

# Approach

Quarterly Magazine of AOPA NZ  
Aircraft Owners and Pilots Association NZ

RATE CARD

## Advertising rates, dates and specifications

*Promote your product directly to the people who own and fly aircraft in NZ*

**Enquiries and bookings, please contact Nikki McKay**

Email: [member.service@aopa.nz](mailto:member.service@aopa.nz)

Ph: 022 634 1739

**Editorial enquiries, contact Anna Mackenzie**

Email: [editor@aopa.nz](mailto:editor@aopa.nz)

Ph: 027 334 5466

### Magazine release dates:

**1 March, 1 June, 1 September, 1 December**

### Advertising Rates (excluding GST)

|                                       |       |
|---------------------------------------|-------|
| Full page (A4)                        | \$840 |
| Half page (vertical or horizontal)    | \$450 |
| Third page (vertical or horizontal)   | \$330 |
| Quarter page (vertical or horizontal) | \$225 |



### Advertising Specs (wide x high)

|                         |              |
|-------------------------|--------------|
| Full page (A4)          | 210 x 297 mm |
| Full page with bleed    | 216 x 303 mm |
| Half page horizontal    | 185 x 132 mm |
| Half page vertical      | 90 x 297 mm  |
| Third page horizontal   | 185 x 72 mm  |
| Quarter page horizontal | 185 x 58 mm  |
| Quarter page vertical   | 90 x 132 mm  |

*For enquiries about other sizes, preferential placement and multiple bookings, please contact Nikki McKay at [member.service@aopa.nz](mailto:member.service@aopa.nz)*

### Advertising material deadlines

**Autumn issue - 25 January (out 1 March)**

**Winter issue - 25 April (out 1 June)**

**Spring issue - 25 July (out 1 September)**

**Summer issue - 25 October (out 1 December)**

*Please supply advertisements as print-ready, high res, 300dpi, cmyk PDF or JPEG files.*

*Should you require design services, please have material with us a week prior to specified deadlines.*

