



Education Gazette

TUKUTUKU KŌRERO

Audience

- Delivered free to every school and early childhood education centre in New Zealand including a copy for the board of trustees.
- 16 editions annually.
- 15,000 copies circulated each edition.
- Readership in excess of 100,000.

2024 MEDIA KIT

NZME.



Published by NZME under contract for the 25th consecutive year, New Zealand *Education Gazette* is the Ministry of Education's official print and online publication to schools. It carries articles/case studies that will inform and inspire school and early childhood educators and share the mahi of education community.

In addition to the online free-to-list school vacancies and notices, *Education Gazette* publishes display advertising, paid recruitment, professional development and other notices relevant to the school and early childhood education sectors.



Circulation and readership

Education Gazette is a must read in school staffrooms.

Every issue 15,000 print copies are delivered free to all public and private primary, intermediate, and secondary schools in New Zealand, as well as early childhood education centres, kindergartens, kohanga reo, tertiary institutions, and Ministry agencies.

The number of copies delivered to schools is calculated by a ratio of one for every six teachers.

People interested in education news may take individual paid subscriptions to *Education Gazette*.


Facts at a glance

- Delivered free to every school and early childhood education centre in New Zealand.
- 85% of teachers read the editorial.
- 16 editions annually.
- 15,000 copies circulated each edition.
- One copy is delivered to every school board of trustees.

Find out more

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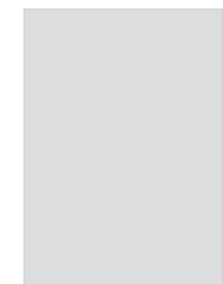
 027 212 9277

2024 publication deadlines

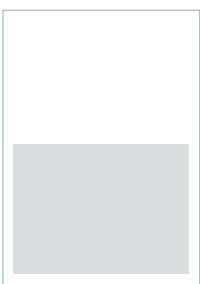


ISSUE	EDITORIAL ADVERTISING BOOKING DEADLINE	VACANCY BOOKING AND ALL ARTWORK DEADLINE BY 4PM	PUBLICATION DATE
103.1	12 January	17 January	29 January
103.2	9 February	14 February	26 February
103.3	1 March	6 March	18 March
103.4	21 March	26 March	8 April
103.5	12 April	17 April	29 April
103.6	3 May	8 May	20 May
103.7	24 May	29 May	10 June
103.8	14 June	19 June	1 July
103.9	5 July	10 July	22 July
103.10	26 July	31 July	12 August
103.11	16 August	21 August	2 September
103.12	6 September	11 September	23 September
103.13	27 September	2 October	14 October
103.14	11 October	16 October	29 October
103.15	1 November	6 November	18 November
103.16	22 November	27 November	9 December

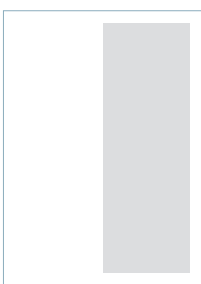
Advertising specifications: Editorial display



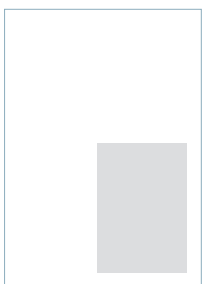
FULL PAGE
210(w) x 297(h)
+ 5mm bleed



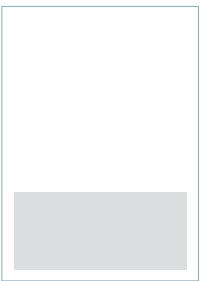
1/2 PAGE HORIZONTAL
190(w) x 140(h)



1/2 PAGE VERTICAL
92(w) x 280(h)



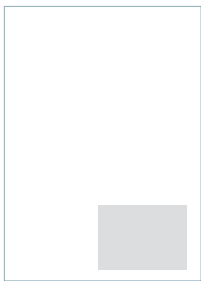
1/4 PAGE VERTICAL
92(w) x 140(h)



1/3 PAGE HORIZONTAL
190(w) x 90(h)



BANNER AD
190(w) x 70(h)



1/8 PAGE
92(w) x 70(h)

Supplied material

Please ensure all supplied material is in the correct mode: CMYK or grayscale.
PDFs should have fonts embedded or text converted to paths/outlines.

