

New Zealand Law Society Advertising Kit 2020

LawTalk

The official magazine of the Law Society

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 40 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.

LawTalk is distributed to all New Zealand based lawyers who hold a current practising certificate – currently about 13,200. 35% have been lawyers for 10 years or less. 51% are female and 49% are male. Statistics New Zealand information shows that 49% of New Zealand lawyers earn over \$100,000 annually.

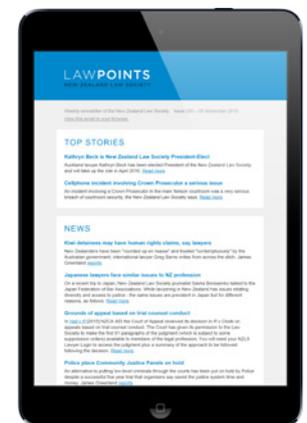
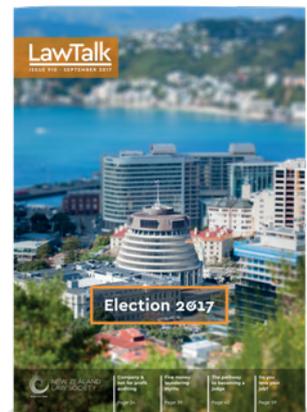
Other recipients include members of the judiciary, New Zealand Law Society Associate Members, legal executives, Members of Parliament, media, academics, law students and others involved in the legal services industry.

LawPoints

Weekly email newsletter

LawPoints is a weekly email roundup of news and information relevant to the legal profession in New Zealand. Legal news, law reform, case law, news and information about members of the legal profession, and professional development are covered in short paragraphs with external links to the full story. *LawPoints* is emailed every Thursday evening to all lawyers who hold a current New Zealand practising certificate.

NZLS Weekly is a weekly email which provides a round up of news and information relevant to any non-lawyer who is interested in the New Zealand legal system – including judges, law students, and the media.

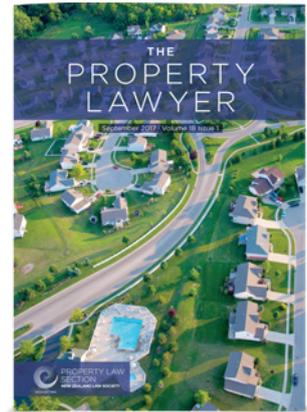


The Property Lawyer

The quarterly magazine of the Property Law Section of the New Zealand Law Society

The Property Law Section of the New Zealand Law Society represents and supports its 1600 specialist property law practitioner members. The Section recognises the special nature of property law practice and *The Property Lawyer* is the Section's main publication and biggest membership benefit.

Each quarterly issue contains a mix of regular features and guest articles which inform members of developments, discuss changes and give practical advice. *The Property Lawyer* is a well-respected, targeted and technical publication sent directly to almost 1600 property lawyers and stakeholders in New Zealand.

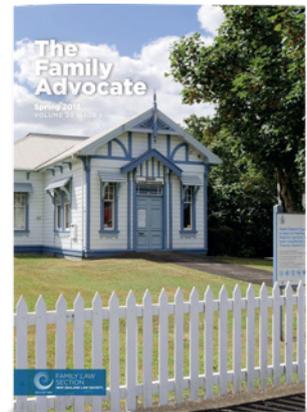


The Family Advocate

The quarterly magazine of the Family Law Section of the New Zealand Law Society

The Family Law Section of the New Zealand Law Society was established in December 1997 to recognise the special interests of family lawyers and the growing importance of family law in New Zealand. The FLS represents and supports its 1000 members who identify as specialist family law practitioners, judges, legal academics, legal executives and government employees from all over New Zealand.

The Family Advocate is published quarterly and has been produced continuously since 1998. It aims to inform members of developments in the law, promote debate on family law issues and update members on the work of the Family Law Section. *The Family Advocate* is a well-respected publication sent directly to every Family Law Section member and is available on subscription within New Zealand and overseas. It has a current circulation of 1100.



