

National Office  
20 Baxter St,  
Warkworth, 0910  
PO Box 154,  
Warkworth, 0941

# LIONS CLUBS INTERNATIONAL



## Lion Magazine Advertising Booking Form

This form is to be used for booking advertisements. Please return it by the booking deadline via email or post.

Advertisers name:

Contact person:

Address:

Phone:

Email:

Advertisement to appear in the following editions of Lion Magazine.

Feb

August

Advertisement size (Please tick)

Lion Magazine Display Ad Rates			
Position	Dimensions	Casual rate 1 <sup>st</sup> Edition	Premium Pack Rate 2 consecutive editions
Inside Front Cover	210mm(W) x 276mm(H) + 5mm bleed, type should be kept 13 mm from border	\$1500 + GST	\$2200 + GST
Outside Back Cover	210mm(W) x 276mm(H) + 5mm bleed, type should be kept 13 mm from border	\$1500 + GST	\$2200 + GST
Inside Back Cover	210mm(W) x 276mm(H) + 5mm bleed, type should be kept 13 mm from border	\$1300 + GST	\$2000 + GST
1/3 Page Vertical	58mm (W) x 245mm (H)	\$600 + GST	\$900 + GST
1/4 Page	120mm (W) x 120mm (H)	\$300 + GST	\$520 + GST
1-2 Page Advertorial		By Negotiation	By Negotiation

### **Demographics**

Lion magazine is a six monthly full colour publication. It is distributed to Lions clubs throughout New Zealand and the Pacific including Samoa, American Samoa, Tonga and Fiji. The magazine also circulates to members of parliament, local authorities and the media in New Zealand. With 340 clubs and around 8,500 Lions strong we are the largest service organisation in New Zealand per capita (1 in 570)

### **Distribution**

Lion Magazine is published 2 time per year both digitally and printed.

### **Our Members**

Lions appeals to the mature generation who average 62 years with the bulk of our membership between 50 & 70 years and about a third of active Lion members are retired and the remainder are largely self-employed. However, there is a strong resurgence from younger people as Leos (Typically 12-18 years) are becoming increasingly popular.

Lions recreational and sporting pastimes are dominated by gardening (27%) and family interests (24%). Golf, tramping and swimming are all popular sports, while voluntary work (other than Lions activities) cooking & wine also rank highly.



## Lions Magazine Deadlines

Edition	Booking Due	Artwork Due
10th Feb	15 Dec	15 Jan
10 August	1 July	15 July

## Artwork Specifications

All artwork must be supplied as high resolution (min 300 dpi) electronic files: jpeg, TIF, PDF or eps, with all the fonts embedded. **PDF file is preferred.**

If you are unfamiliar with specs, please contact:  
[editor@lionsclubs.org.nz](mailto:editor@lionsclubs.org.nz)

Simple advertisement's containing your logo and text can be laid out by us here at Lions for a nominal fee of \$44 including GST.

## General Terms and Conditions

1. The official booking form must be returned by the specified deadline.
2. A copy of the issue where your ad appears will be posted to you at your supplied address.
3. Refunds will not be issued for pre-paid premium packages or five days after the artwork deadline for standard bookings.
4. If your advertisement contains dates/deadlines, etc. within, it is the advertiser's responsibility to alert the communications and digital media specialist to this fact in order to ensure the issue will be delivered within the desired time frame.

## Request for additional items

I require artwork to be compiled (\$44)

## Payment Details

This booking form will not be accepted unless payment has been made.

**Tax invoice/Receipt will be provided on payment. Payment must accompany order.**

**TOTAL COST of purchases \$**

**Method of payment** – Payment by direct credit to bank a/c 03-0558-0252696-00.

**Payment Type:**  Direct Credit