

**Media
Kit**

the Mirror

Reflections and Observations

Life in the time of Social Media

- ✓ 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 • \$28.00 PER ISSUE QUARTERLY

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 quarterly, **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 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 September, December, April and June.

Advertising Rates

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Full Page	\$720	\$684	\$650
Half Page (Horizontal and Vertical)	\$ 450	\$ 425	\$405
Quarter Page (Horizontal and Vertical)	\$290	\$275	\$260
Third of a Page (Horizontal and Vertical)	\$390	\$350	\$330

SPOT COLOUR/ BLACK AND WHITE			
Full Page	\$500	\$475	\$450
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Third of a Page	\$250	\$ 235	\$225

Classified advertising rate \$10 cm

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COVERS (Full colour only)	
Inside Front Cover	\$850
Inside Back Cover	\$850
Outside Back Cover	\$1150

Advertising Booking Deadline

The 20th of the month prior.

Advertising Copy Deadline

The 27th of the month prior.

Editorial Material

Is welcome and contributions should be sent to:

publisher@xtra.co.nz

Advertising Sizes

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



Banner Rates

BANNER TYPE	SIZE	PER MONTH	3 MONTH PACKAGE
Leaderboard	940 x 75 pixels	\$295	\$700 – save \$185
Tower	196 x 500 pixels	\$195	\$450 – save \$135
Horizontal Mid Page	700 x 90 pixels	\$230	\$525 – save \$165
Horizontal Small	196 x 52 pixels	\$110	\$225 – save \$105
Button (2 combined)	196 x 75 pixels	\$90	\$195 – save \$75
Button	89 x 75 pixels	\$50	\$120 – save \$30

Publication Links

Reflections
&
Observations



the Mirror

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