

# concrete

JOURNAL OF THE CEMENT & CONCRETE  
ASSOCIATION OF NEW ZEALAND (CCANZ)

## 2011–2012 *Rate Card*

IN CIRCULATION SINCE 1957, **CONCRETE** IS THE QUARTERLY INFORMATION SOURCE THAT PROVIDES SOLUTIONS AND INSPIRATION FOR A WIDE CROSS SECTION OF BUILDING PROFESSIONALS.

Architects, engineers, builders and those in the concrete sector turn to **Concrete** for practical, technical and design information on how to maximise the potential of the world's most widely used construction material.

Drawing on the in-house resources of CCANZ along with expertise from within New Zealand and overseas, **Concrete** presents news and information on a diverse range of topics, including residential and commercial concrete systems, domestic and international projects, as well as regulatory developments.

To reach the key decision makers within the building and construction industry consider the cost competitive opportunities offered through advertising in **Concrete**.

### CIRCULATION ANALYSIS

The total circulation of around 5,000 represents a targeted group of influencers within the building and construction industry.

Circulation analysis reveals a percentage breakdown as follows:

Architecture	34%
Engineering	31%
Building	20%
Cement & Concrete	9%
Government / Local Authorities	5%
Education Institutions	1%



## ADVERTISEMENT SIZES

Double page spread	<b>Type Area</b> 252mm D x 370mm W	<b>Trim Size</b> 297mm D x 420mm W	<b>Bleed Size</b> 303mm D x 426mm W	
Full page	<b>Type Area</b> 252mm D x 170mm W	<b>Trim Size</b> 297mm D x 210mm W	<b>Bleed Size</b> 303mm D x 216mm W	
Half page spread	<b>Type Area</b> 126mm D x 380mm W			
Half page	<b>Type Area</b> 252mm D x 83mm W	<b>Type Area</b> 126mm D x 175mm W		 
Third page	<b>Type Area</b> 252mm D x 52mm W	<b>Type Area</b> 84mm D x 175mm W		 
Quarter page	<b>Type Area</b> 126mm D x 83mm W			

## ADVERTISEMENT RATES (EXCL GST)

Advertisement size	4 colour casual	4 colour, 4 issue over 12 months
Double page spread	\$3,000	\$2,700
Full page	\$1,500	\$1,350
Half page spread	\$1,500	\$1,350
Half page	\$1,000	\$900
Third page	\$700	\$630
Quarter page	\$500	\$450

## PUBLICATION DATES AND DEADLINES

Publication dates	Booking deadlines	Complete material deadlines
<b>Issue 1</b> – September 26, 2011	Noon, Friday 27 August	5pm Friday, 9 September
<b>Issue 2</b> – December 5, 2011	Noon, Friday 7 November	5pm Friday, 21 November
<b>Issue 3</b> – March 26, 2012	Noon, Friday 24 February	5pm Friday, 9 March
<b>Issue 4</b> – June 25, 2012	Noon, Friday 25 May	5pm Friday, 8 June

## ARTWORK SPECIFICATION

All artwork to be supplied as high resolution pdf to the exact size of the advertisement booked. Minimum resolution for images is 300ppi and in cmyk. Double page spread and full page advertisements must include trim marks and a minimum of 3mm bleed.



For further details please contact:

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