Canterbury Tales

The monthly magazine of the Canterbury Westland branch of the New Zealand Law Society

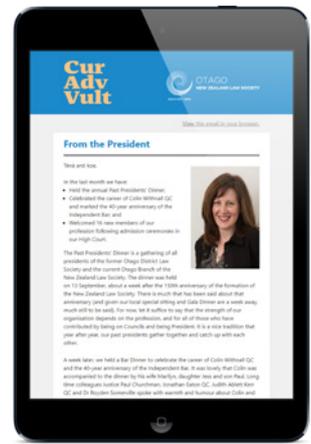
The Canterbury Westland branch of the New Zealand Law Society represents and supports over 1500 lawyers in the Canterbury Westland region. *Canterbury Tales* is published monthly with *LawTalk* and contains news, updates, and articles from the region.



Cur Adv Vult

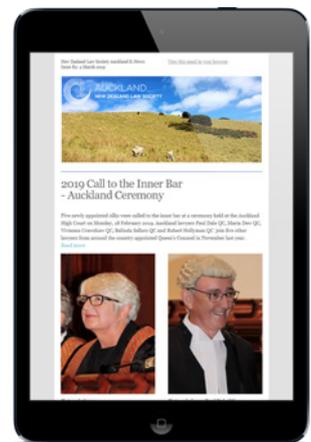
The monthly email newsletter of the Otago branch of the New Zealand Law Society

The Otago branch of the New Zealand Law Society represents and supports close to 500 lawyers in the Otago region. Cur Adv Vult is published monthly and contains news, updates, and articles from the region.

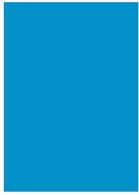


Branch Newsletters

Each of our 13 branches have email newsletters that are sent either weekly, monthly, or as needed depending on the branch. These include updates, news and job listings relevant to the specific branch. For more information about specific branch newsletters please contact the Advertising Co-ordinator.

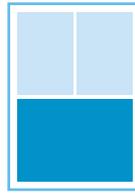


Print Display



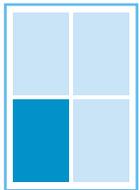
Full page

Dimensions: 210 × 297 mm trim
(+3 mm bleed)



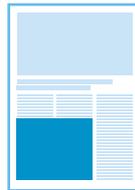
Half page

Dimensions: 180 × 130 mm



Quarter page

Dimensions: 87 × 130 mm



Medium

Dimensions: 118 × 100 mm



Banner

Dimensions: 180 × 50 mm



Mini landscape

Dimensions: 118 × 50 mm



Mini portrait

Dimensions: 56 × 100 mm

Display Type	LawTalk	The Property Lawyer	The Family Advocate
	Circulation: 13,200	Circulation: 1,600	Circulation: 1,100
Full page	\$3000	\$1,600	\$1,500
Half page	\$1,900	\$1,100	\$1,000
Quarter page	\$1,100	-	-
Medium	-	\$600	\$550
Banner	\$850	\$450	\$350
Mini landscape	\$550	-	-
Mini portrait	\$550	-	-

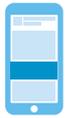
All prices are GST exclusive and are commission-bearing for advertising agencies (20%). *The Family Advocate* has a 25% discount for all Family Law Section members and *The Property Lawyer* has a 25% discount for Property Law Section members.

Digital Display



Banner

Dimensions: 630 × 200 px



Display Type	LawPoints Circulation: 13,200	Cur Adv Vult Circulation: 500	Branch Newsletter Circulation: Varied
Banner	\$400	\$100	\$50

Print Legal Jobs

The Law Society offers a range of ways for you to advertise job listings to the legal profession. All job advertisements are collected in a centralised section on the Law Society’s website, www.lawsociety.org.nz.

All *LawTalk* ads are placed on the website at the time of publication, but they can be placed on the website and linked to from *LawPoints* prior to monthly publication for an additional fee below. Ads stay on the website for four weeks following publication by default, but can come offline earlier if you have a specific closing date.

Display Type	LawTalk Circulation: 13,200
Full page	\$2,600
Half page	\$1,600
Quarter page	\$800
Eighth page	\$400
Make-up design fee	\$70/hour

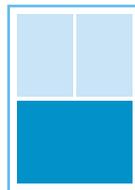
All prices are GST exclusive. *LawTalk* prices are commission-bearing for advertising agencies. (20%)



