

ADVERTISING KIT • 2012

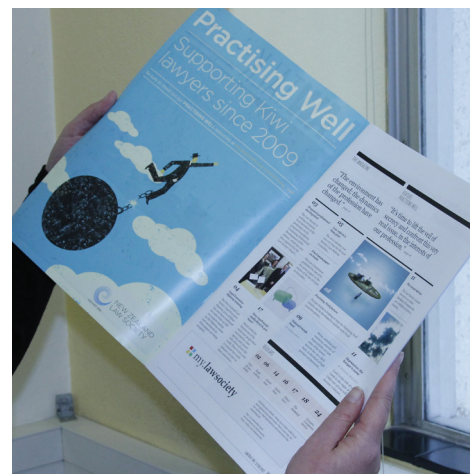
The best means of reaching the whole of New Zealand's legal profession.

LawTalk is the official magazine of the New Zealand Law Society, regulator of the New Zealand legal profession and the principal membership organisation for the vast majority of lawyers.

Published since 1974, *LawTalk* is the oldest-established legal news magazine in New Zealand. Over the past 37 years it has kept lawyers up-to-date with changes that affect how they practise, Law Society news and activities, information on the profession and people in the law, the courts, legal education, and developments in the law.

Distributed to all lawyers who hold a current practising certificate – currently 11,300.

Other recipients include members of the judiciary, New Zealand Law Society Associate Members, legal executives, Members of Parliament, media, academics and others involved in the legal services industry.



Total distribution is over 12,000 copies each issue.

LawTalk readership survey September 2010

- *LawTalk* is read mostly at work.
- *LawTalk* readers read the magazine more often than other sources of information on the legal profession.
- Readers find it is a good way of keeping updated with information on continuing legal education, the activities of the Law Society and the legal profession.
- *LawTalk* is seen as easy to read, with writing of a high standard and quality.

LawTalk – the best way to reach New Zealand's legal profession

Advertising Inquiries

Display (run of the publication)

Frank Neill, *LawTalk* editor +64 4 463 2982,
editor@lawsociety.org.nz

Classified (including Wills Inquiries)

Christine Pugh, New Zealand Law Society +64 4 463 2966,
advertising.lawtalk@lawsociety.org.nz.

Subscriptions

LawTalk is automatically sent to all New Zealand-resident lawyers holding a current practising certificate issued by the New Zealand Law Society. It is also available on subscription. Inquiries should be made to:

LawTalk subscriptions
New Zealand Law Society
PO Box 5041
Lambton Quay
Wellington 6145
New Zealand

Phone: +64 4 463 2981

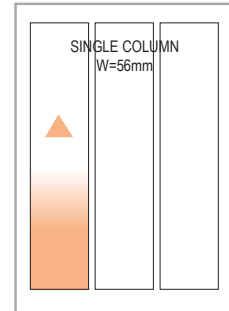
Email: subscriptions@lawsociety.org.nz

Annual Subscription prices for 2012 are as follows:

New Zealand	\$138.00 (GST included)
Australia and South Pacific	NZ\$192.00 (airmail, includes postage)
Rest of world	NZ\$216.00 (airmail, includes postage)

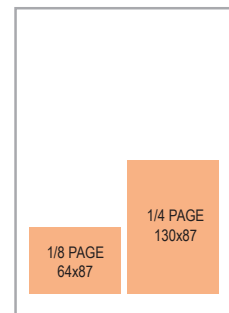
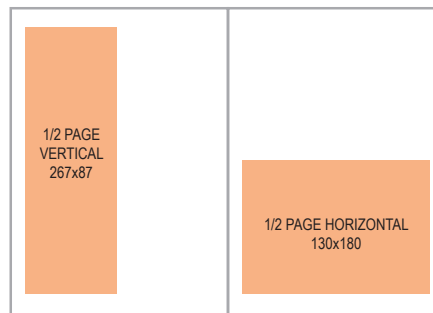
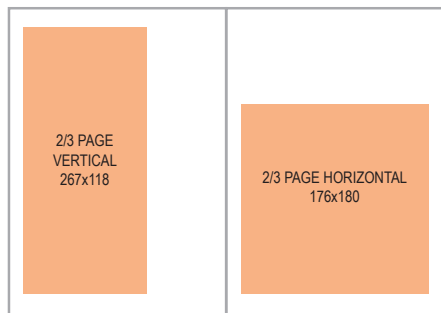
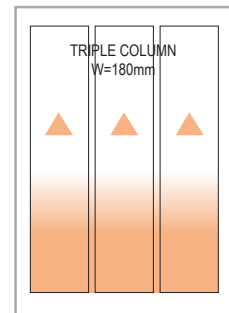
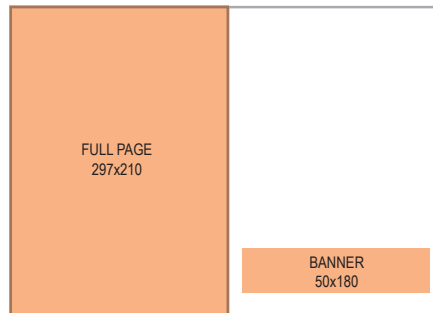
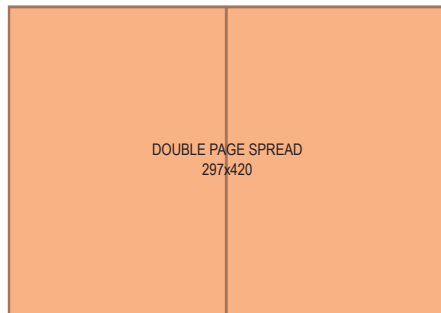
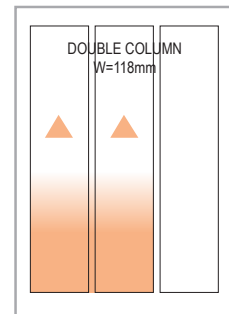
Specifications

