

# CHRISTIAN LIFE

print & digital  
media kit

*Serving New Zealand's Christians  
in both print and online*



## SNAPSHOT

*Christian Life* reports on local and global news with a Christian worldview and aims to encourage readers in their faith.

New Zealand's largest inter-denominational news-magazine *Christian Life* is delivered FREE to churches, schools, bible colleges, mission agencies, ministries and bookshops.

That is exposure to Christians - right across NZ.

- 10,000 print copies distributed monthly
- A combination of metro and regional distribution
- FREE - there is no subscription cost
- Revolving circulation: subscriber products go into the same hands of the same readers. Our readers change monthly, giving you even greater exposure.
- Each print issue is also available for digital view at [mychristiandaily.com](http://mychristiandaily.com), PLUS on our global magazine website: [www.mychristianissue.com](http://www.mychristianissue.com).

Cover Price: FREE  
Frequency: Monthly from February to December  
Circulation: 10,000  
Reach: Metro and Rural areas across New Zealand  
See more news online at [www.mychristiandaily.com](http://www.mychristiandaily.com)

*Main editorial sections each month:*

- Testimonies
- Missionary stories
- Book, music or movie reviews plus extracts
- Social justice
- Culture and media from a Christian viewpoint

# COMPLETE WEB COVERAGE

*Christian Life* is much more than a monthly news-magazine.

Our website [www.mychristiandaily.com](http://www.mychristiandaily.com) is a state-of-the-art place where we connect with New Zealand Christians - 24x7.

The *Christian Life* combo:

- 10,000 print copies distributed through bookshops and churches.
- Digital edition published online
- Link to digital version emailed to 2,000 churches and Christian organisations



# EDITORIAL FEATURES

ALL ISSUES WILL BE AVAILABLE IN PRINT AND IN A DIGITAL PAGE-TURN FORMAT

In addition to the basic mix of news and editorial sections, each issue of *Christian Life* also contains possible 'features' to draw attention to advertiser subject matter. These are not 'themed editions'; our regular material will appear each month. The special days listed below are for information purposes and are not generally featured in the newspaper.

## FEBRUARY

- Retirement living
- Marriage and Family

## MARCH

- Children's Issues
- Tertiary Education

## APRIL

- Easter Celebrations
- Christian Music

## MAY

- Christian Schools
- Budgeting and Finance
- Mother's Day

## JUNE

- Ministries and Missions

## JULY

- Camps and Retreats
- Donations

## AUGUST

- Women and Christianity
- Short Term Missions
- Father's Day

## SEPTEMBER

- Men and Christianity
- Families and Parenting

## OCTOBER

- Equipping for Evangelism
- Tertiary Options/Bible Colleges
- Outreach & Training Activities

## NOVEMBER

- Gift Giving
- Ministry and Mission Activities

## DECEMBER/JANUARY

- Reaching children for Christ
- Christmas
- Summer holidays and leisure
- Entertainment

## CHRISTIAN LIFE PUBLISHING SCHEDULE

Please note that dates may be subject to change.  
Contact Ray Curle on 09 281 4896 to confirm.

### Issue out FEBRUARY 13, 2017

Ad closing: 3 Feb  
Artwork due: 7 February

### Issue out MARCH 13, 2017

Ad closing: 3 March  
Artwork due: 7 March

### Issue out APRIL 10, 2017

Ad closing: 31 March  
Artwork due: 4 April

### Issue out MAY 8, 2017

Ad closing: 28 April  
Artwork due: 2 May

### Issue out JUNE 6, 2017

Ad closing: 26 May  
Artwork due: 30 May

### Issue out JULY 3, 2017

Ad closing: 23 June  
Artwork due: 27 June

### Issue out AUGUST 1, 2017

Ad closing: 21 July  
Artwork due: 25 July

### Issue out SEPTEMBER 4, 2017

Ad closing: 25 August  
Artwork due: 29 August

### Issue out OCTOBER 2, 2017

Ad closing: 22 September  
Artwork due: 26 September

### Issue out NOVEMBER 1, 2017

Ad closing: 20 October  
Artwork due: 24 October

### Issue out DECEMBER 4,

2017 Ad closing: 24 November  
Artwork due: 28 November

### Issue out FEBRUARY 12, 2018

Ad closing: 2 February  
Artwork due: 7 February

# RATE CARD: **DISPLAY ADS**

*Display advertising colour*

Size	Dimensions (H x W)	Price
Full Page	360mm x 251mm	\$1,295
Half Page <i>Vertical</i>	360mm x 130mm	\$ 895
Half Page <i>Horizontal</i>	180mm x 251mm	\$ 895
1/3 Page	120mm x 251mm	\$ 695
1/4 Page <i>Vertical</i>	180mm x 130mm	\$ 595
1/4 Page <i>Horizontal</i>	90mm x 251mm	\$ 595
1/6 Page	120mm x 125mm	\$ 495
1/8 Page banner	50mm x 251mm	\$ 395
1/9 Page	120mm x 83mm	\$ 295
1/12 Page	100mm x 85mm	\$ 210

