



PHOTO BY LEE HOWELL/KAPTURED.COM

NEW ZEALAND'S NUMBER ONE SELLING MOUNTAIN BIKE MAGAZINE

THE MAGAZINE

New Zealand Mountain Biker is New Zealand's leading full-colour dedicated mountain biking magazine published bi-monthly and distributed nationally via book shops, magazine outlets, cycle shops and an ever expanding subscriber base.

NZMTBR captures all aspects of mountain biking from a Kiwi perspective, presenting itself in a format that aims to inform, educate and entertain the readers.

Contributors range from NZ's top professional riders right down to 'weekend warriors'; all having the love of mountain biking as their unifying factor.

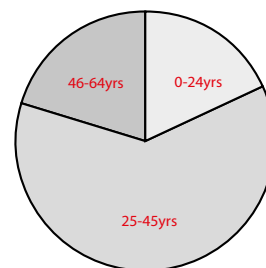
Each issue contains a mix of practical and informative features including Workshop, Where to Ride, Skills, Products and Product Review sections. These sit alongside entertaining main features including trail stories, rider profiles, interviews, overseas riding trips, event coverage and all that is happening in the mountain bike world.

ADVERTISING IN NZMTBR

NZ Mountain Biker magazine's advertising rates have been priced extremely competitively compared to similar magazines. Combining your advertising with the many opportunities for product and brand placement in NZ Mountain Biker will ensure your brands have a strong presence in front of dedicated readers.

THE NZMTBR READER

- MALE 88%
- 55% HAVE HOUSEHOLD INCOME OVER \$80,000
- AVERAGE OF 3 READERS PER COPY
- 83% OF READERS HAVE PURCHASED A PRODUCT OR SERVICE AS A RESULT OF SEEING AN ADVERTISEMENT IN NZ MOUNTAIN BIKER



*SOURCE: 2011 NZMTBR READER SURVEY. COMPLETE RESULTS OF THE ANNUAL NZMTBR READER SURVEY ARE AVAILABLE ON REQUEST.

DISTRIBUTION

- 10,000 copies nationwide.
- Continued sampling and subscription drive at national events.

EXTEND YOUR PRESENCE IN NZMTBR

NZMTBR readers consistently rate the Product Review, Bike Review, and Products sections of the magazine as the most important to them (Source '08, '09, '10 & '11 NZMTBR Reader

Survey). Ensure your brands are noticed by taking advantage of these **free sections** in every issue.

OUR READERS WANT TO KNOW ABOUT YOUR PRODUCTS AND SERVICES.

PRODUCTS

This section features a grid of 18 different cycling products. Each product is accompanied by a small image and a brief text description. The products include helmets, gloves, shoes, and various pieces of cycling clothing like jerseys and shorts.

PRODUCTS

BIKE REVIEW

LAPIERRE SPICY 516

This section features a large photograph of a cyclist riding a Lapierre Spicy 516 mountain bike on a dirt trail. To the right of the main image is a smaller inset image showing a close-up of the bike's components, likely the suspension or drivetrain. Text on the right side of the page provides a detailed review of the bike's performance and features.

BIKE REVIEW

TRAIL DEBRIS

This section is a collage of news items. It includes:

- WIN COFFEE:** A promotion for Jungle Coffee.
- GIERRIGG EXPLODES ONTO THE HYDRATION SCENE!:** A story about a new hydration product.
- SHIMANO XT BRAKE GIVEAWAY!:** A promotion for Shimano XT brakes.
- RIDE 2012: THE ART OF RIDING RELEASED!:** A review of the 'Ride 2012' book.
- WINNER GOTTEN-AWAY:** A story about a cycling event.
- BLUWORM GO ANTI-MISCO-TRAIL:** A review of a trail product.

TRAIL DEBRIS

The random news section that covers a little bit of everything including: events, sponsored riders, new products, industry news, giveaways, and any other gossip we pick up along the way.

PRODUCT REVIEW

This section features detailed reviews of various cycling products. It includes:

- GIERRIGG EXPLODES ONTO THE HYDRATION SCENE!:** A detailed review of a hydration pack.
- SHIMANO XT BRAKE GIVEAWAY!:** A review of Shimano XT brakes.
- RIDE 2012: THE ART OF RIDING RELEASED!:** A review of the 'Ride 2012' book.

PRODUCT REVIEW

BUYERS GUIDE

This section features a grid of 16 different bicycles. Each bicycle is accompanied by a small image and a brief text description, providing information about the bike's specifications and price.

