

Market your gluten free products and services to the most targeted gluten free audience in New Zealand.

Readers have either been diagnosed with coeliac disease (who must adhere to a strict life-long gluten free diet), or follow a gluten free diet by choice. Today people on a gluten free diet not only enjoy and welcome the much broader range of gluten free products available now, but are always looking for and seeking out new products.

Coeliac Link, published quarterly by Coeliac New Zealand is a full colour, 36+ page magazine reaching around 10,000 readers.

It provides its readers with the latest news and information including:

- Gluten free recipes
- The latest medical research
- General articles of interest
- Dietitian's column
- Travel experiences
- Readers letters, stories & useful tips
- Dedicated kids section
- Updates on gluten free products / manufacturers

Coeliac Link is the ideal medium for product or brand launches and brand recognition to this niche market segment.

For advertising enquiries, contact us by:

P 09 414 7467

E advertising@coeliac.org.nz



2016/17 Booking & Supply Dates

Issue	Distribution	Booking Deadline	Material Deadline
Summer 2016	21 November	14 October	21 October
Autumn 2017	20 March	10 February	17 February
Winter 2017	5 June	28 April	5 May
Spring 2017	4 September	28 July	4 August
Summer 2017	4 December	27 October	3 November

Advertorials

Limited advertorial space is available at the same rate as display advertising. A 20% discount is offered when advertorial is booked in conjunction with a display advertisement. Please note that all paid advertorial will be labelled as such.

Inserts

Inserts can be booked to be distributed within the Coeliac Link magazine. Cost is \$450+gst per issue.

In-house Design Service

We offer an affordable in-house design service for those advertisers who are unfamiliar with graphic design requirements. If you intend to use our graphic design services please let us know at least three weeks prior to the material deadline.

Coeliac Link reserves the right to accept or reject advertising material.

All bookings subject to availability. Rates are exclusive of GST.

Display rates

	Casual	2x	3x	4x
Full Page	\$1,650	\$1,570	\$1,485	\$1,400
1/2 Page	\$900	\$855	\$810	\$765
1/3 page	\$575	\$550	\$520	\$490

To book a special position or guaranteed position within the magazine, add 15% to the applicable rate.

Premium positions

	Casual	2x	3x	4x
Outside Back Cover	\$1,980	\$1,880	\$1,780	\$1,685
Inside Front Cover	\$1,890	\$1,795	\$1,700	\$1,605
Inside Back Cover	\$1,815	\$1,730	\$1,640	\$1,550

Directory rates

	1 Unit	2 Units	3 Units	4 Units
Rate	\$150	\$280	\$390	\$480



Advertising specifications

File Supply

- For all ads we require high res CMYK PDFs of at least 300 dpi at the specified size
- All adverts must be supplied with 3mm bleed
- Please note that we do not accept adverts created using Publisher or Word
- Email files to advertising@coeliac.org.nz or contact Jo Hayes for file supply deadline information



Terms and Conditions

- Rates are exclusive of GST and are quoted in NZ\$.
- Booking contracts are irrevocable and cannot be cancelled.
- Rates do not include agency commission.
- Please note that payment is within 7 days of receipt of invoice.
- Unless specified on the contract, positioning of advertisements is at our discretion. To book a special position or guaranteed position within the magazine, add 15% to the applicable rate.
- You shall deliver to us advertising material or copy (in the case of advertorial only) at your expense by the specified deadline. Should material fail to reach us before going to print we shall be entitled to full payment.
- If you intend to use our graphic design service, bookings must be made at least three weeks prior to the file supply deadline.
- Coeliac New Zealand reserves the right to:
 - request substantiation for any health or nutritional claims made in any advertisement;
 - add a keyline, the word 'Advertisement' and/or change fonts used in any advertisements that, in our opinion, look similar to editorial; and/or
 - accept or reject any advertising material or to edit copy to make it conform to our legal or ethical requirements.
 - withhold advertising where payment is outstanding for advertising in prior editions.

Display

FULL PAGE

TRIM SIZE AD

Goes right to the edge of the page.

Width 210mm

Height 297mm

1/2 PAGE

TRIM SIZE AD

Goes right to the edge of the page.

Width 210mm

Height 135mm

1/3 PAGE VERTICAL

TRIM SIZE AD

Goes right to the edge of the page.

W 71mm

H 297mm

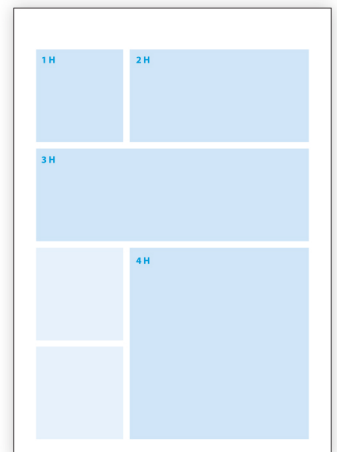
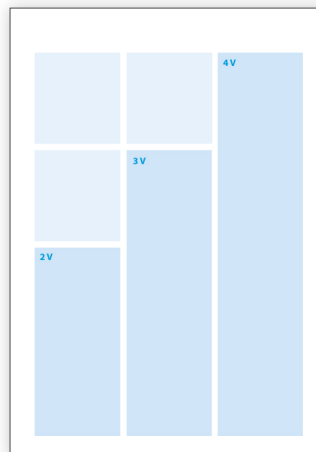
1/3 PAGE HORIZONTAL

TRIM SIZE AD

Goes right to the edge of the page.

W 210mm

H 81mm



DIRECTORY

1 unit

62mm w x 63mm h

2 units HORIZONTAL

128mm w x 63mm h

2 units VERTICAL

62mm w x 131mm h

3 units HORIZONTAL

194mm w x 63mm h

3 units VERTICAL

62mm w x 199mm h

4 units

128mm w x 131mm h

4 units VERTICAL

62mm w x 267mm h