

STRAIGHT UP

BUILDING OFFICIALS INSTITUTE OF NEW ZEALAND

BUILDING OFFICIALS INSTITUTE OF NZ QUARTERLY E-MAGAZINE

RATE CARD 2022



Straight-Up's primary role is to expand knowledge relevant to the science of building. Its content covers all building sectors with editorial written in a practical, easy-to-read style for building officials. With articles covering new Acts and Regulations, latest technology and best practice, Straight-Up is the preferred magazine for this industry.

Straight-Up is published quarterly, providing a highly focused opportunity to showcase this industry to a wide section of building industry professionals comprising of Building Officials' Institute members - clerk of works, building officials, plumbing and drainage inspectors, building certifiers, consulting engineers, master builders and architects.

CIRCULATION - available electronically via web link to 1200+ members and others in the industry

PUBLISHED - quarterly (Autumn, Winter, Spring, Summer)

PUBLICATION Print - Trimmed page size A4 (297mm x 210mm) Digital - Interactive PDF

DIMENSIONS Printed image area 260mm x 180mm

CANCELLATIONS Must be conveyed to the Institute no later than five days after material supplied

CONTENT DEADLINES 2022

ISSUE	BOOKING DEADLINE	MATERIAL REQUIRED
Autumn	4th February	18th February
Winter	6th May	20th May
Spring	5th August	19th August
Summer	4th November	18th November

Dates are flexible and may change.

EDITORIAL CONTACT: - Email marketing@boinz.org.nz or phone (04) 473 6005

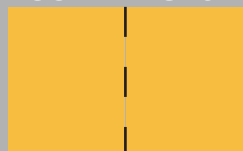
ADVERTISING SIZES

FULL PAGE



Area: 256mm deep x 180mm wide
Trim: 297mm deep x 210mm wide
Bleed: 317mm deep x 220mm wide

DOUBLE PAGE SPREAD



Area: 256mm deep x 390mm wide
Trim: 297mm deep x 420mm wide
Bleed: 317mm deep x 430mm wide

HALF PAGE HORIZONTAL/VERTICAL



Area horizontal: 128mm deep x 180mm wide
Area vertical: 256mm deep x 90mm wide

THIRD PAGE HORIZONTAL/VERTICAL



Area horizontal: 85mm deep x 180mm wide
Area vertical: 256mm deep x 57mm wide

QUARTER PAGE



Area: 128mm deep x 87mm wide
Area: 64mm deep x 180mm wide

BUSINESS CARD



Area: 55mm deep x 90mm wide

ADVERTISING RATES 2022

Rates are exclusive of GST

FULL PAGE

	Volume Discount	Member 2022	Non Member 2022
Casual		NZ \$1,320	NZ \$1,520
2 Issues	10%	NZ \$2,365	NZ \$2,720
4 Issues	20%	NZ \$4,200	NZ \$4,830

DOUBLE PAGE SPREAD

Casual		NZ \$2,615	NZ \$2,960
2 Issues	10%	NZ \$4,705	NZ \$5,320
4 Issues	20%	NZ \$7,270	NZ \$8,210

HALF PAGE HORIZONTAL/VERTICAL

Casual		NZ \$695	NZ \$800
2 Issues	10%	NZ \$1,240	NZ \$1,430
4 Issues	20%	NZ \$2,215	NZ \$2,550

THIRD PAGE HORIZONTAL/VERTICAL

Casual		NZ \$595	NZ \$685
2 Issues	10%	NZ \$1,070	NZ \$1,250
4 Issues	20%	NZ \$1,890	NZ \$2,175

QUARTER PAGE

Casual		NZ \$395	NZ \$450
2 Issues	10%	NZ \$710	NZ \$815
4 Issues	20%	NZ \$1,260	NZ \$1,450

BUSINESS CARD

NZ \$90 NZ \$90

SPECIAL POSITIONS

Outside Back	+ 15%	+ 15%
Cover Inside Back	+ 15%	+ 15%
Cover Inside Front		
Cover		

EDITORIAL WORD COUNT GUIDE

No images	500 words per A4 page
1 small image	450 words per A4 page
2 small images/1 large image	400 words per A4 page

Images must be at 600 dpi and emailed as separate attachments.