Size of page:	A4 (297mm x 210mm)
Size of type area:	267mm x 180mm
Bleed size:	307mm x 220mm (full page) 307mm x 430mm (double page spread)
Resolution:	300ppi
Columns:	3 column grid, each 56mm wide, 6mm gutters
Paper:	Sumo Matt 95gsm
Printing method:	Offset



Material required

Display:	A CMYK pdf file on disk or email.
Classified:	Copy for typesetting is to be emailed to Christine Pugh: advertising.lawtalk@lawsociety.org.nz
Deadlines:	As per schedule on page 7.



Specifications

Advertising Rates (all rates are GST exclusive and are commission-bearing for accredited advertising agencies)

Size of Advertisement	Colour	Mono
Double page spread	\$5,055.00	\$3,035.00
Full page	\$2,745.00	\$1,775.00
2/3 page horizontal	\$2,250.00	\$1,425.00
2/3 page vertical	\$2,250.00	\$1,425.00
Half page horizontal	\$1,710.00	\$1,055.00
Half page vertical	\$1,710.00	\$1,055.00
Quarter page	\$1,000.00	\$610.00
Eighth page	\$510.00	\$305.00
Banner	\$785.00	\$470.00
Other sizes – per col cm	\$53.00	\$32.00
Will notices	-	\$95.00

Discounts

1-5 insertions	-	standard rate as above
6-10 insertions	-	less 10% per insertion
11+ insertions	-	less 15% per insertion
Every issue, 23 issues	-	less 20% per insertion

Any charity registered in the Charities Commission's Charity Register at the time of booking an insertion is entitled to a discount of 20%.

All discounts for multiple insertions are conditional upon the advertiser committing to make the applicable number of consecutive insertions. A commitment must be made before the first insertion, and the discount cannot be claimed retrospectively.

Preferred position loadings

Right-hand page	-	plus 7.5%
Within the issue (including by specific editorial)	-	plus 20%
Outside back cover	-	plus 25%

Inserts/Onserts

Standard item (<i>item folded and collated to no bigger than A4 size and no more than three A4 sheets thick</i>)	-	\$2,090.00
Other sizes	-	cost available on request

Specifications

Regional Inserts/Onserts

Inserts/onserts may be delivered to all lawyers practising only in a number of New Zealand Law Society branches. Rates are as follows:

Area	Cost per insert
Lawyers in Auckland branch area	\$945.00
Lawyers in Canterbury-Westland branch area	\$210.00
Lawyers in Otago branch area	\$90.00
Lawyers in Waikato Bay of Plenty branch area	\$185.00
Lawyers in Wellington branch area	\$490.00
Lawyers in North Island	\$1,740.00
Lawyers in South Island	\$350.00

- No insert booking will be accepted without the supply of a sample.
- The correct number of inserts must be delivered to Western Mailing, 5 Riddlers Crescent, Petone, Lower Hutt 5012, folded and collated to A4 size or smaller. They must be clearly marked for insertion in *LawTalk* and carry the issue number and required distribution.
- A delivery docket must be included with each consignment. This should also have a copy of the insert taped to the outside of the carton/s.
- The New Zealand Law Society accepts no responsibility for inserts which do not comply with these requirements.

