



# THE FRINGE

[www.fringemedia.co.nz](http://www.fringemedia.co.nz)

Published by Fringe Media Ltd. PO Box 60-469, Titirangi.



Launched at the end of 2002 as the *Titirangi Tatler*, the *Tatler* became a quality monthly publication with a strong community focus. Renamed *The Fringe* at the end of 2012, the publication continues to serve the interests of its readership.

**Lively, informative and entertaining, 20,600 copies are delivered FREE to residential and business letterboxes and selected outlets such as libraries throughout our circulation area. *The Fringe* reaches an estimated 70,000+ readers.**



The circulation area includes Titirangi, New Lynn, Glen Eden, Oratia, Green Bay, Kelston, Konini, Wood Bay, French Bay, South Titirangi, Waima, Woodlands Park, Laingholm, Parau, Cornwallis and Huia. The area includes some of West Auckland's most affluent suburbs and is a rapidly developing district that is predicted to grow at an even faster rate over the coming years.

Appealing to young and old alike, *The Fringe* is a "must read" and is a highly sought-after guide to the issues, events and mood of the region.



## WHAT THEY SAY ABOUT US



*I have advertised in the Fringe for many years and have found the advertisements helpful in improving knowledge of my business. The magazine is always professionally presented and with good quality content. I have a lot to do with local publications and would rate the Fringe one of if not the best. The staff are always very helpful to deal with.*

**Greg Presland – Presland and Co Ltd**



*Growing a successful company requires good marketing and advertisements that reach a wide range in the community. The Fringe has given us this since early 2009. The crew at The Fringe has always been dependable and friendly and the advertising they have provided has proved to be an invaluable asset to our business.*

**Sam Williamson – ArborVista Tree Specialists**



*I really look forward to the arrival of The Fringe, always very promptly at the beginning of each month. The Fringe really helps me to keep in touch with what's going on in my neighbourhood. I love having a 'real' paper magazine I can write notes on.*

**J Lorien, New Lynn**



## To find out more contact:

**Editor/Publisher: Bevis England** Tel: 817 8024  
Mobile: 027 494 0700  
Email: [bevis@fringemedia.co.nz](mailto:bevis@fringemedia.co.nz)



**Advertising: Ed King** Tel: 817 3627  
Mobile: 021 296 7703  
Email: [ed@fringemedia.co.nz](mailto:ed@fringemedia.co.nz)



ADVERTISING RATES & SPECIFICATIONS — *All rates are Per Issue and exclude GST.*

	(width x height, mm)	COLOUR			BLACK & WHITE	
		Standard	6 issues	11 issues	Standard	6 or more issues
<b>Double page spread</b>	(430 x 307 including 5mm bleed)	\$2800	\$2650	\$2400	NA	NA
<b>Full page</b>	(186 x 270 or 220 x 307, with 5mm bleed)	\$1495	\$1395	\$1295	NA	NA
<b>Half page vertical</b>	(91 x 270)	\$850	\$800	\$750	\$715	\$660
<b>Half page horizontal</b>	(186 x 133)	\$850	\$800	\$750	\$715	\$660
<b>Third page vertical</b>	(60 x 270)	\$630	\$600	\$560	\$545	\$525
<b>Third page horizontal</b>	(186 x 89)	\$630	\$600	\$560	\$545	\$525
<b>Quarter page vertical</b>	(91 x 133)	\$475	\$455	\$425	\$400	\$380
<b>Quarter page horizontal</b>	(186 x 66)	\$475	\$455	\$425	\$400	\$380
<b>Sixth page</b>	(60 x 133)	\$350	\$330	\$310	\$300	\$280
<b>Eighth page</b>	(91 x 66)	\$275	\$260	\$240	\$220	\$200
<b>Classified display</b>	(60 x 43)	\$150	\$135	\$125	\$100	\$90

**Ask about our Show Case ads and introductory rates for first time advertisers.  
 All rates valid from 1 April 2014.**

PLEASE NOTE THESE IMPORTANT CONDITIONS:

