at least two weeks before the ad copy deadline.

CONTACT DETAILS

Brian Watkins
Ph: 06 875 8488
Mobile: 021 072 9892
Email: brian@grow.co.nz



SPRING 2017

Finished Ad Copy
1 August 2017

Taonga magazine in
churches latest 2 Sept 2017

ADVENT 2017

Finished Ad Copy
6 Nov 2017

Taonga magazine in
churches latest 10 Dec 2017

PENTECOST 2018

Finished Ad Copy
1 May 2018

Taonga magazine in
churches latest 3 June 2018

ANGLICAN TAONGA WEB RATES

The following rates are in NZ Dollars per week and exclude GST

The screenshot shows the Anglican Taonga website layout. At the top, there's a navigation bar with 'Subscribe', 'Advertise', and 'Twitter'. Below is the 'anglicantaonga' logo and tagline: 'TELLING THE STORIES OF THE ANGLICAN CHURCH IN AOTEAROA, NZ AND POLYNESIA'. A search bar and 'Ad Postion 1' are visible. The main content area features several articles with images and text. A large image of a group of people is featured in the middle. Below this, there's a 'Worth a look' section with a 'Flash' placeholder and a 'Read our magazine' section. A 'Latest blogs' section follows with several entries. At the bottom, there's a footer with copyright information and contact details.

Dimensions: Width x Height.

Ad Position 1

Location: Masthead right side.
Repeated: throughout site.
Size: 220 x 90px
Visible: desktop only

\$40.00

Ad Position 2

Location: Under the rotating images.
Repeated: home only.
Size: 670 x 62px
Ratio: advert scales 1:1 to suit
Visible: desktop large,
desktop small and
tablet landscape.

\$50.00

Ad Position 3 (Block of 6)

Location: Above footer
Repeated: throughout site.
Size: 170 x 150 px
Ratio: advert scales 1:1 to suit
Visible: desktop large,
desktop small and
tablet landscape.

\$30.00

Ad Position 4 (Block of 3)

Location: Above footer
Repeated: throughout site.
Size: 220 x 100px
Ratio: only one size
Visible: Tablet portrait only

\$30.00

Ad Position 5

Location: Above footer repeated:
throughout site.
Size: 330 x 150px
Ratio: only one size.
Visible: Mobile only.

\$40.00

Ad Block Desktop

Ad Pos 3 1 of 6	Ad Pos 3 2 of 6	Ad Pos 3 3 of 6	Ad Pos 3 4 of 6	Ad Pos 3 5 of 6	Ad Pos 3 6 of 6
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Ad Block Tablet Portrait

Ad Pos 4 1 of 3	Ad Pos 4 2 of 3	Ad Pos 4 3 of 3
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Ad Block Mobile

Ad Postion 5

ANGLICAN TAONGA is the communications arm of the Anglican Church in Aotearoa, New Zealand and Polynesia / Te Haahi Mhānare ki Nū Tēnī, ki Ngā Mōreora o Te Moana Nui a Kiwa. TAONGA magazine is published three times a year and distributed to all Anglican ministry units and agencies. TAONGA also publishes occasional booklets on church, ministry and sacraments. The General Editor of TAONGA is accountable to the Communications Commission of General Synod / Te Hōiata Whānui, 200 St Johns Road, Meadowbank, Auckland 1712.

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