



MEDIA KIT 2023



Connect with industry

The NZ construction, agriculture and marine equipment trader magazine

www.cammagazine.co.nz



MEDIA KIT 2023

NEW ZEALAND'S TRADE PARTS SOURCE

CAM is New Zealand's oldest and most successful diesel industry and equipment trader magazine. The CAM acronym stands for CONSTRUCTION, AGRICULTURE, MARINE, meaning it is a buy, sell, branding publication servicing the transport, agriculture, contracting, engineering, road making, marine, construction, material handling, recycling, forestry, stationary engines, mining, and quarrying industries.

Print audience: 122,000*

*(Nielsen National Readership Survey Q3 2021—Q2 2022)



PRINT ADVERTISING

CAM is printed 12 times a year and is primarily a business tool used by readers to find the right products and services

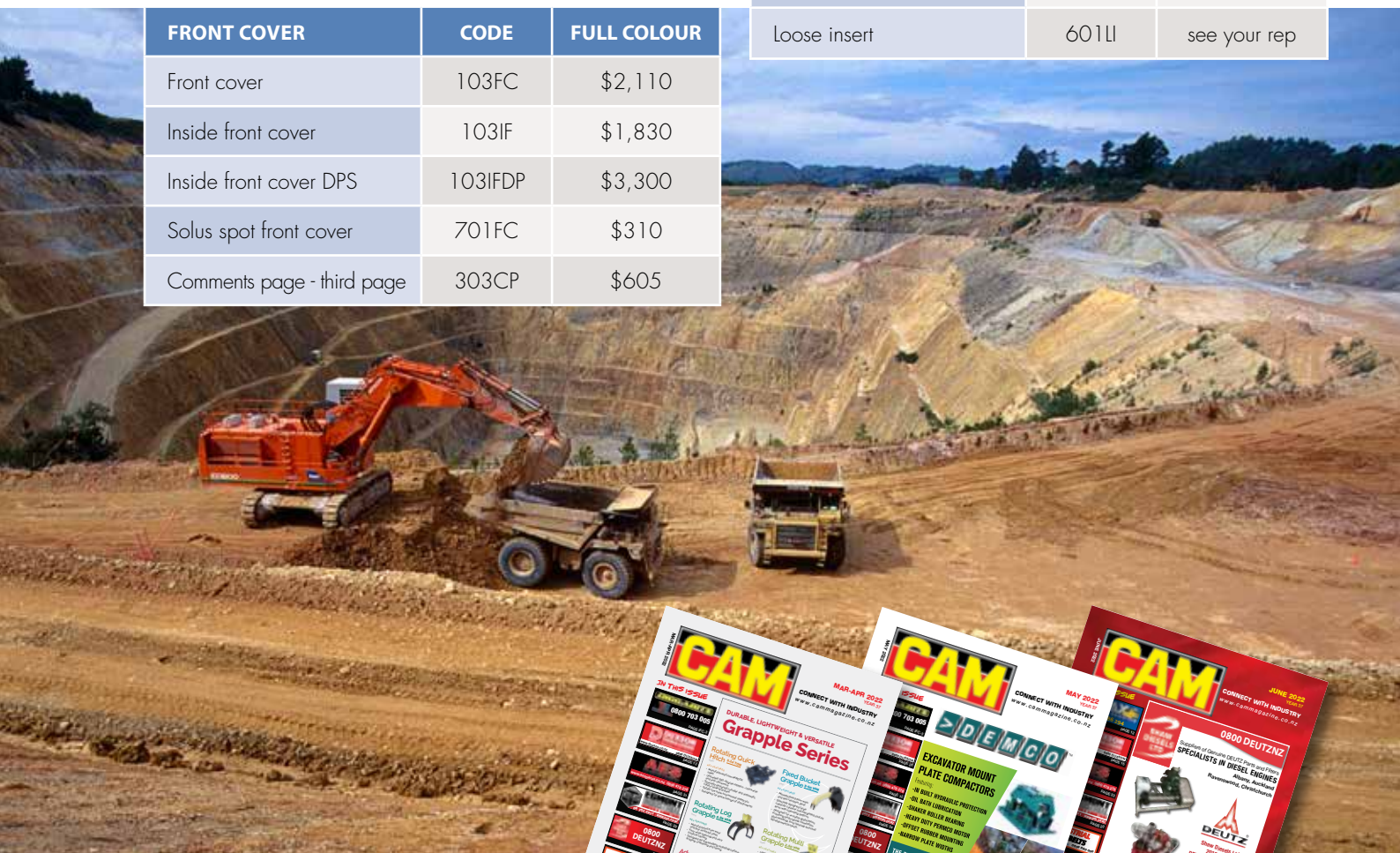
PRINT AD RATES

| ADVERTISEMENTS | CODE | FULL COLOUR |
|--------------------|--------|-------------|
| Double page spread | 103DPS | \$2,745 |
| Full page | 103 | \$1,390 |
| Two-thirds page | 303x2 | \$965 |
| Half page DPS | 203DPS | \$1,600 |
| Half page | 203 | \$685 |
| Third page | 303 | \$480 |
| Double spot | 403 | \$340 |
| Spot | 503 | \$205 |

| BACK COVER | CODE | FULL COLOUR |
|----------------------------|---------|-------------|
| Back cover | 103BC | \$1,885 |
| Inside back cover | 103IB | \$1,715 |
| Inside back cover DPS | 103IBDP | \$2,940 |
| Opposite inside back cover | 103OIBC | \$1,590 |
| Solus spot index | 701ID | \$65 |

| INSERTS | CODE | FULL COLOUR |
|-----------------------|---------|--------------|
| Hardcard bound insert | 601HCBI | see your rep |
| Bound insert | 601BI | see your rep |
| Loose insert | 601LI | see your rep |

| FRONT COVER | CODE | FULL COLOUR |
