



THE FRINGE

www.fringemedia.co.nz

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



Launched at the end of 2002, the *Titirangi 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, 21,000 copies are delivered 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 – with copies also being delivered to selected locations in Blockhouse Bay, Piha, Henderson and beyond. The area includes some of West Auckland’s most affluent suburbs and continues to grow rapidly.

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:

Bevis England

Phone: 817 8024 or 027 494 0700

Email: bevis@fringemedia.co.nz



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

	(width x height, mm)	COLOUR		BLACK & WHITE
		Standard	Discount rate	
Double page spread	(430 x 307 including 5mm bleed)	\$3200	\$2900	NA
Full page	(186 x 270 or 220 x 307, with 5mm bleed)	\$1640	\$1525	NA
Half page	(91 x 270 vertical or 186 x 133 horizontal)	\$920	\$850	NA
Third page	(60 x 270 vertical or 186 x 89 horizontal)	\$690	\$650	NA
Quarter page	(91 x 133 vertical or 186 x 66 horizontal)	\$520	\$480	\$440
Sixth page	(60 x 133 vertical or 91 x 91 square)	\$390	\$350	\$310
Eighth page	(91 x 66)	\$300	\$270	\$240
Classified display	(60 x 43)	\$170	\$130	\$90

**Ask about our Show Case ads and introductory rates for first time advertisers.
 All rates valid from 1 January 2022.**

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 the discount rate 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.

2022 DEADLINES

SEE POINTS 2 — 5 ON THE LEFT.

Publication month	Deadline
February	January 14
March	February 11
April	March 18
May	April 14
June	May 13
July	June 10
August	July 15
September	August 19
October	September 16
November	October 14
December	November 18

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



Bevis England

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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).

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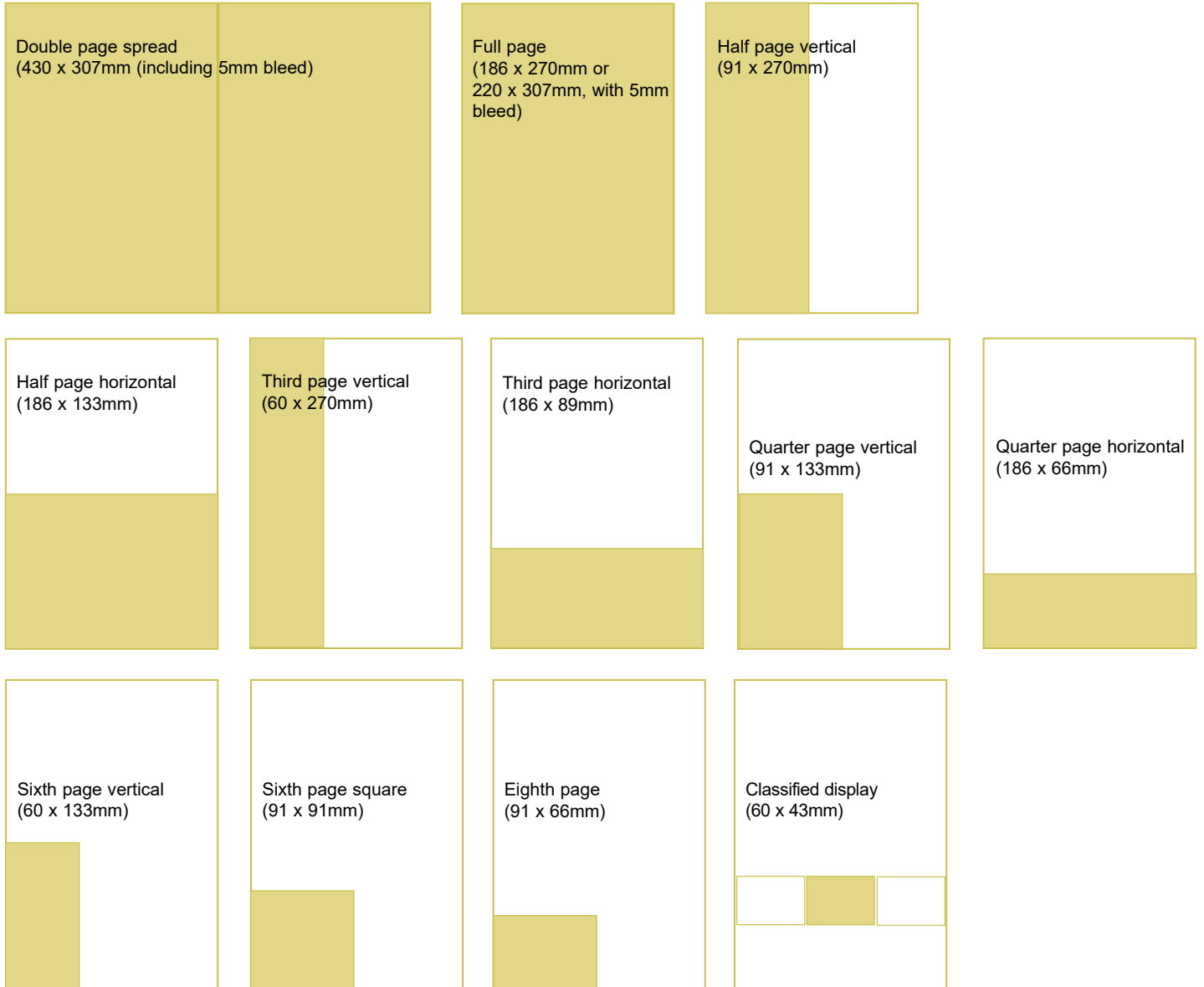
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I have read and accepted the above conditions. Name:

Signed: Date:

ADVERTISING SIZES



Double page spread
(430 x 307mm (including 5mm bleed))

Full page
(186 x 270mm or
220 x 307mm, with 5mm
bleed)

Half page vertical
(91 x 270mm)

Half page horizontal
(186 x 133mm)

Third page vertical
(60 x 270mm)

Third page horizontal
(186 x 89mm)

Quarter page vertical
(91 x 133mm)

Quarter page horizontal
(186 x 66mm)

Sixth page vertical
(60 x 133mm)

Sixth page square
(91 x 91mm)

Eighth page
(91 x 66mm)

Classified display
(60 x 43mm)

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.