

AN INVITATION

Showcase your brand in the world's highest circulating rugby magazine. Over 40 years of rugby publishing experience, recording every major event since 1970

Rugby NEWS

...delivering a winning integrated media formula with our stable of print and online products including Super Rugby, Rugby Championship, ITM Cup, All Blacks Home Test & End of Year Tour Special Editions



Super Rugby
Special Round 1
(Feb)



Home Test Special
(May)



Super Rugby
Special Round 2
(Jun)



Rugby Championship
(Mid July)



Weekly Editions
(40+ issues)
(Feb - Oct)



Small Blacks Mag
(for kids)
(Mar, May, Jul, Sep)



Website
(Jan - Dec)



RugbyEnews Weekly
(Feb - Nov)



ITM Cup Special
(End July)



End of Year Tour
(Oct)



Year in Review
Special
(Dec)

INCISIVE CONTENT • MAJOR CIRCULATION • INTEGRATED CHOICES in both print and online

Leverage off the back of the All Blacks World Cup success.

- **Gain branding association and sales** by marketing your products within our rugby publications when the spotlight dominates during the expanded Super Rugby series, ITM Cup, Rugby Championship and End of Year Tour.
- **We provide advertisers and collaborative partners with the ability to select an array of media options** from our highly regarded weekly magazine (over 40 issues), quality special edition publications, plus a selection of digital E-magazines, global newsletters and rugby websites.
- All our publications are distributed nationwide via retail outlets and subscriptions. Nationwide exposure is further leveraged through **radio** advertising, our rugby **websites** and other **print** channels. In 2012 we have a number of promotional campaigns being driven through retail chains.
- We have the experience and ability to deliver up-to-date weekly content, combined with our premium special editions focussed on key rugby events giving our advertisers and collaborative partners the flexibility to **tailor cost effective options that deliver huge circulation and reach** to our dedicated audience.
- By promoting your goods or services in our rugby stable of products you can **strategically target our great following and readership amongst males in NZ** which is greater than any other sport (Nielsen Media Research).
- Our committed team of **award-winning journalists and international correspondents** are focussed on ensuring our readers have the most up-to-date information and the inside story throughout 2012.
- You can also tap into our digital offerings to **engage your data bases or combine it with our E-Newsletters, E-Magazines and website opportunities**.
- Our retail market is nationwide throughout New Zealand and Australia. We also deliver **bulk controlled circulation editions into the market alongside key partners** as we have done in previous years including the British & Irish Lions Tours and World Cups.

Your choice... generic or customised or both

PRINT:

- Advertising
- Bulk copies for promotions
- Corporate branded publications
- Corporate customised editions

ONLINE:

- Advertising - RugbyEnews, global newsletter
- Advertising - www.rugby.co.nz & www.rugbynews.co.nz

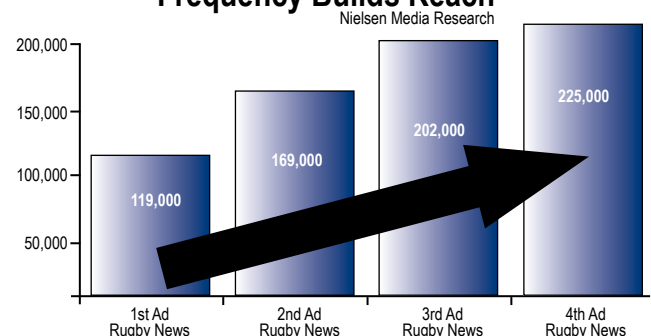
DIGITAL E-MAGAZINES:

- Digital E-Magazines – branded publications
- Digital E-Magazines – customised editions

AUDITED READERSHIP

- >> Our audited Nielsen Readership for period ended December 2010 sits at 119,000 for each weekly issue.
- >> *Rugby News* has a significant number of loyal readers. 43% of them usually read four out of four issues
- >> 74% of *Rugby News* readers are male
- >> 47% of *Rugby News* readers are aged 20 – 45 years

Frequency Builds Reach



RUGBY NEWS 2012 OPPORTUNITIES



SUPER RUGBY SPECIAL EDITION - ROUND 1 & 2

One of the more highly prized rugby magazines on the market, this is your one-stop shop for all your Super Rugby information as the competition expands in 2012. Every team and every player is listed, along with our Expert Picks, analysis and informed comment. With the extended Super Rugby Competition we plan to release a second Super Rugby Round 2 publication as we head into the exciting final stages of the competition.



ALL BLACKS HOME TEST SPECIAL EDITION

Ireland tour special edition – This publication will preview Ireland’s tour of New Zealand in June 2012, the first full tour to these shores since the Lions of 2005. It will include three test matches and considering the Ireland’s Wallaby – beating World Cup and new All Blacks selections this will be a highly anticipated series.



