

defign.

DEFINING
NEW ZEALAND
ARCHITECTURAL
DESIGN

Media Information 2018

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 is read by, designers, creators and consumers with an appetite and passion for the best of New Zealand design. It adorns coffee tables, bookshelves, offices and cafes as a design reference and will continue to do so 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.

Advertising Options

Advertisers have the option of 2 sections in the publication.

MAIN SECTION:

This section offers Double-Page, Full Page or 1/2 Page (Horizontal & Vertical) ad options.

DIRECTORY SECTION:

This section is at the back of the publication and specialises in small product or service focused ads, in either 1/4 Page, 1/8 Page (Horizontal & Vertical) or 1/16 Page sizes. All advertising in this section is assembled inhouse by the DEFIGN Design Team, so advertisers are required to supply images, logos and text as specified for the ad size they have selected.

defign.

DEFINING
NEW ZEALAND
ARCHITECTURAL
DESIGN



• ADNZIESERIE ARCHITECTURAL DESIGN AWARDS • WAIKAWA LANE • NIGHTINGALE
• WHARE IN THE BUSH • A LEAF ON A FLAT SURFACE • HERITAGE REBORN
• SMALL AND PERFECTLY FORMED • COASTAL LIVING • LYTTELTON URBAN



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:	7 September 2018
Material Deadline:	21 September 2018
On Sale:	29 October 2018

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:

Bronwen Rutland
Bronwen@adnz.org.nz
022 174 8061

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 17689
Sumner
Christchurch 8840

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.
- **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.

Advertising Sizes + Specifications Main Section:

SIZE

Double Page Spread (DPS)

NON-BLEED	415mm x 255mm
BLEED	446mm x 286mm
TRIM	440mm x 280mm (supplied as 2 x PDF's each 220mm x 280mm with 3mm bleed)

- 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.
- **All fonts MUST be converted to paths.** File will be rejected and returned if Fonts are not 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 above.
- PDF is to include **3MM BLEED** (where applicable) but **NO TRIM MARKS, NO COLOUR BARS OR PRINTERS MARKS.**
- 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.

Advertising Sizes + Specifications Main Section:

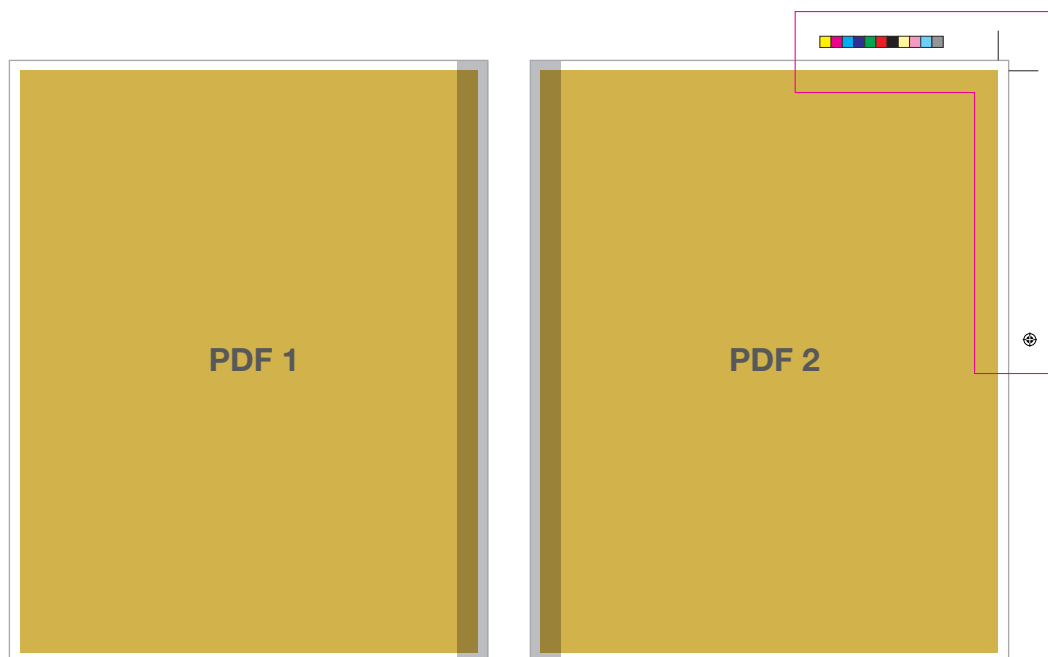
SIZE

Double Page Spread (DPS)

NON-BLEED	415mm x 255mm
BLEED	446mm x 286mm
TRIM	440mm x 280mm (supplied as 2 x PDF's each 220mm x 280mm with 3mm bleed)

