

# The Motor Caravanner NZMCA member stats ...

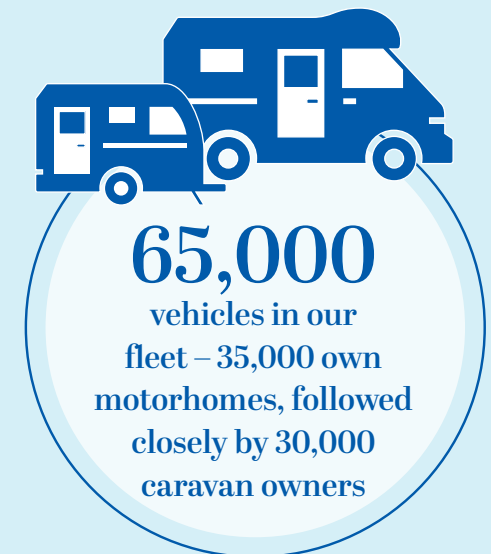
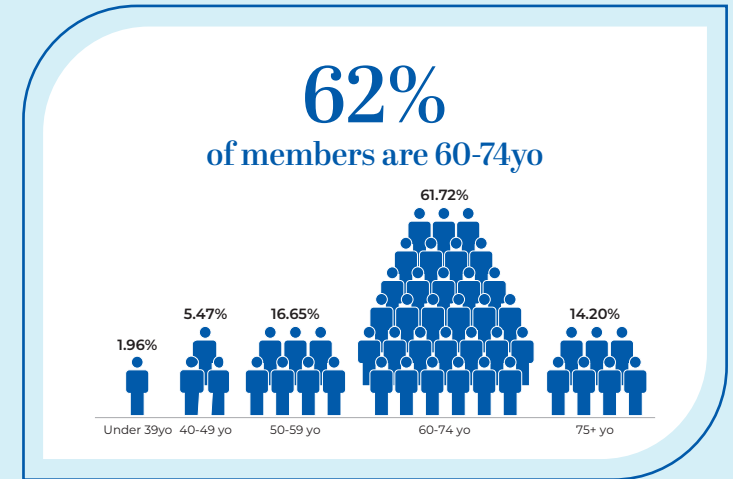
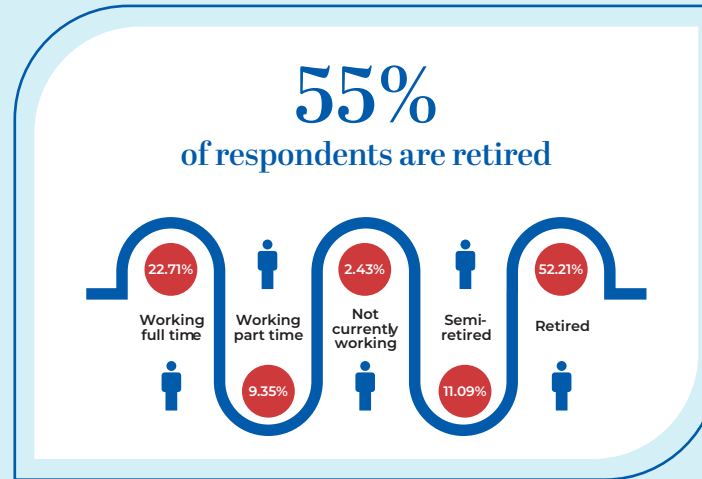


## 2026-2027 MEDIA KIT

### ABOUT NZMCA MEMBERS

Motor caravanning is one of New Zealand's fastest growing recreational activities. If your business targets motorhome owners, caravanners, people interested in the outdoors, or the 50-plus demographic there is no more cost effective way to reach them than through the pages of *The Motor Caravanner* magazine.

As passionate motorhome and caravan owners, NZMCA members are keen to read about new products and services that will enhance their lives as well as the enjoyment of their chosen leisure activity.



CIRCULATION:  
**66,000**

READERSHIP:  
**123,000**

PUBLISHED:  
**6 x pa**

### CONTACT DETAILS

For advertising in *The Motor Caravanner* email or phone for further information.

**Rachel Lee**  
 Advertising & Partner Manager  
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NEW ZEALAND MOTOR CARAVAN ASSOCIATION INC

[www.nzmca.org.nz](http://www.nzmca.org.nz)

# Deadlines, Rates, Size & Specifications

## Deadlines

	JUN/JUL 26	AUG/SEP 26	OCT/NOV 26	DEC/JAN 27	FEB/MAR 27	APR/MAY 27
<b>ISSUE NUMBER</b>	381	382	383	384	385	386
<b>BOOKING DEADLINE</b>	01 May	03 July	04 Sep	30 Oct	21 Dec	05 Mar
<b>MATERIAL DEADLINE</b>	06 May	08 July	09 Sep	4 Nov	11 Jan	10 Mar
<b>PUBLICATION DATE</b>	27 May	29 July	30 Sep	25 Nov	27 Jan	31 Mar

## Rates

ADVERT SIZES	CASUAL RATE \$ per issue	3 ISSUE RATE \$ per issue	6 ISSUE RATE \$ per issue
Double Page Spread (DPS)	\$3,700	\$3,500	\$3,300
Full Page (FP)	\$2,095	\$1,995	\$1,895
Half Page (HP)	\$1,250	\$1,190	\$1,095
Quarter Page (QP)	\$745	\$695	\$655
Business Directory – 1/9th page (BD)	\$380	\$350	\$320
Inserts	POA	NA	NA

*PRICES EXCLUDE GST. All pricing is for full colour, per ad, per issue.*

*The rates above are for PRINT READY supplied advertisements. Rates and publication dates are subject to change. Positions subject to availability. A loading fee will apply to premium positions.*

## Size (mm)

ADVERT	BLEED W x H offset crops 5mm	TRIM W x H ad final size	TYPE W x H min. area from trim / final size
Double Page Spread (DPS)	Supply as two separate pages using the FP dimensions*		
Full Page (FP)	215 x 285	205 x 275	183 x 253
Half Page Horizontal (HPH)	NA	181 x 126	171 x 116
Half Page Vertical (HPV)	NA	85 x 258	79 x 252
Quarter Page (QP)	NA	85 x 126	79 x 120
Business Directory – 1/9th page (BD)	NA	58 x 82	54 x 78

*\*DOUBLE PAGE SPREADS (DPS) – allow a 20mm gutter with no text in the middle. Supply as two separate pages, labelled LH and RH.*

## Specifications

### ARTWORK REQUIREMENTS

Please supply high-resolution PDFs ('Press Quality'). Final files need to be checked to ensure that they meet the following specifications:

- CMYK (any SPOT/RGB will be converted).
- Use COATED FOGRA39 as the printer's colour profile.
- Maximum **320% ink coverage**.
- Images embedded, 220dpi minimum.
- Fonts embedded or converted to paths.
- Supplied ad no larger than 20MB.

*All ads are pre-flighted in-house; if they do not meet these artwork requirements they will be returned to the supplier to be corrected.*

### SUPPLYING FILES

- Email as an attachment (under 12MB)
- Dropbox, We Transfer, Hightail over 12MB

### DESIGN SERVICES

If a new advertisement or redesign is required, NZMCA Publications can provide design services. Please contact us to discuss.

### INSERTS

Please contact us for pricing and specifications. Conditions apply.