

PROPOSAL ISSUED

Issue 8 | Summer 2021/22

PROPOSAL VALID TO

Issue 8

# 1964

m o u n t a i n • c u l t u r e  
a o t e a r o a

**mountain culture / aotearoa**

**moun-tain [moun-tn]**

**a region characterised by remoteness and  
inaccessibility.**

**cul-ture [kuhl-cher]**

**the arts and other manifestations of human  
intellectual achievement regarded collectively.**

1964.co.nz



# ABOUT US

01

who we  
are?

02

what  
we do?

03

how  
we do it?

# 1964

Named for the year Mount Aspiring National Park was established, *1964* is a quarterly print magazine based in the far south of Aotearoa New Zealand. *1964* was founded by Laura Williamson and Nathan Weathington.

Laura Williamson is a writer based in Central Otago. She is the author of *The Bike and Beyond: Life on Two Wheels in Aotearoa New Zealand*. Laura also co-wrote *The Blue Moments Project*, and her articles and poems have been featured in books, magazines and journals around the world.

Nathan Weathington is an engineer with a background in publishing in N.America and New Zealand. He is also the author of *Where the Hell Were Your Parents?* and *Invasion of the Bastard Cannibals*. Nathan lives with his family in lower Albert Town where he pursues his obsession with fly fishing.



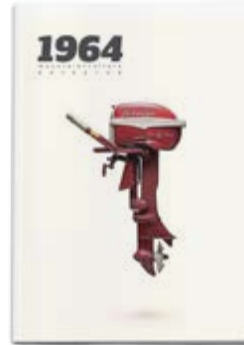
We write about our country's remote places and the people who seek them out. We render New Zealand's landscapes in close-up, not in wide-angle. We hunt outdoor adventure for the awe and the challenge in it, but also for the creativity, psychology and eccentricity. We look for the comedy in it too. The stories in *1964* are not ones you've heard before, because, like a good punchline, the best things in life are sometimes hard to find.

*1964* does not fight for space on magazine racks, but rather is a paid subscription / targeted free distribution model. Along with our paid subscribers, *1964* is distributed via high-traffic areas in the Queenstown Lakes District with extended distribution to Cromwell, Clyde, Alexandra, the Pigroot, Twizel, Garston and Haast.

You'll find us where your customers hang out: breweries, cafes, outdoor stores, backcountry huts, lodges, ski hills and wherever people who explore New Zealand gather. We make it very easy for our readers to find *1964* and with our advertisers also doubling as distribution locations, we send people to your place of business. *1964's* localised content and format keeps us out of the recycling bin and in front of your customers for months, if not years.



# 1964



**5,000**  
Total circulation, quarterly

**25,000+**  
Total reach: based on industry trends, first party data TBD

**100%**  
Our demographics are based on a median age of 34 with 50% Male, 50% Female readership. Their income is \$98,000/annual.



# ISSUE 8

Distributed throughout December 2021, January & February, 2022

## AD RATES | All rates exclusive of GST

### Double Page Spread: \$2,450

275 mm high by 420 mm wide

### Full Page: \$1,490

275 mm high by 210 mm wide

### Half Page: \$750

275 mm high x 100 mm wide or 132 mm high by 210 mm wide

### Quarter Page: \$450 (when available)

120 mm high x 90mm wide

### Inside Front: Page 2/3: +30% Full page only

### Back Page: +50% Full page only

### Inside Back: Page 98/99: +15% Full page only

### Specific Placement: +10%

Feature in 'We Love' Product Gallery: \$395/quarter page, \$695/half page (and yes, the crew at 1964 must love your product/service before it will be allowed in this section. Samples of beer, wine, bikes, fly-rods and the other minor vices might be required.

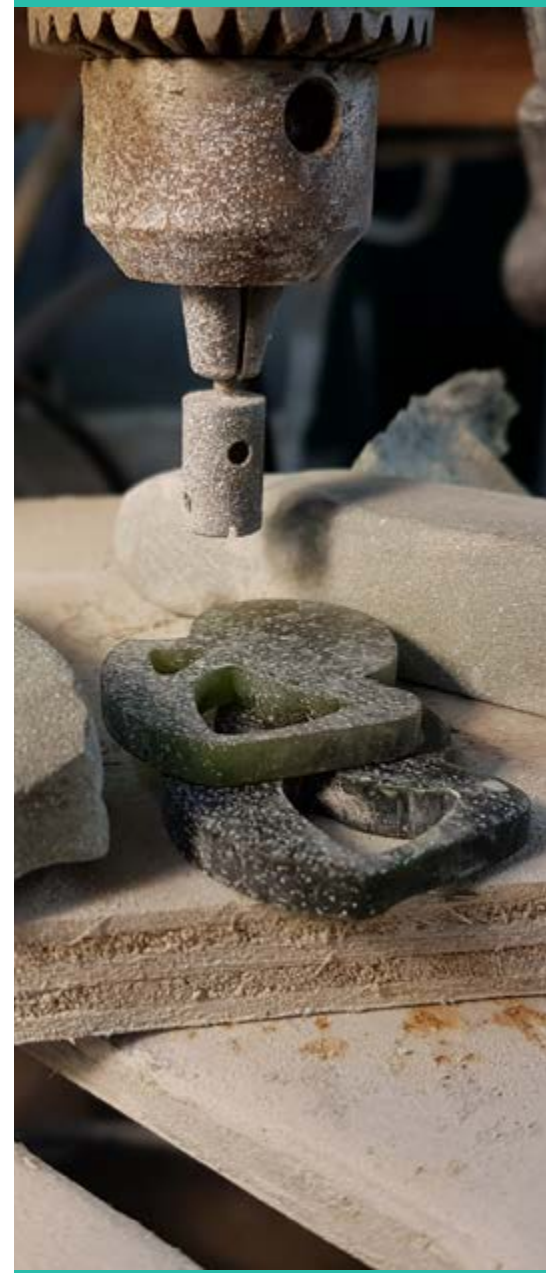
Rates above are for regular advertisers. For one-off ads add 10%

