

# NZ CLASSIC DRIVER



MEDIA KIT 2021

# NEW ZEALAND'S PREMIER CLASSIC CAR MAGAZINE



*Classic Driver* is New Zealand's premier magazine for lovers of yesterday's cars and is published six times a year.

The magazine offers even more of the exotic and the unique, highlighting old favourites from motoring's colourful past. In every issue, we explore and tell the stories behind these exclusive and beautiful vehicles.

For lovers of motorsport, we cover the best classic and historic motoring events throughout the country, plus we feature the best of the classic vehicles currently for sale.

*Classic Driver* is known as a rich and prolific source of information and history that brings enjoyment and pleasure to every classic car enthusiast.

## BENEFITS

### COST EFFECTIVE

- We are an extremely cost effective way to advertise, with rates inclusive of all production costs.

### ENGAGED AUDIENCES

- Reach engaged audiences across a range of platforms as we cover print, online and social media.

### STRONG SUBSCRIBER BASE

- We have a strong subscriber base with readers coming from all areas of the country and abroad.

### ENTHUSIASTIC COMMUNITY

- Interact with over 2,000 enthusiastic members who form the *Classic Driver* Facebook community @ClassicDriverNZ

### SPECIALIST PUBLICATION

- As a specialist publication we attract readers who are extremely likely to be interested in what you have to say or sell.



## DISTRIBUTED 6 TIMES A YEAR

### MARCH/APRIL 2021

On Sale	1 March
Booking Deadline	10 February
Artwork to set	12 February
Complete ad deadline	15 February

### MAY/JUNE 2021

On Sale	3 May
Booking Deadline	14 April
Artwork to set	16 April
Complete ad deadline	19 April

### JULY/AUGUST 2021

On Sale	5 July
Booking Deadline	16 June
Artwork to set	18 June
Complete ad deadline	21 June

### SEPTEMBER/OCTOBER 2021

On Sale	6 September
Booking Deadline	18 August
Artwork to set	20 August
Complete ad deadline	23 August

### NOVEMBER/DECEMBER 2021

On Sale	1 November
Booking Deadline	13 November
Artwork to set	15 November
Complete ad deadline	18 November

### JANUARY/FEBRUARY 2022

On Sale	27 December
Booking Deadline	8 December
Artwork to set	10 December
Complete ad deadline	13 December

## ADVERTISING RATES

Directory	\$250	\$800	6 issues
Banner	\$450		
1/4 Page	\$595		
1/3 Page	\$695		
1/2 Page	\$995		
Full Page	\$1,795		
Double Page Spread (DPS)	\$2,995		

All rates quoted are GST exclusive

### PREMIUM POSITIONS

- Inside Front Cover + 33%
- Inside Back Cover + 33%
- Back Cover + 50%
- Specified Positions + 20%



## AD SIZE

### DIRECTORY

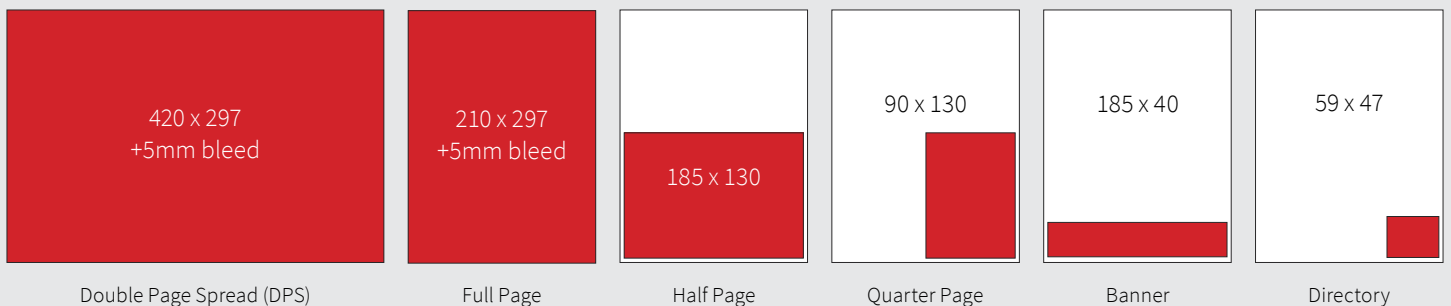
Small	59mm wide x 47mm deep	
Medium Horizontal	59mm wide x 98mm deep	
Medium Vertical	122mm wide x 47mm deep	
Large	122mm wide x 98mm deep	
Banner	185mm wide x 40mm deep	
1/4 Page Vertical	90mm wide x 130mm deep	
1/4 Page Horizontal	185mm wide x 62mm deep	
1/3 Page Horizontal	185mm wide x 86mm deep	
1/2 Page Horizontal	185mm wide x 130mm deep	
Full Page	210mm wide x 297mm deep	+ 5mm bleed
Double Page Spread (DPS)	420mm wide x 297mm deep	+ 5mm bleed

### FILE TYPES ACCEPTED

- Adobe PDF, fonts embedded or outlined, all images CMYK 300ppi
- JPEG, 300ppi

### NOTES

- Keep all text and critical imagery 14mm from the outside edge. This Magazine is perfect bound, and text too close to the gutter will disappear.
- Ensure advertisement is correct size (including any bleed) and that all images are CMYK and 300dpi and fonts are embedded when creating the PDF file.



## CONTACT

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**Classic Driver**  
[classicdriver.co.nz](http://classicdriver.co.nz) | [@classicdrivernz](https://www.instagram.com/classicdrivernz)