

## PUBLISHING DATES & ADVERTISING RATES - 2014 (prices exclude GST)

For all advertising needs contact:  
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### Full Colour

	Member Rates (\$)	Non Member Rates (\$)
Full Page	1,480	2,120
Two Thirds	1,180	1,690
Half Page	960	1,370
Third Page	720	1,045
Quarter Page	580	830

### One Spot Colour

	Member Rates (\$)	Non Member Rates (\$)
Full Page	1,240	1,760
Two Thirds	975	1,380
Half Page	790	1,115
Third Page	585	840
Quarter Page	480	680

### Black and White

	Member Rates (\$)	Non Member Rates (\$)
Full Page	1,150	1,625
Two Thirds	930	1,315
Half Page	750	1,055
Third Page	540	775
Quarter Page	430	605

### Special Positions

	Member Rates (\$)	Non Member Rates (\$)
Back cover	1,850	2,650
Inside front cover	1,776	2,544
Inside back cover	1,702	2,438
Specific page placement	20% loading fee	20% loading fee

### Volume Discounts for Contracts

Number of Issues	Discount
2 placements	5% discount
3 or more placements	10 % discount

#### General Conditions

In the event of material not being supplied by deadline, GS1 New Zealand as publisher reserves the right to compose or enter previous copy and charge for any production costs incurred. All production costs are extra and are not included in the advertising rate. While every care is taken, the publisher will not accept liability for any loss whatsoever incurred through error or non-appearance of an advertisement. Advertising in SCAN is subject to the approval of the publisher who reserves the right to decline copy. All advertising must comply with the Advertising Code of Practice of New Zealand. On booking of advertisements, an invoice will be sent and is payable on the 20<sup>th</sup> of the month following the date of the invoice, unless prior arrangement has been made.

### Loose Inserts

*Below rates are per thousand inserts*

	Member Rates (\$)	Non Member Rates (\$)
Single Sheet	800	1,300
Bound inserts	1,000	1,600

### Advertising Deadlines

Publication	Booking Deadline	Completed Material Deadline
April 2014	1 March 2014	1 April 2014
October 2014	1 September 2014	1 October 2014

### Publication Dates

Publication	Date to be distributed
April 2014	April 2014
October 2014	October 2014

### Circulation

SCAN Magazine is produced two times a year for the benefit of GS1 New Zealand members. It has a circulation of approximately 5,500 readers throughout the country as well as 101 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling, and transport. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, bar coding staff, and packaging coordinators.