

PACIFIC

WINGS

LEADING THE WAY IN AVIATION COVERAGE SINCE 1932

MEDIA PACK



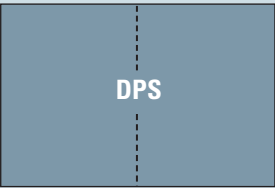
Pacific Wings is a vital link between the aviation industry and aviators.

Aircraft manufacturers, operators and owners, professional and private pilots, as well as aviation enthusiasts, all read *Pacific Wings* to keep up to date with global aviation events and items of interest.

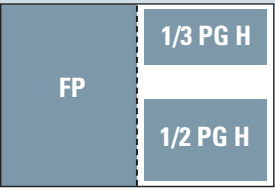
The world-class photography and high quality editorial content in *Pacific Wings* attracts a wide readership, with subscribers around the globe—guaranteeing **outstanding exposure for aviation industry advertisers.**

If your message is about aviation—and it's important—make sure it's seen in ... *Pacific Wings*.





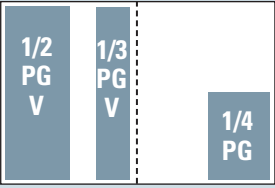
DPS.....Double page spread



FP.....Full page

1/3 PG HThird page horizontal

1/2 PG HHalf page horizontal



1/2 PG V.....Half page vertical

1/3 PG V.....Third page vertical

1/4 PG.....Quarter page

RATES

	FULL COLOUR	FULL COLOUR
Double page spread	\$5,220	Third page \$1,080
Full page	\$2,870	Quarter page \$950
Half page	\$1,590	

SPECIAL POSITIONS

Outside back cover\$3,815 Premium page * \$3,060

INSERTS **

2 Pages.....	\$420 per thousand	12 Pages\$600 per thousand
4 Pages.....	\$480 per thousand	16 Pages\$660 per thousand
8 Pages.....	\$540 per thousand	

* Premium pages include opposite contents page, inside back cover, first 5 pages, or any other nominated (guaranteed) position.
** A minimum insert quantity applies.

Other Options *Pacific Wings* offers a range of advertising options that we can customise to meet your budget and needs. Please contact us for further information.

Reprints Articles published in *Pacific Wings* are available for reprint for use as promotional literature. Please contact us for further information.

Material Specifications Preferred format for all advertising is PDF. Any supplied images as either TIFF or JPEG files must be CMYK and a minimum of 300 dpi. Visit our website or contact us for further information. A high-resolution digital proof is required to ensure colour accuracy.

Terms and Conditions Advertising is accepted on the basis of our standard Terms and Conditions for Advertising, and Terms and Conditions of Sale, which are available upon request. Please contact us for further information. Rates are effective from 1 January 2009.

GST All New Zealand advertisers are subject to GST of 12.5%. Advertisers outside of New Zealand are exempt from GST.

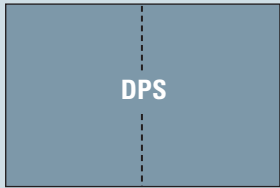
BOOKING DEADLINES

COVER DATE	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DEADLINE
Month	10th of the Month before	15th of the Month before	7th of the Month
E.g. March	10 Feb	15 Feb	7th March

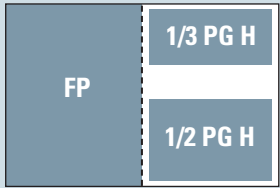
CONTACT

Pacific Wings Ltd
PO Box 138, Amberley, 7441, New Zealand
Phone: 64 3 314 7416
advertising@pacificwingsmagazine.com





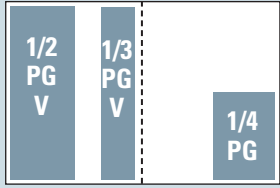
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1/2 PG V.....Half page vertical

1/3 PG V.....Third page vertical

1/4 PG.....Quarter page

MAGAZINE (A4)	TRIM SIZE	BLEED SIZE
Double page spread	420x297	426x303
Full page	210x297	216x303
Half page horizontal	180x130	NA
Half page vertical	88x265	NA
Third page horizontal	180x85	NA
Third page vertical	57x265	NA
Quarter page vertical	88x130	NA

FORMAT

Adobe Acrobat PDF is the accepted file format for digital files.

All PDF files should be created with fonts and images embedded, and all pixel-based images should have a minimum resolution of 300 dpi.

BLEED & TRIM

Files that require bleed should be supplied with a minimum of 3 mm bleed on all sides. Trim marks need to be located 5 mm outside the trim area. All live type should be located a minimum of 5mm from the final trim size to allow for paper shrinkage, stretch and variations in the binding process.

MEDIA

CD-ROMs or DVD-ROMs are the preferred media for digital files, but files less than 10 MB can be supplied by e-mail.

PROOFS

All advertisements must be accompanied by hard-copy proofs. Please note that inkjet or laser proofs cannot be used for colour accuracy.

CHANGES

Any changes to your advertisement will require a new file, along with an additional proof and must reach the *Pacific Wings Ltd* office by the material deadline.

IN-HOUSE PRODUCTION

If you are unable to provide your advertisement to these specifications, *Pacific Wings Ltd* can produce your advertisement for you. Please contact us for details and pricing.

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