BUYERS GUIDE

SUBSCRIPTION PROMOTION

This section is a promotional graphic for Fox Racing Sport. It features a large 'SUBSCRIBE TO WIN!' headline, the Fox Racing Sport logo, and a 'DON'T MISS OUT!' message. The graphic includes details about the subscription offer and a call to action to visit the website.

SUBSCRIPTION PROMOTION

ADVERTISING RATES

SIZE	CASUAL	6X CONTRACT
DOUBLE PAGE	\$2200	\$1400
FULL PAGE	\$1400	\$900
HALF PAGE	\$1200	\$800
QUARTER PAGE	\$500	\$300
MARKETPLACE	\$160	\$95

REQUESTED POSITION: Add 20%

FINE PRINT

Prepayment discount available on payment at time of booking.

Rates are GST exclusive and per issue.

Rates are non-commission bearing for agencies.

Payment due on or before 20th of the month following invoice date.

PUBLICATION SCHEDULE

Booking Deadline: One week prior to Material Deadline

ISSUE NO.	COVER DATE	MATERIAL DEADLINE	ON SALE
50	Dec/Jan 2011/12	28 October 2011	28 November 2011
51	Feb/Mar 2012	20 December 2011	30 January 2012
52	April/May 2012	24 February 2012	26 March 2012
53	Jun/Jul 2012	4 May 2012	28 May 2012
54	Aug/Sep 2012	6 July 2012	30 July 2012
55	Oct/Nov 2012	24 August 2012	24 September 2012
56	Dec/Jan 2012/13	26 October 2012	26 November 2012

DIMENSIONS

All mm measurements show horizontal width first, then vertical height.

AD SPEC	TRIM*	BLEED**	NON-BLEED
Double Page***	410x275mm	420x285mm	400x265mm
Full Page	205x275mm	215x285mm	195x265mm
Half Page Horizontal	–	n/a	195x128mm
Half Page Vertical	–	n/a	92.5x265mm
Quarter Page Vertical	–	n/a	92.5x128mm
Marketplace	–	n/a	95x40mm

* Hold all live type matter at least 5mm within trim edges.

** Bleed dimensions allow 5mm trim on all 4 sides.

*** Allow 10mm gutter for live type matter.

ARTWORK REQUIREMENTS:

Adobe Acrobat PDF (distill file using the 'press-optimised' setting).300dpi.

CMYK (Any spot or RGB colour will be converted to 4 colour).

All linked images/graphics to be included. Please ensure that all fonts are postscript, embedded or converted to paths.

Supplying files: CD, DVD-ROM, are acceptable. FTP server is available. Please contact the Art Director at zeroseven for login/password access.

Zipped email attachments are acceptable if smaller than 12mb.

CONTACT

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NEW ZEALAND MOUNTAIN biker

Compliment your print advertising with a web presence on the New Zealand Mountain Biker website.

NZMTBR website advertising rates:

Ad Type	Dimensions (pixels)	Cost per mth (Share of voice 33%)
Skyscraper	160 wide x 600 deep	\$315 per month
Skyscraper sml	150 wide x 300 deep	\$270 per month
Button	150 wide x 75 deep	\$112.50 per month

The screenshot shows the homepage of the New Zealand Mountain Biker Magazine website. The layout includes a navigation menu at the top with links for HOME, LATEST NEWS, VIDEO, GALLERY, MAGAZINE, ED'S BLOG, EVENT GUIDE, MEDIA KIT, and SUBSCRIBE. The main content area features a large 'Welcome to NZMTBR, ride on!' banner with a photo of a cyclist. Below this are several article teasers with images and titles, such as 'POW gloves..', 'Fox Hydration Pack Winners..', 'Ruahine Challenge Cancelled ..', and 'Look, the Rocky Mountains!..'. On the right side, there is a 'Latest Video' section with a video player and a 'Subscribe and search' box. Three red boxes are overlaid on the page to indicate ad placements: a large 'Skyscraper' box on the left, a 'Skyscraper Sml' box on the right, and a 'Button' box at the bottom right.

Terms & Conditions:

Minimum campaign length display is 1 month.
 Prices quoted are GST exclusive and are non commission bearing
 Cancellation by the client after confirmation will incur the following penalties:
 - 20% if cancellation is seven days prior to the booking deadline.
 - 100% within seven days of booking deadline
 Payments for all advertising are due 20th of the month following commencement of placement.
 Material to be supplied 3 working days prior to booking commencement date.

Technical Specifications:

Acceptable file formats are GIF, PNG, JPEG or SWF.
 Click tag must be embedded in SWF files.
 Recommended maximum initial download fileweight is 50 kB
 initial load, 2 MB polite load (this is for flash animations)
 Recommended animation length is 30 seconds