## NEED YOUR AD DESIGNED?

*High quality ad design is available as follows:*

F/P	\$125
Half pge	\$ 89
Third pge	\$ 69
Qtr pge	\$ 59
Smaller	\$ 39

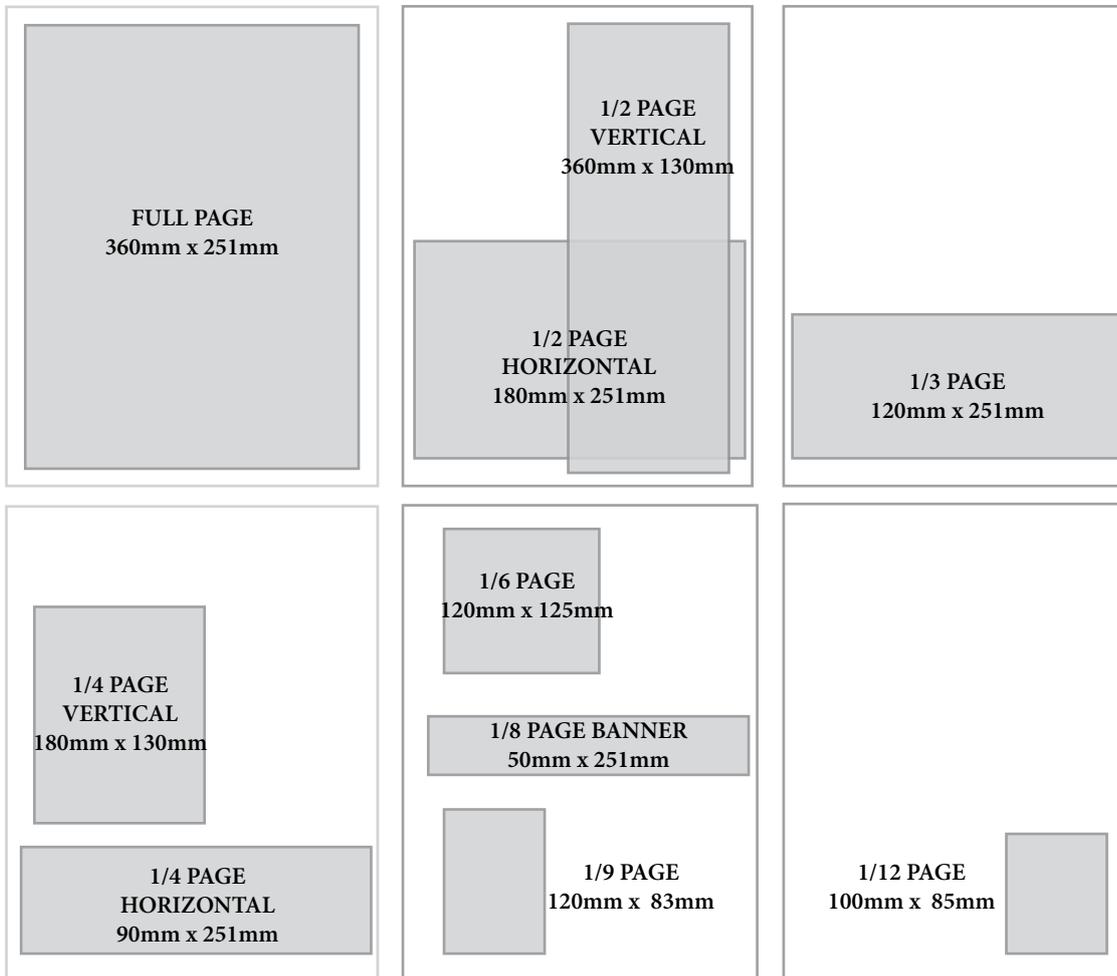
Preferred pages: Back cover + 20%. P3 to 7 + 10%

Volume discounts: 2 – 3 issues less 10%. 4 to 6 issues less 15%. 7 to 11 issues less 20%

INSERTS: 5000 @ .15c each OR 10,000 @ .12c each. Delivery one week prior.

PLEASE NOTE: All prices ex-GST

HEIGHT x WIDTH



# RATE CARD: CLASSIFIED COMBO

*Classified* Display (situations vacant/events/resources)

## COLOUR

Size	Dimensions (h x w)	Price
Large:	100mm x 125mm	\$300
Medium size:	100mm x 83mm	\$200
Small size	50mm x 83mm	\$100