RUGBY CHAMPIONSHIP SPECIAL EDITION

This year the inaugural Four Nations tournament kicks off (formerly Tri Nations) The Argentina Pumas will join the World Champion All Blacks, South Africa & Australia in this pinnacle series.



ITM CUP SPECIAL EDITION

This includes the most comprehensive NPC coverage available. Profiling every team, every player, and the most in-depth reporting, this popular publication is the ultimate guide for every rugby fan and available.



END OF YEAR TOUR SPECIAL EDITION

As the All Blacks embark on their End of Year Tour we profile all the players, each upcoming game and rate their chances.



YEAR IN REVIEW SPECIAL EDITION

A great Christmas read this publication provides a highly pictorial and informative read analysing the full season of rugby.

| Publication | On sale: | Pages: | Retail Price: | Distribution: | Client Options: |
|---------------------|----------|--------|---------------|---------------|--|
| Super Rugby Round 1 | Feb | 76pp | \$9.95 | 30,000 | <ul style="list-style-type: none"> • Print publication • Digital E-Magazine • Customised with logo branding |
| Home Test | May | 60pp | \$9.95 | 20,000 | |
| Super Rugby Round 2 | June | 60pp | \$9.95 | 30,000 | |
| Rugby Championship | Mid July | 60pp | \$9.95 | 20,000 | |
| ITM Cup | End July | 60pp | \$9.95 | 20,000 | |
| End of Year Tour | Oct | 60pp | \$9.95 | 20,000 | |
| Year in Review | Dec | 60pp | \$9.95 | 20,000 | |



RUGBY NEWS WEEKLY MAGAZINE

Published every week throughout the 2012 rugby season. Previewing and reviewing every single game, all the breaking news and lead features. 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.

| | | | | |
|-----------------------------------|-----------------------|--------------------------------|---|---|
| On sale: Feb – Oct 2012 | Pages: 40pp | Retail Price: \$5.99 | Distribution: 6,000 – 8,000 every week | Client Options: <ul style="list-style-type: none"> • Print publication • Digital E-Magazine • Customised with logo branding |
|-----------------------------------|-----------------------|--------------------------------|---|---|



SMALL BLACKS MAGAZINE

Designed to engage a younger 7-12 year old market this publication is packed with player poster shots, training tips, competitions, educational games and interviews with the kids favourite All Blacks stars. Competitions galore make this a wonderful publication for young rugby fans.

| | | | | |
|---|---|--------------------------------|--|---|
| On sale: March 2012 May 2012 July 2012 Sept 2012 | Pages: 48pp (including poster) | Retail Price: \$5.99 | Distribution: Through schools, retail & collaborations | Client Options: <ul style="list-style-type: none"> • Print publication • Digital E-Magazine • Customised with logo branding |
|---|---|--------------------------------|--|---|



RUGBYNEWS – GLOBAL NEWSLETTER

RugbyEnews.com is a leading online rugby newsletter in Australia and New Zealand. More than 20,000 rugby enthusiasts receive RugbyEnews.com globally through a weekly subscription broadcast throughout the rugby season, plus further distributions through collaborative databases. RugbyEnews has become an influential voice in world rugby and is quoted regularly in other media.

| | | | |
|-----------------------------------|--|--|---|
| On sale: Feb – Nov 2012 | Est. Distribution: 20,000 weekly Continually building | Demographic: Global audience | Client Options: <ul style="list-style-type: none"> • Newsletter • Editorial insertions |
|-----------------------------------|--|--|---|

WEBSITES – www.rugby.co.nz & www.rugbynews.co.nz



Providing daily updates with breaking rugby news as it happens, our web presence is an online rugby community portal. This effectively augments our print publications, offering a wide sphere of content including breaking rugby news, match previews and results, plus our travel and events sections. The target market is rugby enthusiasts on a global scale, the predominant demographic being males aged early teen to retirement. Their socio-economic status varies across the board. The site reflects quality content which is easy-to-access, all housed in an interface design which is relevant to all, dynamic and fast-loading.

| | | | |
|------------------------------------|----------------------------------|--|--|
| On sale: Year round 2012 | Est. Distribution: N/A | Demographic: Global audience | Client Options: <ul style="list-style-type: none"> • Brand advertising • Editorial insertions |
|------------------------------------|----------------------------------|--|--|