**PLEASE SUPPLY ARTWORK
AS 2 SEPARATE,
SINGLE PAGE PDF'S.**

**✗ NO TRIM MARKS.
NO PRINTERS
MARKS.
NO COLOUR BARS.**



TYPE CLEAR ZONE

3mm BLEED

TRIM

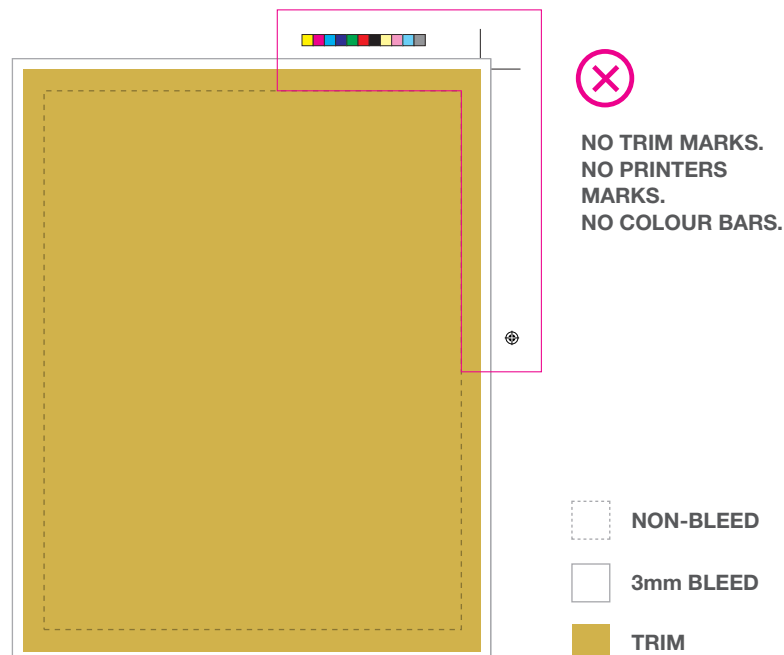
Advertising Sizes + Specifications Main Section:

SIZE

Full Page

NON-BLEED	195mm x 255mm
BLEED	226mm x 286mm
TRIM	220mm x 280mm

- 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.
- **All fonts MUST be converted to paths.** File will be rejected and returned if Fonts are not 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 above.
- PDF is to include **3MM BLEED** (where applicable) but **NO TRIM MARKS, NO COLOUR BARS OR PRINTERS MARKS.**
- 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.



Advertising Sizes + Specifications Main Section:

SIZE

1/2 Page - Horizontal/Vertical

HORIZONTAL - NON-BLEED ONLY

195mm x 121mm

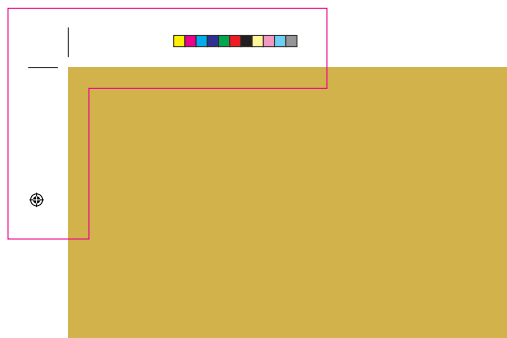
VERTICAL - NON-BLEED ONLY

91mm x 255mm

- 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.
- **All fonts MUST be converted to paths.** File will be rejected and returned if Fonts are not 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.
- Ad size must be correct according to the specifications outlined above.
- PDF is to have **NO TRIM MARKS, NO COLOUR BARS OR PRINTERS MARKS.**
- 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.



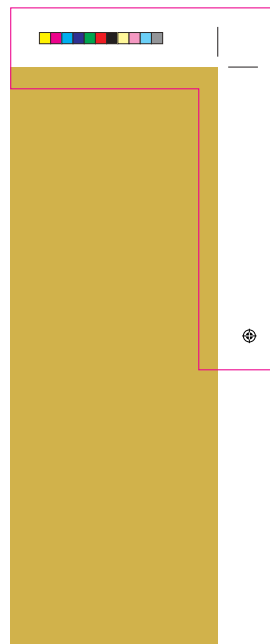
**NO TRIM MARKS.
NO PRINTERS
MARKS.
NO COLOUR BARS.**



1/2 PAGE HORIZONTAL



**NO TRIM MARKS.
NO PRINTERS
MARKS.
NO COLOUR BARS.**



1/2 PAGE VERTICAL

Defign Magazine

Directory Section.

The Directory Section is at the back of the publication and is dedicated to small product or service focused ads. The advertiser will be asked to supply an image/product photo, logo and copy where appropriate and the ads are then assembled inhouse by the DEFIGN design team. All advertisers will be sent a final PDF proof for sign-off before printing.