- Bookings or contracts made in writing, by letter or email, or verbally, directly or by telephone, will be assumed to have read and understood the following conditions.
- If new material, or approvals for work we have done, is not received in time, Fringe Media reserves the right to use existing material or charge the advertiser for the space reserved.
- Advertisers must book their advertisement AND supply publication-quality artwork on or before the specified deadline for each publication.
- Suitable artwork includes PDF, TIFF or JPG files with the correct dimensions and a minimum resolution of 300 dpi. Microsoft Word or similar files are NOT suitable.
- Fringe Media is happy to create publication-quality artwork for advertisers who cannot do so themselves. Talk to us about rates, conditions and possible concessionary rates.
- No responsibility will be taken for loss or damage to any material supplied.
- All advertisers will be required to sign a contract to qualify for a discount rate.
- Agency commission is over and above the advertising rates specified.
- Specific placement of an advertisement is by negotiation and a surcharge will apply.
- Should it be necessary for legal action to be taken to recover amounts owed by an advertiser, the advertiser will be liable for all costs incurred.
- Advertising supplied in editorial format ("advertorial") is accepted only at the editor's discretion and must carry the word "Advertisement" at the top or bottom of the copy.
- Cancellation of advertisements on discount rates will not be accepted.
- All advertisements are subject to the approval of Fringe Media Ltd which reserves the right to decline, cancel or amend supplied copy which does not meet the required standards.
- While Fringe Media will make every effort to ensure advertisements are correct, no responsibility will be taken for any errors which may occur including non-insertion, insertion of wrong material and errors and omissions within the advertisement, including slight variations in colour.

2017 DEADLINES

**SEE POINTS 2 — 5 ON THE LEFT.**

Publication month	Deadline
February	January 11
March	February 15
April	March 15
May	April 12
June	May 10
July	June 14
August	July 12
September	August 16
October	September 13
November	October 11
December	November 15

**The Fringe is delivered in the first week of every month of publication.**



Advertising enquiries: Ed King Tel: 817 3627

Mobile: 021 296 7703

Email: ed@fringemedia.co.nz

Editorial enquiries: Bevis England Tel: 817 8024

Mobile: 027 494 0700

Email: info@fringemedia.co.nz

www.fringemedia.co.nz

Published by Fringe Media Ltd, PO Box 60-469, Titirangi

## ADVERTISING CONFIRMATION CONTRACT

Company name: ..... Contact: .....

Street address: .....

Postal address:.....

Tel:..... Mobile: ..... Email:.....

Size of ad:..... 4-Colour ad  or Black & White ad  Cost per insertion:.....

Number of issues:.....6-issue contract  Annual (11-issue) contract

Months ads are to appear:.....

Finished artwork being supplied?  See the conditions below.

Artwork to be amended or created?  See the conditions below.

If we are required to work on your advertisement, please provide a sketch of the layout and any text or images to be included. For colour ads, please also provide an indication of the preferred colours (PMS number, printed sample, or similar).

### PLEASE NOTE THESE IMPORTANT CONDITIONS:

1. Bookings or contracts made in writing, by letter or email, or verbally, directly or by telephone, will be assumed to have read and understood the following conditions.
2. If new material, or approvals for work we have done, is not received in time, Fringe Media reserves the right to use existing material or charge the advertiser for the space reserved.
3. Advertisers must book their advertisement AND supply publication-quality artwork on or before the specified deadline for each publication.
4. Suitable artwork includes PDF, TIFF or JPG files with the correct dimensions and a minimum resolution of 300 dpi. Microsoft Word or similar files are NOT suitable.
5. Fringe Media is happy to create publication-quality artwork for advertisers who cannot do so themselves. Talk to us about rates, conditions and possible concessionary rates.
6. No responsibility will be taken for loss or damage to any material supplied.
7. All advertisers will be required to sign a contract to qualify for a discount rate.
8. Agency commission is over and above the advertising rates specified.
9. Specific placement of an advertisement is by negotiation and a surcharge will apply.
10. Should it be necessary for legal action to be taken to recover amounts owed by an advertiser, the advertiser will be liable for all costs incurred.
11. Advertising supplied in editorial format ("advertorial") is accepted only at the editor's discretion and must carry the word "Advertisement" at the top or bottom of the copy.
12. Cancellation of advertisements on discount rates will not be accepted.
13. All advertisements are subject to the approval of Fringe Media Ltd which reserves the right to decline, cancel or amend supplied copy which does not meet the required standards.
14. While Fringe Media will make every effort to ensure advertisements are correct, no responsibility will be taken for any errors which may occur including non-insertion, insertion of wrong material and errors and omissions within the advertisement, including slight variations in colour.