Advertising Conditions – All Advertisers

- 1) The text of all advertisements is subject to the approval of the Editor of *LawTalk* acting on behalf of the New Zealand Law Society, which reserves the right to refuse advertisements which are not compatible with the standards or objectives of the Law Society.
- 2) Payment for advertising by advertisers located in New Zealand is due on the 20th of the month following the date of invoice.
- 3) Advertisers located outside New Zealand must pay in advance according to the requirements specified below.
- 4) Where advertising material is not supplied camera-ready or requires correction, the New Zealand Law Society reserves the right to charge the advertiser for all production costs involved in preparing the advertisement for print.
- 5) The New Zealand Law Society has the right to increase all or any advertising rates, subject to one month's notice for advertisers with forward bookings.
- 6) All placements of advertising are at the discretion of the New Zealand Law Society unless a preferred position is specified and available and the appropriate additional cost is agreed to.
- 7) If an advertisement is cancelled after the specified booking deadline, or if material fails to arrive in time for publication, the New Zealand Law Society reserves the right to charge for the cost of the advertisement and/or any production costs incurred.
- 8) By booking an advertisement in *LawTalk* the advertiser warrants

that the advertising does not contravene the provisions of the Human Rights Act 1993, the Fair Trading Act 1986, the Consumer Guarantees Act 1993 or any other legislation currently in force in New Zealand.

- 9) Advertisers also warrant that their advertising is fully compliant with the Advertising Codes of Practice issued by the Advertising Standards Authority Incorporated and with every other code or industry standard which relates to advertising in New Zealand.

Additional Advertising Conditions for Overseas Advertisers

- 1) Advertisers located outside New Zealand (“overseas advertisers”) must pay in advance for all advertising they book in *LawTalk*. Payment must have been deposited in the New Zealand Law Society’s bank account by the specified deadline for prepayment. If prepayment has not been made by the deadline, the New Zealand Law Society has the right not to publish the advertisement.
- 2) Overseas advertisers who wish to book a series of advertisements must prepay by the prepayment deadline for the issue with which the series will commence.
- 3) Overseas advertisers paying by direct credit should make payment as follows:

Account Name:	New Zealand Law Society
Account Number:	12-3140-0119103-00
Bank:	ASB Bank
Branch:	Lambton Quay, Wellington, New Zealand
Swift Code:	ASBBNZ2A

- 4) The full cost of the advertisement in New Zealand currency must be transmitted. Overseas advertisers should note that some foreign banks deduct fees from the amount transmitted. Any bank fees are additional to the cost of the advertisement.

- 5) Overseas advertisers paying by Visa or Mastercard must fax or phone (email is not acceptable) the following credit card details to Christine Pugh, phone +64 4 463 2966 or fax +64 4 463 2983:

- Card number
- Expiry date
- Name on card

Payment will be deemed to have been made once it has been cleared in New Zealand.

- 6) Overseas advertisers paying by bank draft must have the draft made out to the New Zealand Law Society in New Zealand currency for the full amount of the invoice. Drafts must be posted to: Accounts, New Zealand Law Society, PO Box 5041, Lambton Quay, Wellington 6145, New Zealand.
- 7) Whatever prepayment method is used, overseas advertisers must email or fax confirmation to +64 4 463 2983 (fax) or advertising.lawtalk@lawsociety.org.nz.

LawTalk Publishing Schedule 2012

Issue Number	Ad booking deadline	Camera-ready ad material and prepayment deadline	Publication Date
788	19 Jan	23 Jan	3 Feb
789	2 Feb	7 Feb	17 Feb
790	16 Feb	21 Feb	2 Mar
791	1 Mar	6 Mar	16 Mar
792	15 Mar	20 Mar	30 Mar
793	29 Mar	3 Apr	13 Apr
794	12 Apr	17 Apr	27 Apr
795	26 Apr	1 May	11 May
796	10 May	15 May	25 May
797	24 May	29 May	8 June
798	7 June	12 June	22 June
799	21 June	26 June	6 July
800	5 July	10 July	20 July
801	19 July	24 July	3 Aug
802	2 Aug	7 Aug	17 Aug
803	16 Aug	21 Aug	31 Aug
804	30 Aug	4 Sept	14 Sept
805	13 Sept	18 Sept	28 Sept
806	27 Sept	2 Oct	12 Oct
807	11 Oct	16 Oct	26 Oct
808	25 Oct	30 Oct	9 Nov
809	8 Nov	13 Nov	23 Nov
810	22 Nov	27 Nov	7 Dec