*Please note: if an ad is to be to the edge of the page, it must be formatted to bleed off the edge.*

*Specifications: PDF format only. CMYK, 300dpi minimum, 3mm bleed, 10mm margin from trim, no crop/trim/bleed marks.*

*For spreads, create guides 7mm out on each side of the spine (i.e. the centre of the spread). Place the image in the document twice. Line up your images to the outside edge of the margin, finally bring them together so that they meet in the middle, causing the image repetition inside the spine margin.*

*Please contact us for exact specifications before submitting any artwork for print, we are happy to help.*



Our goal at *1964* is to build a community of highly-engaged readers. This slow, cover-to-cover reading experience is created through unique, quality editorial, as well as selective and limited advertising. *1964* is extremely fortunate to have the support of your business.

To continue with our limited advertising plan, and to potentially prepare to increase the number of pages, communication is key.

All advertising in *1964* is assumed to be annual (all four issues), unless we discuss

otherwise. The dates of publication, ad dates, and cancellation dates for the next 12 months are below. Obviously, unexpected things will come up. If you're going to miss an issue, please let us know as early as possible as there is a waitlist for some ad spots (two-months minimum).

If you're a regular advertiser and have to take a break because of a zombie attack, an injury, or an alien invasion, don't worry, when you're ready, we'll figure out a way to get you back into *1964*.

ISSUE	AD CANCELLATION DEADLINE	AD COPY DEADLINE	CAMERA-READY ADS DEADLINE	MAGAZINE DELIVERY
<b>Summer 2021/22</b>	25 Sept 2021	22 Oct 2021	29 Oct 2021	Last week of Nov. and throughout Dec-Feb
<b>Autumn 2022</b>	15 Dec 2021	4 Feb 22	11 Feb 2022	First Week of Mar and throughout Mar-May
<b>Winter 2022</b>	31 Mar 2022	6 May 2022	13 May 2022	First week of June, and throughout June-Aug
<b>Spring 2022</b>	30 June 2022	5 Aug 22	12 Aug 2022	First week of Sept, and throughout Sept-Nov
<b>Summer 2022/23</b>	30 Sept 2022	4 Nov 22	11 Nov 2022	First week of Dec, and throughout Dec-Feb



# GET IN TOUCH

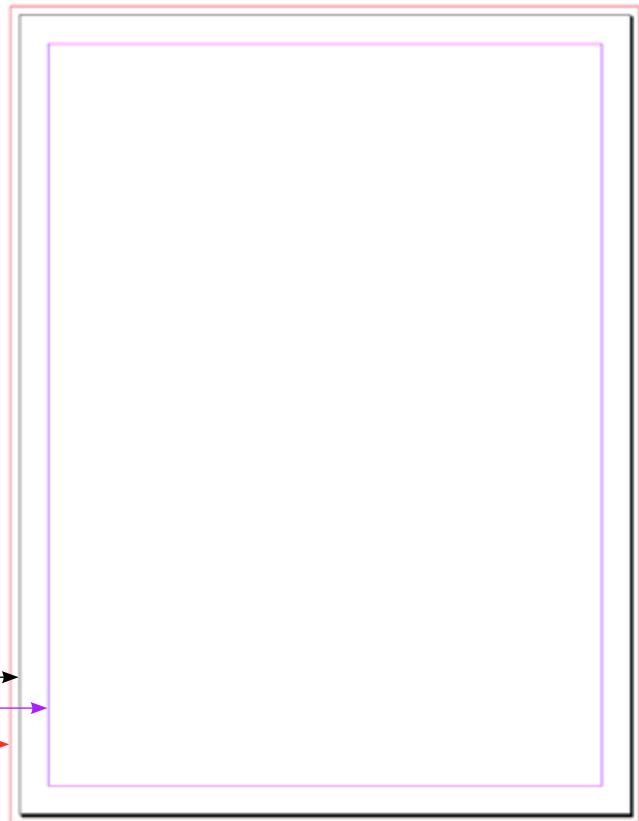
NATHAN WEATHINGTON  
 NATHAN@1964.CO.NZ  
 PUBLISHER  
 021 215 6174

## SPECS FOR ALL ADS:

At 1964 we care about how amazing your ads will look in print. Our magazine is printed on high quality, heavy stock to be a pleasant experience for our readers. Please ensure the following specifications are met when creating and submitting your ads.

- **PDF File format only.**
- **A minimum of 300 dpi.**
- **Colour in CMYK.**
  - No spot colours.
  - No RGB.
- **Smaller lettering (<12 pt, not bold) on a black background** needs to be on black (K) plate only.

*If you have questions about any of these requirements, please contact us and we will do our best to help you, or design an ad for you if you need.*



## Full Page Ad Layout

275 mm high by 210 mm wide

10 mm margins: No text should go outside the margins.

3 mm bleed: If your ad goes to the edge of the page, the image must extend off the page for 3 mm further all around.

## Double-Page (Spread) Ad Layout

275 mm high by 420 mm wide

10 mm margins: No text should go outside the margins.

3 mm bleed: If your ad goes to the edge of the page, the image must continue for 3 mm further all around.

Images crossing the centre of the page need to be repeated 7 mm to the right hand side of the spread. This is for binding at the press. It will not show in printed magazine.