ADVERTISING RATES – PRINT & ONLINE

Note: all prices exclude GST

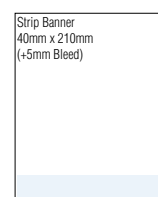
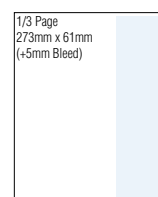
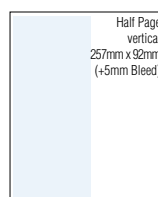
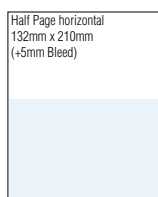
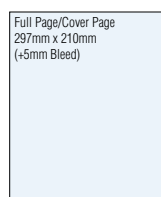
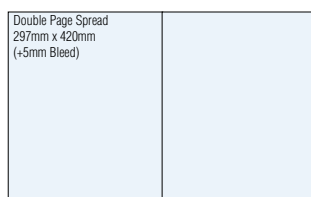
RUGBY NEWS 2012 PRINT PUBLICATIONS

| Publication | Double Page Spread | Full Page | Half Page | 1/3 Page | Strip Banner |
|---|--------------------|-----------|-----------|----------|--------------|
| Weekly Magazine CASUAL RATE x 1 weekly issue | \$3985 | \$2885 | \$1775 | \$885 | \$685 |
| Weekly Magazine MONTHLY RATE x 4 weekly issues | \$1600 | \$996 | \$785 | \$450 | \$350 |
| Rugby News Special Editions | \$4485 | \$3385 | \$1995 | \$985 | \$785 |
| Small Blacks Magazine (for kids) | \$2995 | \$1995 | \$1395 | \$895 | \$595 |

Note: Prime positions 20% loading. Rates quoted are per insertion. Monthly rate must be used in consecutive issues and excludes special editions. Monthly rate will be subject to availability and may exclude some key weekly editions.

RUGBY NEWS AD SPECIFICATIONS (PRINT) h x w

| | |
|----------------------|---------------|
| Double Page Spread | 297mm x 420mm |
| Full Page | 297mm x 210mm |
| Half Page Horizontal | 132mm x 210mm |
| Half Page Vertical | 257mm x 92mm |
| 1/3 Page | 273mm x 61mm |
| Strip banner | 40mm x 210mm |



SMALL BLACKS MAGAZINE AD SPECIFICATIONS (PRINT) h x w

| | |
|----------------------|---------------|
| Double Page Spread | 235mm x 330mm |
| Full Page | 235mm x 165mm |
| Half Page Horizontal | 112mm x 165mm |
| Half Page Vertical | 235mm x 78mm |
| 1/3 Page | 215mm x 45mm |
| Strip banner | 30mm x 165mm |

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.

E-MAGAZINES, ENEWS AND ONLINE ADVERTISING RATES

E-MAGAZINES

| E-MAGAZINE | EXPOSURE | RATE |
|--|--------------------------------|------|
| Special Edition or Weekly publications | GENERIC or CUSTOMISED EDITIONS | POA |

E-NEWSLETTER



| PLACEMENTS | SIZE (w x h) pixels | RATE (per week) | RATE (per month) | RATE (3 months) |
|---------------------------|---------------------|-----------------|------------------|-----------------|
| Main Top Banner | 740 x 90 | \$500 | \$1,600 | \$4,000 |
| Editorial Banner | 530 x 68 | \$300 | \$1,000 | \$2,300 |
| Pod | 160 x 120 | \$150 | \$500 | \$1,200 |
| Pod | 160 x 300 | \$300 | \$1,000 | \$2,300 |
| Editorial product release | 100 words | \$400 | | |

Maximum File Sizes:

Main Top Banner 30kb
Editorial Banner 15kb

Accepted Formats:

GIF, JPEG, Animated GIF

Deadlines

Booking: Bookings can be made up to one week before placement and will be dependant on availability.
Material: Tuesday prior to Thursday placement
Email: caroline@rugby.co.nz

WEBSITE www.rugby.co.nz | www.rugbynews.co.nz

| PLACEMENTS | SIZE (w x h) pixels | RATE (per week) | RATE (per month) | RATE (3 months) |
|---|-----------------------|-----------------|------------------|-----------------|
| Top Banner | 760 x 120 | \$1,200 | \$3,500 | \$8,000 |
| Skyscraper | 160 x 600 | \$900 | \$2,500 | \$6,000 |
| Pod | 160 x 120 | \$300 | \$1,000 | \$2,500 |
| Pod | 160 x flexible height | POA | POA | POA |
| Homepage Centre Banner (rugby.co.nz only) | 422 x 48 | \$300 | \$1,000 | \$2,500 |

Maximum File Sizes:

Top Banner 50k
Skyscraper 25k
Centre Banner 20k
Pod 15k

Accepted Formats:

GIF, JPEG, Animated GIF & Flash

Deadlines

Booking: Can be made up to one week before placement and will be dependant on availability.
Material: Tuesday prior to Thursday placement
Email: caroline@rugby.co.nz

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