|----------------------------|---------|-------------|
| Front cover | 103FC | \$2,110 |
| Inside front cover | 103IF | \$1,830 |
| Inside front cover DPS | 103IFDP | \$3,300 |
| Solus spot front cover | 701FC | \$310 |
| Comments page - third page | 303CP | \$605 |



PRINT ADVERTISING

CAM SPECIFICATIONS

TRIM SIZE 205mm x 275mm

FRONT COVER

TRIM SIZE 205mm x 275mm

BLEED AREA 215mm x 285mm

COVER IMAGE AREA 130mm x 212mm

Please allow 65mm for the left hand side cover advertising spots and 60mm at the top for the CAM masthead

DOUBLE PAGE SPREAD

Please allow a 20mm safety gutter in centre of spread

TRIM SIZE 410mm x 275mm

BLEED AREA 420mm x 285mm

TYPE AREA 390mm x 250mm

FULL PAGE WITH BLEED

TRIM SIZE 205mm x 275mm

BLEED AREA 215mm x 285mm

TYPE AREA 185mm x 255mm

FULL PAGE WITHOUT BLEED

This will leave a 15mm white border around the advert

175mm x 240mm

TWO THIRDS

HORIZONTAL 175mm x 159mm

VERTICAL 115mm x 240mm

HALF PAGE

HORIZONTAL 175mm x 118mm

VERTICAL 85mm x 240mm

THIRD PAGE

HORIZONTAL 175mm x 78mm

VERTICAL 55mm x 240mm

DOUBLE SPOT

HORIZONTAL 115mm x 78mm

VERTICAL 55mm x 159mm

SINGLE SPOT

55mm x 78mm

SOLUS SPOT

55mm x 20mm

Supplying artwork

- Email artwork or photos/logos to trogers@twrmedia.co.nz / smcallister@twrmedia.co.nz

Proofs

- Proofs assured if copy in by deadline.

Preferred Format

- High resolution PDF or JPEG (Minimum 300dpi). Do not include Trim or Registration Marks.

Colour

- Images should be CMYK or greyscale.

Advertisement Sizes

- Advertisements must be created to the correct size of the advertisement according to space sold.

Any adjustments to incorrectly supplied material may incur a production charge.



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