Full page

Dimensions: 180 × 267 mm

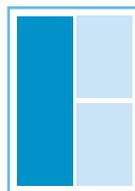
Word count: Up to 800 words



Half page landscape

Dimensions: 180 × 130 mm

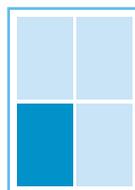
Word count: Up to 400 words



Half page portrait

Dimensions: 87 × 267 mm

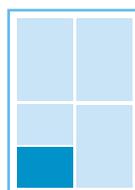
Word count: Up to 400 words



Quarter page

Dimensions: 87 × 130 mm

Word count: Up to 200 words



Eighth page

Dimensions: 87 × 64 mm

Word count: Up to 100 words

Digital Legal Jobs

All digital legal job ads are placed on the website at the time of publication. Ads stay on the website for four weeks following publication by default, but can come offline earlier if you have a specific closing date. Legal job advertisements in email newsletters are in the form of a link to the advertisement on the Law Society website, www.lawsociety.org.nz, and thus there is no word limit. A small logo or graphic can be included with the text of the advertisement.

Display Type	LawPoints Circulation: 13,200	Cur Adv Vult Circulation: 500	Branch Newsletter Circulation: Varied
Single placement	\$180	\$75	\$50
Additional placements	\$80	-	-

Will notices

New Zealand has no official register of wills. To assist lawyers and private individuals in locating wills that may be held by lawyers, the Law Society publishes will notices in *LawTalk* magazine and *LawPoints* email newsletter. Notices placed in either publication will reach lawyers across the country. If you know the area where a will is likely to have been made, a notice can be placed in local Law Society branch newsletters.

To the right is the common wording of will notices, though not all information will be known for all deceased individuals.

[Name of deceased]

Would any lawyer holding a will for the above named, late of [town or address], [occupation], born on [date of birth] who died on [date of death], please contact: [lawyer's name] of [law firm]:

✉ [email address]

☎ [phone number]

📍 [postal address]

Display Type	LawTalk Circulation: 13,200	LawPoints Circulation: 13,200	Branch Newsletter Circulation: Varied
Single placement	\$100	\$75	\$50

All prices are GST exclusive. *LawTalk* prices are commission-bearing for advertising agencies. (20%)

Notices appearing in *LawTalk* will be typeset and a proof sent to you for your approval. Following publication you will receive a copy of the publication, and your invoice. All will notices placed in *LawTalk* and *LawPoints*, as well as branch newsletters, are collected together in a page on the Law Society's website, www.lawsociety.org.nz. Will notices placed in *LawPoints* and branch newsletters take the form of a link to the notice on the website. Those placed in *LawTalk* are placed online following publication of the issue.

As the common wording above indicates, enquiries are directed towards the law firm or individual who has placed the will notice. The Law Society does not receive or handle any responses to will notices.

Inserts

In addition to advertisements placed inside the magazine, it is possible to book inserts to be included in the flow-wrapped magazine. Inserts are printed material supplied by you and included inside the wrapping on the back of the magazine as a separate document. This could be a single page flyer, a brochure, or a bound booklet – ranging in size from A6 or DL, up to A4.

- The number of inserts to be supplied will be advised by the Advertising Co-ordinator.
- Folded and collated to no larger than A4.
- To be delivered to Format Print, 81 The Esplanade, Petone, Lower Hutt, Wellington. Attn: Holly/Format Despatch
- Labels as supplied by the Advertising Co-ordinator are to be attached to the short end of each box sent to Format Print. These must be clearly marked with what issue of LawTalk they are to go with, total quantity, quantity per box and cartons – e.g 1 of 4, 2 of 4 etc.
- Each box of inserts must have a copy of the insert taped to the top of the box.
- The New Zealand Law Society accepts no responsibility for inserts which do not comply with these requirements.

Inserts may be delivered to all lawyers or those practising in a subset of New Zealand Law Society branches.

Location	Cost per single page insert	Cost per multi (2-4) page insert	Cost per multi (5+) page insert
All Lawyers	\$2,600	\$2,730	\$2,860
Lawyers in North Island	\$2,090	\$2,190	\$2,290
Lawyers in South Island	\$410	\$430	\$450
Lawyers in the Auckland branch area	\$1,120	\$1,170	\$1,220
Lawyers in the Wellington branch area	\$590	\$620	\$650

Discounts

LawTalk

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

1-5 placements	standard rate
6-10 placements	less 10% per placement
Every issue, 11 issues	less 20% per placement

Other publications

Discounts are available for placement in more than one NZLS publication.

1-5 placements	standard rate
6-10 placements	less 10% per placement

Charity discount

Any charity registered in the New Zealand Charity Register at the time of booking a placement is entitled to a discount of 20%.

