

# WEEKLY EDITIONS



Rugby News weekly (on sale 36+ weekly editions from February to October)

### ADVERTISING RATES \*

Double page spread (DPS)	\$3,985
Cover pages (IFC,OBC)	\$3,182
Inside back cover	\$3,032
Full page	\$2,885
Half page	\$1,775
Quarter page	\$885
Strip banner	\$685

Sponsored features available.  
Special rates - multiple insertions.  
Inserts: Quote on application.



**Publisher**  
**Margaret Mitchell**

## publication profile

Rugby News provides a dynamic, weekly publication throughout the season plus special editions released around key events in the rugby calendar. With over 35 years commitment to delivering comprehensive coverage of both domestic and international rugby to a dedicated audience Rugby News engages its readers with reports and features. These range from Super 14, Tri Nations, Bledisloe and Air NZ Cup competitions as well as reporting on clubs, schools and grassroots rugby.

Our frequency of publishing means we can offer fresh covers and copy into retail outlets on a weekly basis establishing a high circulation and massive pass-on rate (see demographics table).



**Editor**  
**Dave Campbell**

## editorial philosophy

Rugby News has crafted a reputation as a market leader in the sports magazine publishing industry since its inception in 1970. Our team of award-winning journalists and international correspondents cover the game at all levels – from school and club rugby to the Rugby World Cup – ensuring we supply our readers information they won't find in other forms of media.



**News & Features Editor**  
**Campbell Burnes**

## technical data

### AD SPECIFICATIONS

DPS Sponsored Spread (outside border)  
Double Page Spread  
Cover Page (not front cover)  
Full Page  
Half Page Horizontal  
Half Page Vertical  
Quarter Page  
Strip Banner Ad

### SIZE (H X W)

297mm x 420mm (+5mm Bleed)  
297mm x 420mm (+5mm Bleed)  
297mm x 210mm (+5mm Bleed)  
297mm x 210mm (+5mm Bleed)  
132mm x 186mm (+5mm Bleed)  
257mm x 92mm (+5mm Bleed)  
132mm x 92mm (+5mm Bleed)  
40mm x 210mm (+5mm Bleed)

### MECHANICAL SPECS

We accept high resolution (300dpi+) Acrobat PDFs including crop marks and a bleed of 5mm with all fonts embedded. Must be supplied layers flattened, CMYK at 300dpi+. Material sent to Design and Production Manager via email or CD.



# SPORTS MEDIA TITLES

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## why advertise?

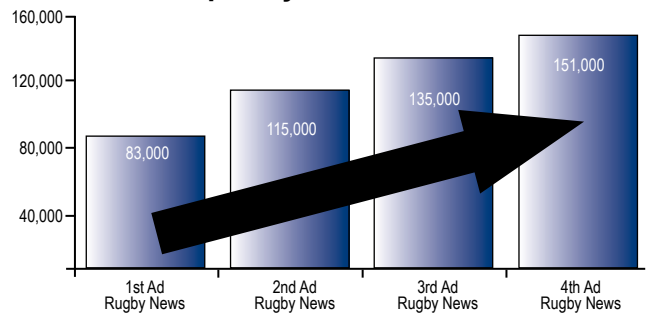
New Zealand rugby has enjoyed unparalleled success with a country steeped in rugby history and our All Blacks team having a huge respect and following. With the Super 14, Tri Nations and Air New Zealand Cup competitions, plus major events such as the Rugby World Cup in 2011, there is significant exposure and emotional connections to the game.

**Our Nielsen Media Research audited readership sits at 332,000 (Dec 08) over four weekly issues.**

Rugby News is published weekly from the commencement of the Super 14 (February) until late October plus regular special editions for the Super 14, Home Test Series, Tri Nations, Air New Zealand Cup, All Blacks End of Year Tour and Year in Review.

Rugby maintains a greater following amongst males in New Zealand than any other sport, indeed they total 66 percent of the total Rugby News readership. By promoting products and/or services in Rugby News magazine, advertisers can strategically target this male sector as well as gain brand association with our major national sport.

## Frequency Builds Reach



### DEMOGRAPHICS:

66% of readers are male 35% female  
43% of readers are aged 20-45 years  
Rugby News has a significant number of loyal readers. 43% of them read four out four typical issues.

## what they say about us

"Rugby News, as New Zealand's longest-running rugby publication, has been a close-up observer of the game's revolution, reporting on the many changes and providing analysis and comment for its readers."

**Helen Clark - former NZ Prime Minister**

**GILBERT RUGBY** - "Rugby News has been an integral part of our strategy for many years. The magazine provides an important tool to launch new product lines and increase brand awareness.

It provides a link within schools and clubs and is loyal to the grassroots of New Zealand rugby."

**NZRU** - "Over the years, firstly as a player and now an administrator, I have come to know Rugby News as a publication that prides itself on its national and international coverage of the game."

**Jock Hobbs - Chairman NZRU**

## contact details

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