

NEW ZEALAND JOURNAL OF forestry

The logo of the New Zealand Institute of Forestry is a circular emblem. It features a central figure of a tree with a bird perched on a branch. The text 'N.Z. INSTITUTE OF FORESTRY' is written around the perimeter of the circle.

Te Putahi Ngaherehere o Aotearoa

Reach the Forestry Influentials

The *New Zealand Journal of Forestry* is the premier publication of professional forestry in New Zealand, providing advertisers with an unrivalled opportunity to reach the most influential members of the forestry sector.

As the publication of the New Zealand Institute of Forestry, the *New Zealand Journal of Forestry* is published on behalf of the 800 members of the Institute.

Membership of the New Zealand Institute of Forestry spans a broad range of corporate, government and private forestry professionals who are active in all aspects of the forest sector, from forest establishment, management and marketing to wood product development and trade. The *New Zealand Journal of Forestry*, therefore, offers a high quality opportunity for advertisers to specifically target a significant readership.

Decisions that Institute members make and advice they provide influence decisions on millions of dollars of annual spending in forest growing and product development in New Zealand and in the countries in which they work, such as Australia, the Pacific Islands and Asia.

The 1,500, 48-page *New Zealand Journal of Forestry* published quarterly is targeted at a select band of readers.

Advertising opportunities in the *New Zealand Journal of Forestry* exist on back and inside cover positions. Opportunities also exist in the separate editorial sections of: Comment, Articles, Institute News, International News, Technical Notes, Suppliers, New Information, and an Employment section. Special advertising opportunities also exist in a "ForTrade" section for product and service sales.

Advertisements can be taken as full, half, quarter and one third page sizes in the body of the *New Zealand Journal of Forestry*. Advertisements can be four colour or black and white. The advertisements in the ForTrade section are classified sizes.

For advertising inquiries, you can contact Sue Wilkie on:

Tel: 64-7-349 4107; Fax: 64-7-349 4157; or email: bms@wave.co.nz

ADVERTISING RATES¹

Advertising rates for the *New Zealand Journal of Forestry*, the quarterly magazine of the New Zealand Institute of Forestry, published Feb/ May/ August and November.

All prices are GST EXCLUSIVE

Black and white

	Casual	4 Inserts Unit price
QUARTER PAGE	\$400	\$365
THIRD PAGE	\$560	\$510
HALF PAGE	\$640	\$580
FULL PAGE	\$1120	\$1015
FORTRADE classifieds	\$210	\$185

Colour

QUARTER PAGE	\$720	\$655
THIRD PAGE	\$880	\$800
HALF PAGE	\$1040	\$945
FULL PAGE	\$1760	\$1620
DOUBLE PAGE SPREAD	\$3650	\$3450

	Casual	4 Inserts
PREMIUM POSITIONS		
INSIDE FRONT COVER		
INSIDE BACK COVER	\$2025	\$1930
OUTSIDE BACK COVER		

INSERTS

\$650 plus GST -1500 copies required

TECHNICAL SPECIFICATIONS

Film acceptable for full page colour. Film must be positive, 150 line screen and emulsion side down.

All material on disc in EPS format

ADMAKING SERVICE

If required, we will make up your ad.

FORTRADE black/white ad -- classified

Charge: \$50 plus GST

Colour Ads: \$70 per hour plus GST

Inquiries to: **Sue Wilkie**
Ph (07) 349 4107 Fax (07) 3494157

¹ As of 1 February 1999.