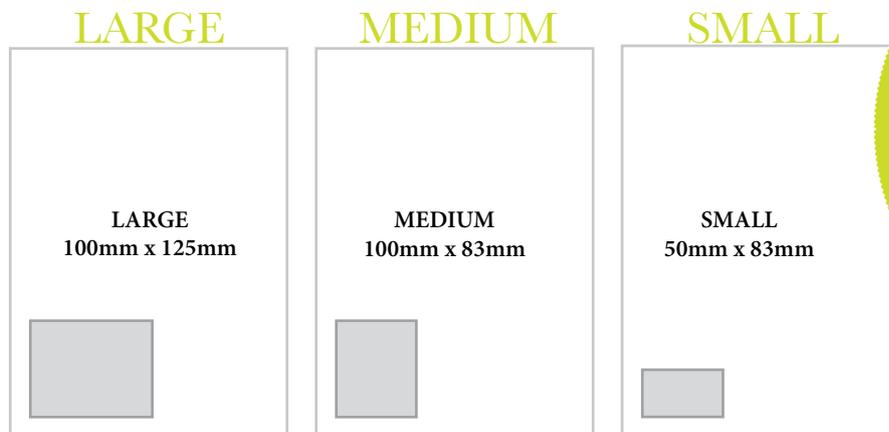
## MONO

Size	Dimensions (h x w)	Price
Large:	100mm x 125mm	\$240
Medium size:	100mm x 83mm	\$160
Small size	50mm x 83mm	\$80

Volume discounts: 2 – 3 issues less 10%. 4 to 6 issues less 15%. 7 to 11 issues less 20%

**PLEASE NOTE:** All prices exclude GST

HEIGHT x WIDTH



**NEED YOUR AD  
DESIGNED?**

*Your ad will stand out with a smart  
colour design – you supply text and  
a hi res logo – design charge \$30 +  
GST*

# ARTWORK SPECS

Newsprint is highly absorbent paper and it works quite differently to bright white magazine stock.

Newsprint is affected by two factors: 'dot gain' which is the extra ink absorbed by the porous newsprint, and the colour of the newsprint itself. They can add a 20 per cent tone to a piece of artwork. I would avoid anything above 220 per cent ink weight - and that I would use for a very dark navy blue.

Always aim lighter when you have a choice of colours. The ad should look a little washed out on screen. The simpler the colour mix the better. If you are using Adobe products to build your ad, set the colour settings to 'Japanese newspaper 2002' or similar. You can adjust your settings using command k - or best with Adobe Bridge. Make sure your output is consistent in the pdf settings when you export your artwork.

## ***Cold set press***

*Christian Life* prints on a newspaper press which means some colours will not print as brightly as on a heat set press.

## ***Printing registration***

Presses may go slightly out of registration and this needs to be designed for when choosing fonts and pictures. The simple way around it is to have simple colour mixes for text - of two colours ideally. The black plate is usually the culprit - avoid reversing out of mixes with a noticeable amount of black in them. Reverse type should be 12 point or above. Simple black will overprint.

## ***Imagery***

Photographs for newsprint should be simple and fully lit. Remember to allow for the photo to darken. Black type and rules should be single colour black. Please send us your ad as a pdf. Your ad should be in cmyk format with no spot colours.

## Specifications

- Please supply artwork as a colour, print ready PDF via email to [art@initiatemedia.net](mailto:art@initiatemedia.net)
- Supply with embedded fonts and images, in process colour (CMYK)
- Blacks should be 100K
- Spot colour must be converted to process
- There should be no transparency in any supplied PDFs. Photos and graphics must be min. 200dpi
- Maximum ink density should be 240%
- Reversed type should be bold enough to cope with coldset newsprint printing registration and dot gain.
- Reversed/overprint type minimum 11pt
- All advertising must comply with the trade Practices Act and must not be misleading, false or deceptive
- All advertisements are subject to the approval of the publisher Initiate Media.
- Advertising agencies and advertisers accept full responsibility for the contents of all advertisements and agree to indemnify the publishers against any claim or proceeding arising out of the publication of the advertisements.
- Provision of the material or copy for publication constitutes acceptance by the advertiser and advertising agent of this condition
- Telephone instructions are accepted but the publisher is not liable for error or misunderstanding if instructions are not confirmed in writing prior to publication deadline
- No responsibility is accepted by the publisher, proprietor or editor for the accuracy of details supplied in any advertisements appearing in *Christian Life*.
- The publisher, proprietor and editor will not be liable for any loss caused by late publication, error or failure of an advertisement to appear.

## SEND ART TO

- 1.** Artwork must be supplied as a print quality pdf and include a URL link for viewers to visit.  
No printers marks are required on artwork.  
(word documents are only acceptable for classifieds that are purely type)

- 2.** Send all artwork to [art@initiatemedia.net](mailto:art@initiatemedia.net)  
Clearly mark with your company name, issue the artwork is to be placed in and the size booked.

# CONTACT US

## **DISPLAY & CLASSIFIED ADVERTISING**

Ray Curle

Phone: **09 281 4896**

Email: [advertise@initiatemedia.net](mailto:advertise@initiatemedia.net)

## **ART DEPARTMENT**

**Art Director:** Nicole Danswan

Email: [art@initiatemedia.net](mailto:art@initiatemedia.net)

## **ONLINE**

[www.mychristiandaily.com](http://www.mychristiandaily.com)

## **BY MAIL**

PO Box 318 334,

West Harbour, Auckland 0661

