

THE AUTHORITATIVE PUBLICATION FOR SCHOOL DECISION MAKERS SINCE 1984



New Zealand  
**PRINCIPAL**  
NGĀ TUMUAKI O AOTEAROA

November 2016  
Volume 31, Number 4

**SECONDARY SCHOOLING –  
THE OTUMOETAI WAY**

**ALSO featuring**

- Te Akatea Conference 2016
- Global Funding – is it the right option?
- Philip Harding – Life Member
- Why COOLs are so Uncool
- Unconscious bias and education

## MEDIA PACK

### Frequency Published:

Quarterly aligned to school terms.

### Distribution:

All primary, intermediate and secondary schools, plus NZ Principal Federation subscribers.

### Circulation & Readership:

- More than 3,000 copies distributed
- Estimated readership 10,709\*
- Readers are School Principals, Senior School Management team members, BOT members, Teachers, and other education professionals

\* Based on 2014 readership survey

### Online:

The NZ Principal magazine is also available as an interactive PDF on [www.nzpf.ac.nz](http://www.nzpf.ac.nz)

Published by



on behalf of the New Zealand Principals' Federation

**Cervin Media:** Specialist producers of Education and Medical directories and websites in New Zealand and Australia

## CLEAR MARKET LEADER



The following feedback from Principals best describes why the *NZ Principal* magazine is a clear market leader.

*"It is the only principals' magazine written by principals and top educators for New Zealand principals. It keeps abreast of all new trends in education and its accompanying advertising is attractively presented from firms of high repute in education fields."* – Shirley Maihi, Principal, Finlayson Park Primary School

*"It is good to have a publication produced by principals for principals. In our busy lives to be able to find articles that relate to pertinent issues outlined in one publication is most useful."* – Jill Usher, Principal, Palmerston North Girls' High School

*"It is the most useful educational periodical that crosses my desk. This magazine stands out from all the others because it is informative, current and very practical."* – Mike Hogan, Principal, Duntroon Primary School, Otago

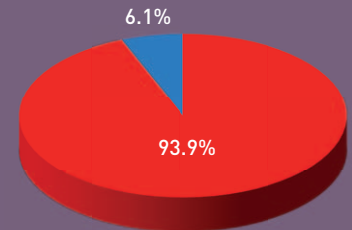
## ADVERTISING IS ABOUT REACHING THE RIGHT PEOPLE!

Schools spend tens of millions on educational products and services annually. Most promotional material gets no further than the front office desk.

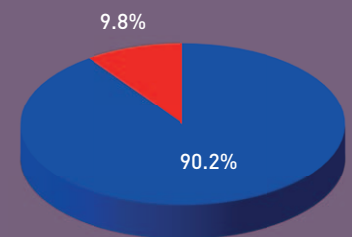
*The New Zealand Principal Magazine* gets your message directly in front of the key decision makers – **School Principals and the Senior Management Team.**

## EXCEPTIONAL READERSHIP

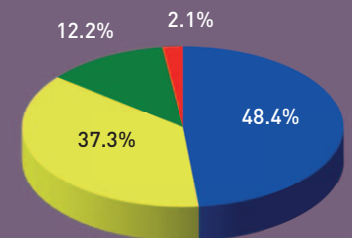
93.9% of readers stated that they read every issue



90.2% of readers stated that the content is relevant

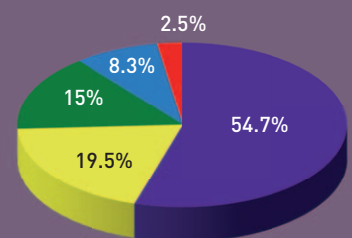


*NZ Principal* magazine has exceptional readership



- 48.4% read by principals only
- 37.3% read by principals, senior management team, BOT members
- 12.2% read by principals, senior management team, BOT members & teachers
- 2.1% read by principals & teachers only

35.6% of readers have contacted an advertiser



- 54.7% has been within the last 2 years
- 19.5% within the last year
- 15% within the last 6 months
- 8.3% within the last 2-3 months
- 2.5% within the last week

\* Based on 2014 readership survey, sample size 511

## ADVERTISING OPTIONS/RATES

### Run of Publication Display Advertising

• Double Page Spread	\$3860
• Full Page	\$2320
• Half Page	\$1395
• Quarter Page	\$895

### Prime Positions

• Outside Back Cover	\$3195
• Inside Front Cover	\$2995
• Inside Back Cover	\$2495

### Marketplace section (At Back)

• Half Column display	\$600
• Quarter Column display	\$320

### Advert/Advertorial – Conditions apply see notes

Position is split 50/50 Advert/Advertorial	
Full Page (half advertorial/advert)	\$2600
Half Page (quarter advertorial/advert)	\$1620

### Other options

Available on request

### NOTES:

- All positions are subject to availability.
- Unless otherwise stated all pricing is per issue
- All pricing excludes GST and are subject to our advertising terms and conditions
- All advertorial will be labelled Advertorial at the top of the advert
- A limited number of advertorials is available per issue and are subject to the approval of the NZ Principal Federation Editor, whose decision to include or not is final



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## MATERIAL REQUIREMENTS

### Display Run of publication

Size	Height	Width
2 Pages	297mm	420mm
Full Page	297mm	210mm
Half Page	130mm	185mm
Quarter Page	130mm	90mm

### Covers

Specs available on request

### Marketplace section

Size	Height	Width
Half Column	119mm	57mm
Quarter Column	57mm	57mm

### Advertorial

Size	Images
Full Page (1/2 + 1/2)	Max 2
Half Page (1/4 + 1/4)	Max 1

### File Specifications – Print

All images must be CMYK with a minimum resolution of 300dpi with all fonts and images embedded.

File Type preferred is PDF. We do not require registration or colour bars on PDF's



New Zealand

# PRINCIPAL

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## Key Magazine Dates

### Term 1 - 2017

Booking deadline	10/02/17
Ad copy deadline	14/02/17
Estimated Delivery Date	06/03/17

### Term 2 - 2017

Booking deadline	05/05/17
Ad copy deadline	09/05/17
Estimated Delivery Date	29/05/17

### Term 3 - 2017

Booking deadline	28/07/17
Ad copy deadline	01/08/17
Estimated Delivery Date	21/08/17

### Term 4 - 2017

Booking deadline	27/10/17
Ad copy deadline	31/10/17
Estimated Delivery Date	20/11/17

### Term 1 - 2018 Estimated Dates

Booking deadline	09/02/18
Ad copy deadline	13/02/18
Estimated Delivery Date	05/03/18



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