Rates

All print rates are per placement and exclude GST.
Accredited agency commission is 20 per cent.

For in-house design

Send your text document and images attached via an email.
The images and logos should be at 300dpi and attached as a TIFF, JPG or EPS file.

Terms and conditions

All advertising is booked under the current terms and conditions of NZME.
www.nzme.co.nz/about-us/terms-conditions

DISPLAY ADVERTISING RATES

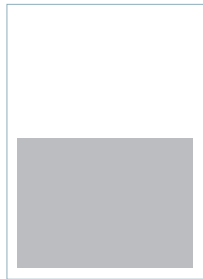
Editorial ad sizes – colour and set sizes available only	Dimensions in millimeters	Price (full colour)
Full page A4 – Cover positions	210(w) x 297(h) + 5mm bleed	\$4,245
Double page spread	420(w) x 297(h) + 5mm bleed	Price on request
Full page A4	210(w) x 297(h) + 5mm bleed	\$4,140
Half page – vertical	92(w) x 280(h)	\$2,590
Half page – horizontal	190(w) x 140(h)	\$2,590
Third page – horizontal	190(w) x 90(h)	\$1,860
Quarter page	92(w) x 140(h)	\$1,660
Banner ad	190(w) x 70(h)	\$1,450
Eighth page	92(w) x 70(h)	\$1,090

INSERTS/ONSERTS

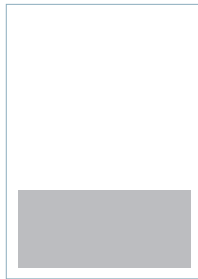
*\$250 per thousand

* Per double-sided A4 sheet. Additional paging or varying sizes. Pricing, is available on request.

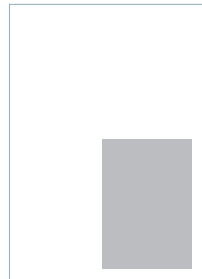
Advertising specifications: Vacancies and Noticeboard



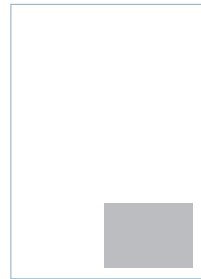
**1/2 PAGE
HORIZONTAL**
190(w) x 140(h)



1/3 PAGE HORIZONTAL
190(w) x 90(h)



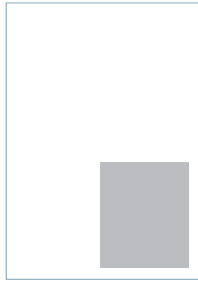
1/4 PAGE VERTICAL
92(w) x 140(h)



1/8 PAGE
92(w) x 70(h)



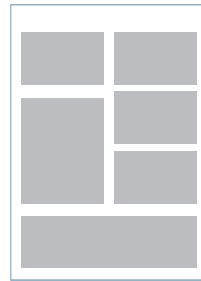
SIZE ONE
92(w) x 60(h)



SIZE TWO
92(w) x 120(h)



SIZE THREE
190(w) x 60(h)



NOTICEBOARD

Supplied material

Please ensure all supplied material is in the correct mode: CMYK or grayscale.

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VACANCIES DISPLAY

Display ad sizes	Dimensions in millimeters	Price (full colour)	Price (mono)
Half page	190(w) x 140(h)	\$2,355	\$1,855
Third page	190(w) x 90(h)	\$1,750	\$1,250
Quarter page	92(w) x 140(h)	\$1,620	\$1,120
Eighth page	92(w) x 70(h)	\$1,060	\$560

NOTICEBOARD: 3 SET SIZES

Ad sizes	Dimensions in millimeters	Price (full colour)	Price (mono)
Size one	92(w) x 60(h)	\$750	\$480
Size two	92(w) x 120(h)	\$1,159	\$900
Size three	190(w) x 60(h)	\$1,050	\$800

Find out more

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