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:	7 September 2018
Directory Material Deadline:	14 September 2018
On Sale:	29 October 2018

Advertising Rates (GST Excl)

DIRECTORY SECTION:

1/4 page:	\$1050
1/8 page (V or H):	\$650
1/16 page:	\$350

Enquiries:

ADVERTISING

Editor:

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

ADNZ Sales & Marketing:

Bronwen Rutland
Bronwen@adnz.org.nz
022 174 8061

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 17689
Sumner
Christchurch 8840

Advertising Sizes + Specifications Directory Section:

SIZES

ALL ADS ARE NON-BLEED

1/4

93mm x 123mm

This ad includes an image/photo, logo, product/service copy of no more than 70 words and your web + phone number.

1/8 | V

42mm x 123mm

This ad includes an image/photo, logo, product/service copy of no more than 20 words and your web + phone number.

1/8 | H

90mm x 57mm

This ad includes an image/photo, logo, product/service copy of no more than 20 words and your web + phone number.

1/16

42mm x 57mm

There are 2 options:

OPTION 1: This ad includes a logo, product/service copy of no more than 20 words and your web.

OPTION 2: This ad includes a logo, image/photo and your web.

ADVERTISING MATERIAL SPECIFICATION:

Files:

IMAGES | PHOTOS:

300dpi CMYK JPEG, TIFF or EPS files.

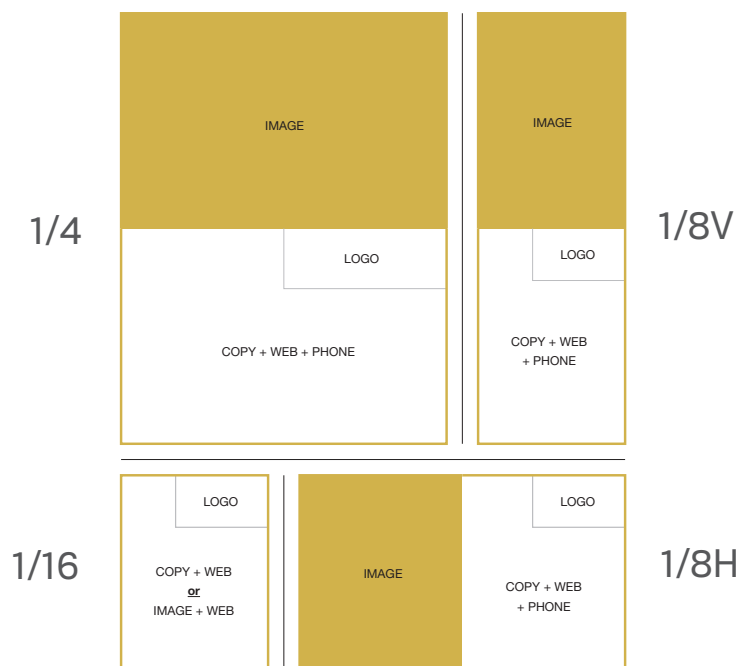
Clearcut product images to include a clipping path if required.

LOGOS:

CMYK 300dpi JPEG, TIFF or vector EPS file compatible with Illustrator CC. **NO FONTS.** All fonts **MUST BE** converted to paths.

COPY:

WORD or similar doc. MAC compatible.



1/4



COCOON FIRES

Simply Radiant Design

Flueless, Smoke-Free Fireplaces.

We produce a stunning range of fireplaces and products that are as functional as they are beautiful. Designed by innovative and celebrated designer Federico Otero, the Cocoon is an example of contemporary design made unique. Running on biofuel, our fireplaces are clean and environmentally friendly, require no flue and are smoke-free. Our pieces will make great stylish additions to interior and exterior spaces.

COCOONFIRES.CO.NZ | M: 021 365 399



1/8V



LIVING DESIGN

custom made ■ furniture ■ kitchens ■ bathrooms

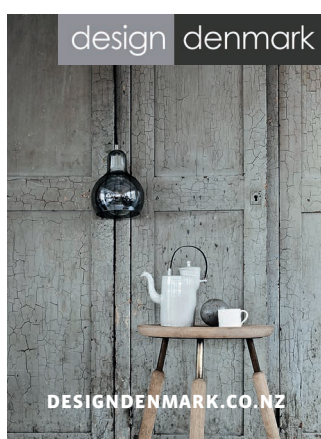
LIVING DESIGN

Custom made Furniture, Kitchens & Bathrooms

- European Design
- Bespoke
- Contemporary
- Beautiful
- Desirable

LIVINGDESIGN.CO.NZ

PH: 03 544 1878



Tréology

TRÉOLOGY

Timber Furniture

Tréology connects people to nature through functional art. The Umber chair inspired by the contrasting angles of New Zealand's Southern Alps.

TREOLOGY.CO.NZ

PH: +64 3 423 1741

1/16

1/8H

Ads shown actual size.