



*'The Castle' rock formation near
Awaroa Head (Public Domain)*

Guidelines for Advertisers

Advertising in the NZCS Coastal News newsletter

March 2019

Advertising in Coastal News

About the newsletter



Coastal News is the regular newsletter of the New Zealand Coastal Society, with three issues published each year (March, July and November). It is produced in a full-colour, A4 format of 20 pages and published in both print and electronic versions.

Articles are of a general/technical interest (rather than academic) and are generally submitted by NZCS members, though they may also be written by invited contributors (with specific knowledge or experience) or the editor.

Content

Coastal News contains articles on a wide range of coastal topics, including:

- recent research
- recent events
- international developments
- news from the regions
- university and education news
- central government news
- innovative and best practice projects around New Zealand.

It also has updates on:

- upcoming conferences and events
- publications available and publication reviews
- contact information for the NZCS committee and regional representatives.

Readership and distribution

A printed copy of the newsletter is sent to individual NZCS members, and five copies are sent to each of the NZCS Corporate members. Electronic copies of both the current issue and back issues (from 1993 onwards) are freely available to download from the Society website (www.coastalsociety.co.nz).

The society has around 300 members, covering a wide range of coastal science, engineering and planning disciplines, and employed in the engineering industry, local, regional and central government, research centres, and universities. There are currently 12 Corporate members, representing both the private sector and local government.

The physical print run is between 300 and 320 copies (extra copies are sometimes printed for specific events or functions), and the total readership (print and online) is estimated at 450-500 people per issue.

Coastal News special issues

Starting in 2014, NZCS has published occasional special issues of *Coastal News* in a softbound A4 format of around 30 to 40 pages. These publications look at one particular theme or event that is of widespread interest, both to NZCS members and the general public. At present, advertising is not accepted for NZCS special publications.

About the New Zealand Coastal Society

The New Zealand Coastal Society was inaugurated in 1992 'to promote and advance sustainable management of the coastal environment'. The society provides a forum for those with a genuine interest in the coastal zone to communicate amongst themselves and with the public. The Society's mission is: 'To take a leading role in facilitating robust discussion and nationally-coordinated interactions to better manage and learn about our coastal and marine environment.' The Society's vision is: 'Sustainable management of New Zealand's coastal and marine environment underpinned by sound science, engineering and policy practice, comprehensive monitoring, involved communities and effective national networks.'

Advertising options

Advertisement sizes are available up to a full page. The newsletter format is A4, with a page content area approximately 180 mm (wide) x 246.5 mm (high) divided into three columns. This arrangement offers a variety of advertisement sizes, either one, two or three columns in width, and quarter, half or full height. The dimensions and cost of each option are shown on the following two pages (outlines are actual size).

Please note that advertising space is subject to availability and not all sizes may be available in any particular issue. All prices are for one issue insertion and exclude GST.

Advertisements can either be provided 'camera ready', or can be designed for you from provided text and images (please note that there will be an extra cost for this). Advertisers are responsible for ensuring they have permission to publish all content in their advertisement, including text, images and logos.

File formats

The file formats for 'camera ready' advertisements are, preferably, a high-resolution pdf or eps file, though png, tif and jpg files can also be used (but are not recommended for larger sizes). If you need any further information on file requirements, please email the *Coastal News* editor (see below).

Contacts

- *General* – NZCS Communications Coordinator
nzcoastalsociety@gmail.com
- *Technical* – *Coastal News* Editor
cellwairmonk@gmail.com



NZCS Coastal News – Small ad sizes

Two column, half height

117.9 (w) x 123.2 (h) approx.
approx. 145 sq. cm.

\$230 + GST

One column, half height

55.8 (w) x 123.2 (h)
approx.
approx. 69 sq. cm.

\$110 + GST

Three column, quarter height

180 (w) x 61.6 (h) approx.
approx. 112 sq. cm.

\$180 + GST

Two column, quarter height

117.9 (w) x 61.6 (h) approx.
approx. 73 sq. cm

\$115 + GST

One column, quarter height

55.8 (w) x 61.6 (h)
approx.
approx. 34.4 sq. cm.

\$55 + GST

NZCS Coastal News – Large ad sizes