Loadings

LawTalk

For an additional fee, you can specify a loading for certain sizes of display ads. Banners, mini landscape and mini portrait sizes are designed to be run along the bottom of pages underneath articles. For an additional fee, you can specify a particular location or section in the magazine you wish for these sizes of ad to appear. These sizes, as well as full-page ads, can also be specified to run on a right-hand page.

Right-hand page	plus 7.5%
Within the issue <i>(including by specific editorial)</i>	plus 20%
Inside front cover	plus 20%
Outside back cover	plus 25%

LawPoints and other email newsletters

For an additional fee, you can specify the location for banner advertisements in LawPoints and other newsletters. Typical issues of LawPoints feature three banners throughout the email, for an additional fee, you can specify to be included as the top ad placement.

Top banner placement	plus 20%
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Deadlines

LawTalk

Month	Issue	Ad booking and make-up material	Camera ready ad material	Dispatch
February	936	17 January	28 January	5 February
March	937	14 February	25 February	4 March
April	938	13 March	24 March	1 April
May	939	17 April	28 April	6 May
June	940	15 May	26 May	3 June
July	941	12 June	23 June	1 July
August	942	17 July	28 July	5 August
September	943	14 August	25 August	2 September
October	944	11 September	22 September	30 September
November	945	16 October	28 October	4 November
December	946	13 November	24 November	2 December

The Property Lawyer

Cover	Issue	Ad booking and make-up material	Camera ready ad material	Dispatch
March	20-3	28 February	4 March	11 March
June	20-4	29 May	3 June	10 June
September	21-1	28 August	2 September	9 September
December	21-2	13 November	18 November	25 November

The Family Advocate

Cover	Issue	Ad booking and make-up material	Camera ready ad material	Dispatch
Autumn	21-3	6 March	11 March	18 March
Winter	21-4	5 June	10 June	17 June
Spring	22-1	4 September	9 September	16 September
Summer	22-2	27 November	2 December	9 December

Canterbury Tales

Month	Issue	Ad booking and make-up material	Camera ready ad material	Dispatch
February	26-1	22 January	23 January	5 February
March	26-2	19 February	20 February	4 March
April	26-3	18 March	19 March	1 April
May	26-4	22 April	23 April	6 May
June	26-5	20 May	21 May	3 June
July	26-6	17 June	18 June	1 July
August	26-7	22 July	23 July	5 August
September	26-8	19 August	20 August	2 September
October	26-9	16 September	17 September	30 September
November	26-10	21 October	22 October	4 November
December	26-11	18 November	19 November	2 December

Email newsletters

Our email newsletters are sent regularly, either weekly or monthly, throughout the year starting the week beginning 20 January. Other branch email newsletter deadlines are available on request from the Advertising Co-ordinator.

Weekly Newsletter	Banner ads	Legal jobs	Wills	Email sent
LawPoints	4pm Wednesday	10am Thursday	4pm Wednesday	6:30pm Thursday
Wellington E-brief	10am Monday	4pm Monday	4pm Monday	Tuesday
Canterbury-Westland Branch notices	-	-	4pm Monday	Tuesday
Otago Branch notices	10am Tuesday	4pm Tuesday	4pm Tuesday	Wednesday

Monthly Newsletter	Banner ads	Legal jobs	Wills	Email sent
Auckland E-News	-	4pm Last Wednesday of the month	4pm Last Wednesday of the month	First Wednesday of the month
Waikato Bay of Plenty Branch notices	4pm previous Friday	4pm previous Friday	4pm previous Friday	Last Tuesday of the month
Cur Adv Vult	4pm previous Friday	4pm previous Friday	-	Third Tuesday of the month

Artwork requirements

It is the responsibility of the advertiser to ensure that camera-ready artwork meet these requirements.

