

Full colour

	Member rate (\$)	Non member rate (\$)
Full page	1,500	2,200
Two thirds page	1,200	1,700
Half page	1,000	1,400
Third page	800	1,100
Quarter page	600	900

One spot colour / Black and white

	Member rate (\$)	Non member rate (\$)
Full page	1,300	1,800
Two thirds page	1,000	1,400
Half page	800	1,200
Third page	600	900
Quarter page	500	700

Special positions

	Member rate (\$)	Non member rate (\$)
Back cover	2,000	2,700
Inside front cover	1,800	2,600
Inside back cover	1,800	2,500
Specific page placement	20% loading fee	20% loading fee

Loose inserts

(Rates are per thousand inserts)

	Member rate (\$)	Non member rate (\$)
Single sheet	900	1,400
Bound inserts	1,100	1,700

Volume discount for contracts

2 placements	5% discount
3 or more placements	10% discount

Circulation

SCAN Magazine is produced two times per year for the benefit of GS1 New Zealand members. It has a circulation of approximately 6,000 readers throughout New Zealand as well as over 100 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. 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, barcode staff, and packaging coordinators.

General conditions

In the event of material not being supplied by the 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 Magazine 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 20th of the month following the date of the invoice, unless prior arrangement has been made.

For all advertising needs contact:

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