



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.

ABOUT US

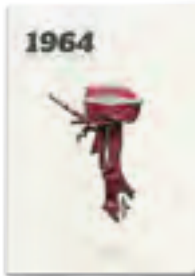
01

who we
are?



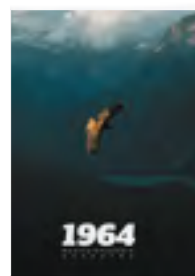
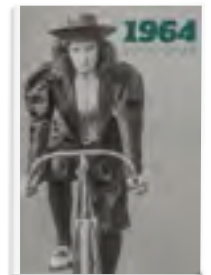
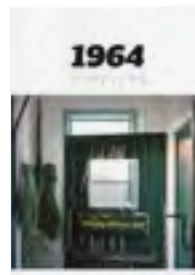
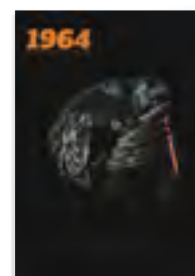
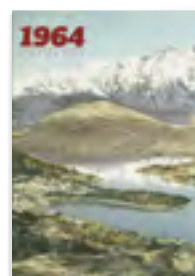
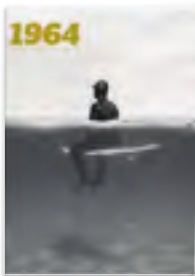
02

what
we do?



03

how
we do it?



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

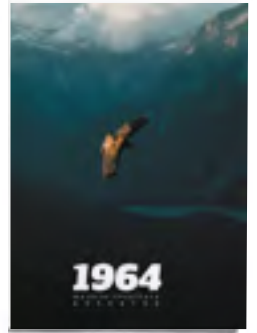
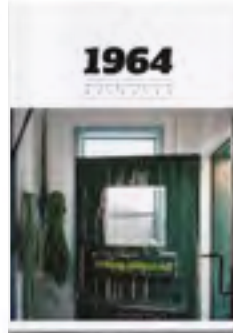
We write about our country's remote places and the people who seek them out. We render New Zealand's landscapes in close-up, not in wide-angle. We hunt outdoor adventure for the awe and the challenge in it, but also for the creativity, psychology and eccentricity. We look for the comedy in it too. The 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.

Along with our paid subscribers, 1964 is distributed via high-traffic areas in the Queenstown Lakes District with extended distribution to Cromwell, Clyde, Alexandra, and Twizel.

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 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.

SKIING, MOUNTAIN BIKING, FISHING, HUNTING, CLIMBING, HIKING, CAMPING, DINING, ARTS, CRAFTSMANSHIP AND EXPLORING THE BEST PARTS OF NEW ZEALAND.



DETAILS

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

Sponsor 1964.co.nz: \$445/mn

Feature in 'We Love' Product Gallery: \$395/quarter 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.

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.

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).

ISSUE	AD CANCELLATION DEADLINE	AD COPY DEADLINE	CAMERA-READY ADS DEADLINE	MAGAZINE DELIVERY
Summer 2024/25	1 Oct 2023	1 Nov 2023	8 Nov 2023	Throughout Dec-Feb
Autumn 2024	9 Dec 2023	2 Feb 2024	9 Feb 2024	Throughout Mar-May
Winter 2024	3 Apr 2024	3 May 2024	10 May 2024	Throughout June-Aug
Spring 2024	2 July 2024	2 Aug 2024	9 Aug 2024	Throughout Sept-Nov



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 journal 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.
- **Smaller lettering (<12 pt) on a black background** requires a single black (K) plate colour.

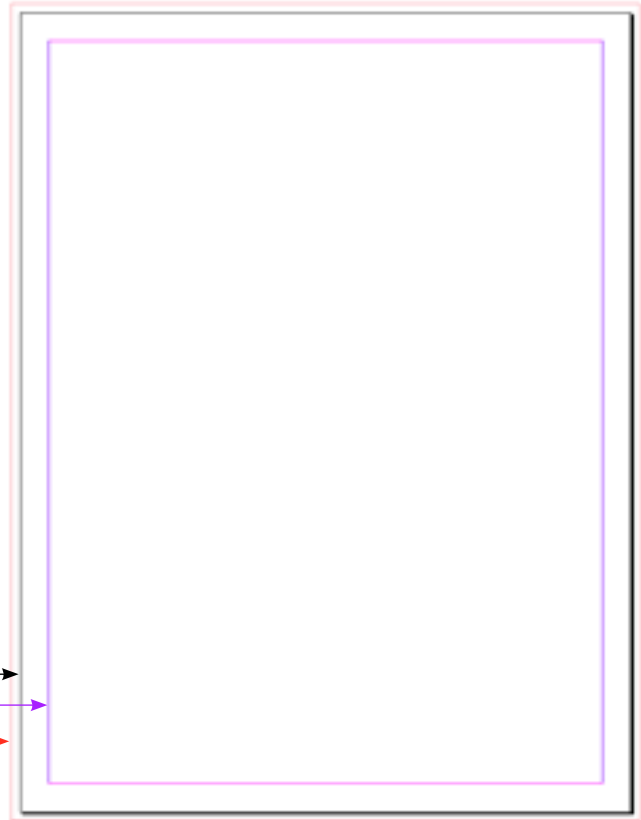
If you have questions about any of these requirements, please contact us and we will do our best to help you, or design an ad for you if you need.

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 journal.

It is important that you have the main focus out of the centre of your layout. Faces and words can get lost in the crease.

