

Media
Kit
2014

The Mirror

REFLECTIONS & OBSERVATIONS

- ✓ *Looks at issues affecting our society*
- ✓ *Providing a forum to share your ideas and thoughts*
- ✓ *Learn from others experiences*
- ✓ *The Mirror is thought provoking and stimulating*
- ✓ *Value readers comments and suggestions*
- ✓ *A publication with strong ethical values*
- ✓ *Published bi-monthly*

\$7.00 PER COPY • \$42.00 12 MONTHS SUBSCRIPTION (6 ISSUES)

www.themirrorinspires.com

the Mirror



Looks at issues affecting society and our world today.

These include the education, environment, political and economic realms where we constantly need to consider the quality of life we have and the influences which bring about change, that we are faced with.

Published bi-monthly, *the Mirror* is the ideal forum for you to share with other readers your ideas and thoughts on what matters to you most, and how we can learn from your experiences.

Whether the subject matter is dealing with a spiritual gathering in India, or the visit of an economist, The Mirror is thought provoking and stimulating. And of course, hopefully, satisfying so that inspiration is gained and innovation shared.

We hope you will find it a valuable source and want to support us by subscribing to the printed or digital version.

Editorial Contribution Deadline

The 27th of the month prior. For example, June issue has an editorial contribution deadline for copy deadline of 27th May.

Publishing Dates

The Mirror is published bi-monthly – February, April, June, August, October, December.

Advertising Rates

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Full Page	\$1450	\$1370	\$1230
Half Page <i>(Horizontal and Vertical)</i>	\$ 750	\$ 720	\$610
Quarter Page <i>(Horizontal and Vertical)</i>	\$ 425	\$400	\$350
Third of a Page <i>(Horizontal and Vertical)</i>	\$450	\$425	\$375

SPOT COLOUR/ BLACK AND WHITE

Full Page	\$1100	\$1050	\$950
Half Page	\$ 600	\$ 570	\$540
Quarter Page	\$300	\$285	\$255
Third of a Page	\$325	\$ 310	\$375

Classified advertising rate **\$10** cm

COVERS *(Full colour only)*

Inside Front Cover	\$1800
Inside Back Cover	\$1800
Outside Back Cover	\$2100

Advertising Sizes

Full Page	170mm x 260mm
Double Page Spread	380mm x 260mm
Half Page <i>Horizontal</i>	170mm x 125mm
Half Page <i>Vertical</i>	80mm x 260mm
Third Page <i>Horizontal</i>	100mm x 170mm
Quarter Page <i>Horizontal</i>	75mm x 125mm
Quarter Page <i>Vertical</i>	80mm x 125mm

Preferred positions or specific pages
+10%

Advertising Booking Deadline

The 20th of the month prior. For example, June issue has an advertising booking deadline of 20th May.

Advertising Copy Deadline

The 27th of the month prior. For example, June issue has an advertising copy deadline of 27th May.

Editorial Material

Is welcome and contributions should be sent to:

publisher@xtra.co.nz

BANNER ADVERTISING SIZE 1
\$295.00 FOR 3 MONTHS

728 X 90

APPEARS ON:
• MAGAZINE HOME PAGE • ABOUT US PAGE
• CONTACT PAGE

FLASH OR IMAGE BANNERS

BANNER ADVERTISING SIZE 2
\$295.00 FOR 3 MONTHS

728 X 90

APPEARS ON:
• MAGAZINE PAGE • ADVERTISING PAGE
• FREE ISSUES PAGE

FLASH OR IMAGE BANNERS

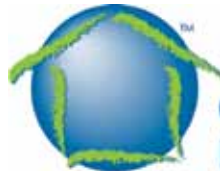
VERTICAL ADVERTISING
\$295.00 FOR 3 MONTHS

120 X 600

APPEARS ON THE LEFT OF THE MAGAZINE PAGE

YOUR BANNER ADVERTISING CAN BE DESIGNED AT VERY COMPETITIVE PRICES

Publication Links



GRAMEEN
FOUNDATION



asia pacific

LOHAS

the Mirror

Reflections and Observations



MANAGING EDITOR
Doug Green

WEB MASTER
Dan Browne

PRODUCTION & DESIGN
Karl Grant

ADMINISTRATION & SUBSCRIPTIONS
Media Hawke's Bay Ltd

ADVERTISING ENQUIRIES
0064 06 870 9029
publisher@xtra.co.nz

PUBLISHER
WORDS
P O Box 1109,
Hastings, New Zealand
publisher@xtra.co.nz

The Mirror is published bi-monthly and offers the Reader reflections and observations on the issues of our times. The Mirror welcomes editorial contributions and encourages readers to share their reflections and views with us. The Mirror uses information provided in good faith. We give no guarantee of accuracy of the information. No liability is accepted for the result of any actions taken or not taken on the basis of this information. Those acting on the information and recommendations do so entirely at their own risk.

SUBSCRIPTION: \$7: per copy • \$42: 12 months subscription (6 issues). Overseas subscription by application.

Subscription payment may be made by posting a cheque to: Words, P O Box 1109, Hastings, New Zealand, or by visiting www.themirrorinspires.com

Single copies NZ \$7.00