### 2017 DEADLINES

**SEE POINTS 2 — 5 ON THE LEFT.**

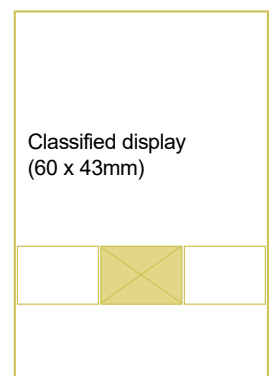
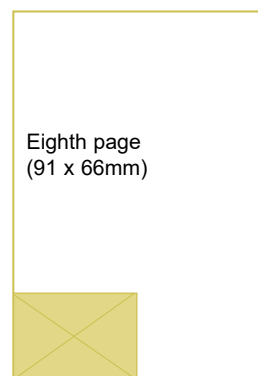
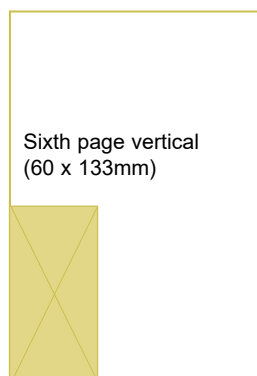
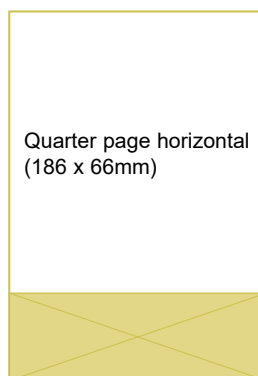
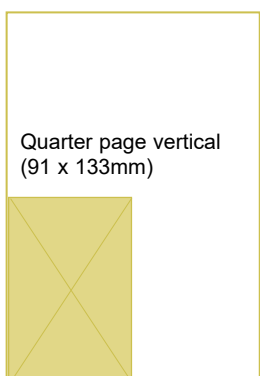
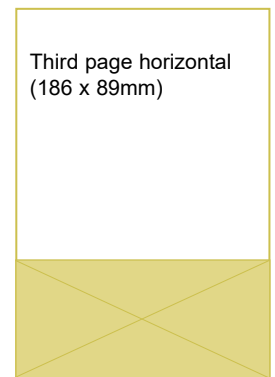
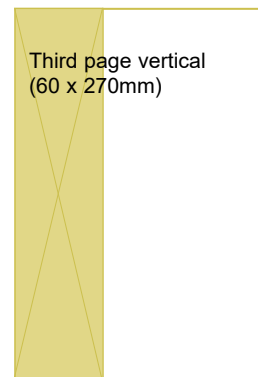
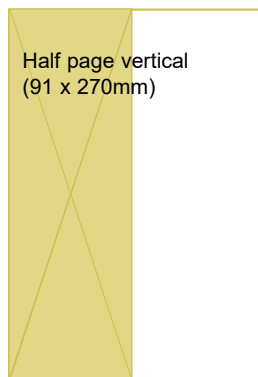
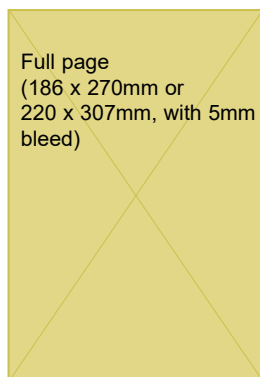
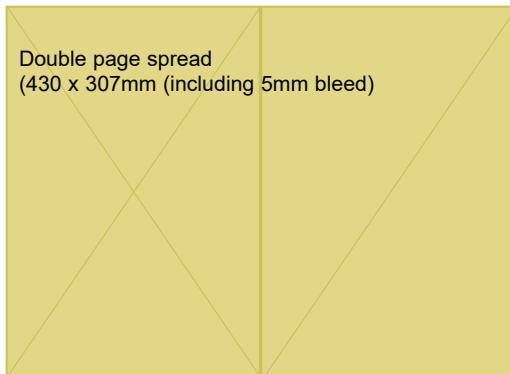
Publication month	Deadline
February	January 11
March	February 15
April	March 15
May	April 12
June	May 10
July	June 14
August	July 12
September	August 16
October	September 13
November	October 11
December	November 15

**The Fringe is delivered in the first week of every month of publication.**

I have read and accepted the above conditions. Name: .....

Signed: ..... Date: .....

## ADVERTISING SIZES



Suitable artwork includes PDF, TIFF or JPG files with the correct dimensions and a minimum resolution of 300 dpi. Microsoft Word or similar files are NOT suitable.