Print Advertisements

- **Correct Size**
The image must be of the exact dimensions.
- **PDF X-1a format PDF**
PDF X-1a is a subset of the PDF standard which is designed specifically for supply of advertising artwork. All colours are converted to CMYK, and transparency flattened. Recent versions of Adobe Illustrator and InDesign contain presets for exporting to PDF X-1a.
- **No overprint**
- **No crop marks**
- **No spot colours**
All spot colours must be converted to process
- **Full page display ads must have 3mm bleed on all edges**
Setting the bleed to 3mm allows the artwork to be placed into the layout at the correct size automatically. Bleed is only required for FP display ads, and is not required in artwork for other ad sizes which do not bleed off the page edge.
- **All images should be at least 300ppi**
- **All logos should be a high quality format suitable for print**
The best case scenario is a vector format – most likely an EPS file. However high resolution (large) image files are acceptable as well. JPEG, PNG and TIFF formats are all acceptable. Logos taken directly from websites are not usually usable for print.
- **Black text should be 1-colour black only (100K)**
- **Colour conversions should assume an output intent of Fogra 39 (sheetfed coated)**

Digital Advertisements

- **Correct Size**
The image must be of the exact dimensions.
- **RGB format, JPEG or PNG created using 'Save for Web'**
The ideal file format will depend on the nature of the artwork – JPEG being better suited for photographic images, and PNG being better suited for text and graphics.
- **Link provided**
A URL should be provided alongside the artwork for the banner ad to link to. This can be a website URL, or an email address for a 'mailto:' link.

Make-up advertisements

- **All text to be included should be provided in MS Word document format**
Plain text is also fine, but PDFs are not. It needs to be something we can easily copy and paste from.
- **All logos must be supplied in a high quality format suitable for print**
The best case scenario is a vector format – most likely an EPS file. However high resolution (large) image files are acceptable as well. JPEG, PNG and TIFF formats are all acceptable. Logos taken directly from websites are not usually usable for print.
- **If colour is to be used, specify your company/organisation colours**
Any suggestions or ideas are welcome. Often an example of other material produced by your company/organisation can be helpful, such as business cards or other stationery.

Advertising conditions for New Zealand Law Society publications

1. In these conditions “publications” includes any magazine, book, newspaper, newsletter, booklet, brochure, email, e-newsletter or website which is owned or managed by the New Zealand Law Society.
2. The wording and sentiments expressed in all advertisements is subject to the approval of the New Zealand Law Society Communications Manager or person with delegated authority 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.
3. Payment for advertising by advertisers located in New Zealand is due on the 20th of the month following the date of invoice.
4. Advertisers wholly located outside New Zealand who wish to advertise in any New Zealand Law Society publication must pay in advance, in accordance with the Additional Advertising Conditions for Overseas Advertisers.
5. Where advertising material is supplied camera-ready, advertisers are responsible for ensuring that the quality of the material meets the specifications for printing or publication in the appropriate Law Society publication. Specifications for camera-ready material for LawTalk are on page 14 of this Advertising Kit.
6. Where advertising material is not supplied camera-ready, requires correction, or requires any amendment or adjustment before publication, the New Zealand Law Society reserves the right to charge the advertiser for all production costs involved in preparing the advertisement for publication. Labour costs will be charged at a rate of \$70 per hour, with the minimum charge being for one hour.
7. The New Zealand Law Society has the right to increase all or any advertising rates, subject to one month’s notice being given to advertisers with forward bookings.
8. All placements of advertising are at the discretion of the New Zealand Law Society unless a preferred position or placement is specified and available and the appropriate additional cost is agreed to by the advertiser.
9. 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, when it applies, any production costs incurred. Labour costs will be charged at a rate of \$70 per hour, with the minimum charge being for one hour.
10. By booking an advertisement in any New Zealand Law Society publication the advertiser warrants that the advertisement 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.
11. Advertisers warrant that they have permission to use and publish all material in their advertisement and that it does not breach any intellectual property rights.
12. 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 where applicable.

Additional advertising conditions for overseas advertisers

1. Advertisers wholly located outside New Zealand (“overseas advertisers”) must pay in advance for all advertising they book in any New Zealand Law Society publication. 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	12-3140-0119103-07
Bank	ASB Bank
Branch	Lambton Quay, Wellington, New Zealand
Swift Code	ASB BNZ 2A
ASB Sort Code	123244
Bank Identifier	BCPLNZ000015

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 phone or fax (email is not acceptable) the following credit card details to Minar Pancha, phone +64 4 463 2938, fax +64 4 463 2989:
 - Card number
 - Expiry date
 - Name on card
 - Security code
(3 digit code beside signature on reverse of 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 6140, New Zealand.
7. Whatever prepayment method is used, overseas advertisers must email or fax confirmation to +64 4 463 2985 (fax) or advertising@lawsociety.org.nz.