



Overview

JET Living in New Zealand is a new title produced for international fee-paying students considering living, studying, working and playing in New Zealand. Distributed through APN and Education New Zealand's international education network, this lively, A4, full-colour magazine will bring relevant information to those making education, career and lifestyle decisions. Editorial coverage is provided on regional benefits, leisure and sporting activities and events, education and training, work options, culture, health and safety, travel and infrastructure, support and accommodation, food, banking and finance. Also included are profiles on international students currently in New Zealand and their positive experiences.

Readership and circulation

- The international student market is one of New Zealand's biggest income earners.
- *JET Living in New Zealand* offers your organisation cost-effective and targeted exposure to this lucrative market.
- In 2008, 91,321 international students came to New Zealand and an estimated \$2.1 billion was added into our economy.

Distribution

- *JET Living in New Zealand* is produced annually and is available free of charge through all MFAT posts, embassies, international fairs and throughout the Pace Markets.
- Distribution is free to universities, institutions of technology, private training providers, and English language schools. This in turn provides you with the opportunity to promote your brand, new product releases, facility, organisation or faculty.

Facts at a glance

- 64 pages
- Available to international students studying in New Zealand and worldwide at fairs
- 10,000 copies published

Display advertising rates

(size in millimetres)

Ad size	Dimensions	Colour price
Half page (5mm bleed)	154 (h) x 220 (w)	\$2150
Half page (no bleed)	135 (h) x 190 (w)	\$2150
Full page (5mm bleed)	307 (h) x 220 (w)	\$3150
Full page (no bleed)	277 (h) x 190 (w)	\$3150
Double page spread (5mm bleed)	297 (h) x 420 (w)	\$5000
Four-page institution showcase	276 (h) x 196 (w) per page	\$8500

Special cover positions

Inside front	\$3750
Inside back	\$3850
Outside back	\$4050
Gatefold available	POA

*Discounts apply to multiple publications bookings. Accredited agency commission 20 per cent. All prices quoted exclude GST. Note: all advertising is booked under the current terms and conditions of APN Educational Media.

Deadlines 2009

Booking deadline	Material deadline	On sale
11 Nov	16 Nov	November

Mechanical specifications

Format

A4 (297mm high x 210mm wide).

Bleed

Full page, 5mm all sides.

(Text must not go outside image area of 277mm high x 190mm wide).

File types

EPS (text converted to paths/outlines), TIFF, PDF files accepted. If sending your artwork as a PDF file, make sure all the fonts are embedded or text converted to paths/outlines. If colour, ensure all photos are CMYK. For in-house design, send your text by email. The pictures and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file. PDF is the preferred format.

APN Educational Media prefers that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time.

