

# prodesign

## Rate Card 2010

An AGM publication.

### Profile

ProDesign reaches all key design professionals – architects, interior designers, product designers and graphic designers. It is read and respected by top decision-makers and specifiers in these professions, and also by their clients. ProDesign offers a desirable mix of intelligent editorial content and high-quality visual presentation.

### Key facts

- Reaches influential design professionals – architects and interior designers, product designers and graphic designers.
- Official journal of the Designers' Institute of New Zealand.
- Best Design Awards sponsor.
- Distribution 9,000 copies.
- Published bi-monthly, ABC audited.

### Circulation profile

Architects	Interior designers
Product designers	Graphic designers
Advertising agencies	Tertiary institutions
Commercial clients	Suppliers to the design industry
Photographers	Commercial property owners
Sign and display companies	Shopfitters

### AGM – New Zealand's leading design publisher

AGM Publishing Limited and its sister company Architecture Media Pty Ltd publish a number of award-winning titles directed at the architectural, building, and construction communities, and at design-literate readers. Other titles include Urbis, Architecture NZ, Houses NZ, Landscape Architecture NZ, Progressive Building+Info-Link, Architecture Australia, Landscape Architecture Australia, Artichoke, and Architectural Product News.



**agm**

AGM PUBLISHING LTD / 409 NEW NORTH ROAD, KINGSLAND  
PRIVATE BAG 99915, NEWMARKET, AUCKLAND 1149, NEW ZEALAND  
T +64 9 846 4068 F +64 9 846 8742 AGM.CO.NZ SELECTOR.COM

URBIS / HOUSES NZ / ARCHITECTURE NZ / PRODESIGN / LANDSCAPE ARCHITECTURE NZ / PROGRESSIVE BUILDING+INFO-LINK

Issue dates and deadlines	Bookings before	Ads before	On sale
December 2009 / January 2010	06 Nov 2009	13 Nov 2009	10 Dec 2009
February / March 2010	22 Jan 2010	29 Jan 2010	22 Feb 2010
April / May 2010	19 March 2010	26 March 2010	23 April 2010
June / July 2010	21 May 2010	28 May 2010	25 June 2010
August / September 2010	16 July 2010	23 July 2010	23 Aug 2010
October / November 2010	17 Sept 2010	24 Sept 2010	25 Oct 2010

Advertising rates	Casual	3x	6x	12x
Double page spread	\$7100	\$6670	\$6250	\$5820
Full page	\$3740	\$3520	\$3290	\$3070
Half page	\$2390	\$2250	\$2100	\$1960
One quarter page	\$1330	\$1250	\$1170	\$1090

Rates exclude GST

### Cancellation

Must be in writing and no later than 1st of month, three months prior to publication date. Please note we do not accept cancellations for bookings made within this period.

### Loose inserts

POA.

### Series discounts

Advertisers can build series discounts by advertising a number of times across any combination of AGM and Architecture Media magazines.

### Cover and preferred position

Frequency rate plus: outside back +25%, inside front +20%, inside back +15%, advertiser preferred position +10%.

### Mechanical data

Page trim size 292mm deep x 225mm wide.  
Cover 350 gsm Media satin with satin Aqueous. Text 100 gsm Expression satin.  
Burst bound.

### Advertising enquiries

Hilary Upton	09 846 2722 ext 333	hilary.upton@agm.co.nz
Mark Lipman	09 846 2722 ext 311	mark.lipman@agm.co.nz
Brad Morgan	09 846 2722 ext 313	brad.morgan@agm.co.nz
Anah Jordan	09 846 2722 ext 312	anah.jordan@agm.co.nz

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



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