

Annual Programme New Zealand 2017-2018

TRENDS HOME SERIES



January
Vol. 34/1

Page count
Confirmation
10/11/17



February
Vol. 34/2

Page count
Confirmation
08/12/17



April
Vol. 34/3

Page count
confirmation
09/03/18



May
Vol. 34/4

Page count
Confirmation
06/04/18



July
Vol. 34/5

Page count
Confirmation
08/06/18



August
Vol. 33/5

Page count
confirmation
07/07/17



October
Vol. 33/6

Page count
confirmation
08/09/17



November
Vol. 33/7

Page count
Confirmation
06/10/17

COMMERCIAL DESIGN SERIES



March
Vol. 34/1C

Page count
confirmation
02/02/18



June
Vol. 34/2C

Page count
Confirmation
04/05/18



September
Vol. 33/3C

Page count
confirmation
04/08/17




December
Vol. 33/4C


Page count
confirmation
06/10/17

RATE CARD PACKAGES	
No. Pages	\$ Per Page
1	4,500
2 - 5	4,050
6 - 9	3,825
10 - 14	3,600
15+	3,375


Print Advertising



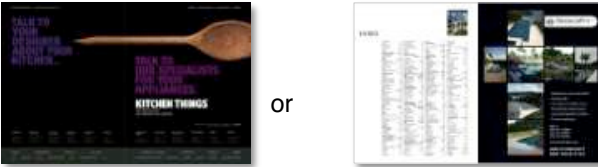
Brand Advertising **Advertorial** **Product Showcase**



Inside Front Cover Double-page spread \$10,500 **Advertisement – Pages 2 & 3 Double-page spread** \$9,500 **Opposite Contents** \$5,500 **Opposite Information Page** \$5,500 **Single RH page before Editorial** \$5,200



Section Header Package Double-page spread and 4 page advertorial in one book \$12,000 **Opposite Index Single page** \$5,000 **Outside Back Cover** \$6,500



Inside Back Cover Double-page spread \$8,500 or **Inside Back Cover Single page** \$5,500

Note: All Advertorial and Advertising is in full colour. Advertorial positions are at the total discretion of the publisher, so no rate-loading applies. Where the publisher is able to meet a preferred position request, add 15% to rates.

Where Trends organises photography there will be a charge, depending on the number of shots and locations. Finished advertorial is the exclusive property of Trends Publishing New Zealand Ltd.

All rates quoted are exclusive of GST. All advertising material is subject to publisher approval. All advertising is subject to Trends Publishing's advertising terms and conditions.

Home Series Information

What comes first when you're building, renovating or decorating? Plans? The right builder? A good designer? Actually what you need first is INSPIRATION.

Trends books are ideas banks. Thousands of readers draw project inspiration from them and make purchasing decisions based on them. Trends is the foremost ideas resource for the professional and DIY home builder, renovator and decorator.

Trends Home are published 8 times a year January, February, April, May, July, August, October and November

Each title has great ideas, products and services in the Home, Kitchen and Bathroom categories.

Editorial content focuses on interesting and topical locations, and the work of leading architects and tradespeople.

Every story features top-quality colour photos, with full captions and credit lists or contact details. All content is linked online which can be saved or shared through the trendsideas.com platform. The text is clear and informative – indispensable for professionals, and interesting and easy to follow for people building or decorating a home.

All Trends books are available in eBook format at trendsideas.com.

Trends advertorial articles feature products or services in attractive, well-designed settings. Readers can visualise the benefits these products will bring to their home. Trends advertorials are credible, informative advertising – material is presented as the solution to a reader's needs.

Print – 24,500 copies per issue*

72% Distribution through retail channels, including Whitcoulls, Paper Plus, independent bookstores, supermarket chains, magazine retailers and the Trends online shop. Specialist home-related retail outlets, such as Mega Mitre 10, Mitre 10, Placemakers, Resene, Guthrie Bowron and Kitchen Things.

10% Controlled distribution to leading designers, specifiers and other industry professionals and tradespeople most relevant to each book title. Complimentary copies by mail.

Includes members of Architectural Designers New Zealand, New Zealand Institute of Architects, Master Builders, Certified Builders, Property Council New Zealand and NKBA

18% Purchased by or otherwise distributed to clients for promotional use, or use as sales tools to showcase their products and services to key clients and prospects.

eBooks – All print edition are repurposed to eBooks available on multiple platforms – Joomag, ISSUU, Pixel Mags and on the trendsideas.com website.