

defign.

DEFINING
NEW ZEALAND
ARCHITECTURAL
DESIGN

Media Information 2017

The annual publication of Architectural Designers New Zealand, Defign™ is award winning architectural design, clever creative concepts and contemporary style in a league of its own.

Defign will be read by, designers, creators and consumers with an appetite and passion for the best of New Zealand design. It will adorn coffee tables, bookshelves, offices and cafes as a design reference for many years to come.

Reflecting the superior quality of its content, Defign prides itself on its high-level production values that provide its readers with the ultimate visual and tactile sensory experience.

Published: Annually

Distribution: 10,000

Defign is distributed to a wide range of designers and architects via the ADNZ database and other networks. We also distribute Nationally to retail outlets via Gordon & Gotch.

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de**fi**gn.™



- ADNZ/RESENE ARCHITECTURAL DESIGN AWARDS • FLOATING BOXES
- LIFESTYLE BY DESIGN • FROM BRUTALISM COMES MODERNISM • AN ES
- FULL OF SURPRISES • SURFER'S STAY • LIGHTLY ON THE LAND • S

ISSN 1365-0351
2012 \$19.95
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Defign Magazine

Main Section.

Magazine Specifications

Size:	280mm x 220mm Portrait
Pages:	144pp + Cover
Cover Stock:	300gsm Advance Laser (Uncoated)
Text stock:	100gsm Advance Laser (Uncoated)
Binding:	Perfect Bound
Colour:	4-Colour Process
Printing:	Sheetfed Offset
Distribution:	10,000

Advertising Dates

Booking Deadline:	1 September 2017
Material Deadline:	15 September 2017
On Sale:	30 October 2017

Advertising Rates (GST Excl)

MAIN SECTION:

Double page (DPS):	\$7000
Full page (FP):	\$3900
1/2 page (V or H):	\$2200

Preferred Positions

Outside back cover:	+25%
Inside front cover:	+20%
Inside back cover:	+15%
Other preferred positions:	+10%

Loose Inserts

Pricing for loose inserts will be priced on application.

We will require details of size and weight and if possible a sample.

Enquiries:

ADVERTISING

Editor:

Adrienne Anderson
adrienne@strategic-projects.co.nz
021 913 274

ADNZ Sales & Marketing:

Courtney Wilkinson
courtney@adnz.org.nz
03 358 0112

ARTWORK

Art Director:

Peter Fear
peter@ariesdesign.co.nz
03 326 4787 | 027 280 6850

All final artwork to be sent
by email or dropbox to:
peter@ariesdesign.co.nz

PROOFS

Courier to:

Aries Design
7 Appian Lane
Sumner
Christchurch 8081

Post to:

Aries Design
P O Box 1922
Christchurch 8140

**Advertising
Sizes +
Specifications**
Main Section:

SIZE	NON-BLEED	BLEED	TRIM
DPS	415mm x 255mm	446mm x 286mm	440mm x 280mm
FP	195mm x 255mm	226mm x 286mm	220mm x 280mm
1/2 V	91mm x 255mm	N/A	N/A
1/2 H	195mm x 121mm	N/A	N/A

ADVERTISING MATERIAL SPECIFICATION:

Artwork Files:

- File must be supplied as a PDF/X-4:2008 file which is compatible with the PDF/X-4:2010 standard. The profile for this preset is available in all modern layout programs. DO NOT embed profiles in the document.
- **All fonts MUST be converted to paths.**
- All elements must be **CMYK**. RGB or spot colours will not be accepted.
- Images should have an effective resolution of 300dpi and **EMBEDDED** in the document.
- Trim size must be correct according to the specifications outlined in this document.
- PDF is to include 3mm bleed (where applicable) but **NO TRIM MARKS, NO COLOUR BARS OR PRINTERS MARKS.**

Digital Proof:

- A compliant digital proof is to be supplied with your file. If this is not supplied we will not be held responsible for the colour accuracy of your ad. A compliant digital proof will be based on the international printing standard ISO 12647-2 and incorporate the ISO 12647-7 tolerances for proofing quality control.

DOUBLE-PAGE ADS IN PERFECT BOUND MAGAZINES:

Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm) due to this space being optically lost in the spine of the magazine and therefore must be in addition to any word or letter space already present. Any critical image cross over should be double-imaged by 3mm each side of the centre and incorporated into the overall image of each page. It is to be included within the trim – not additional to the trim size, i.e. the spread will carry a 6mm common image through the centre. We cannot take responsibility for any optical loss of an image in the gutter of a DPS without the supply of a double-imaged PDF file and accompanied digital proof.

DPS advertisements are required to be separated into Left and Right hand pages, one PDF per page. Single page DPS spreads or multipage PDFs will not be accepted.

Suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission. We will only accept digital files that meet the above requirements.

Files that do not meet these requirements will be returned for correction.