



MEDIA PACK

Current as at 1 November 2015

Multiples NZ

Supporting parents of multiples

PO Box 1258

Wellington

www.multiples.org.nz

Multiples NZ is the national body that represents 14 local Multiples Clubs, consisting of over 1500 families throughout New Zealand. Multiples NZ aims to provide education, support and advocacy to all of these families, by offering guidance and resources to their local Multiples Clubs, and via the official Multiples NZ magazine "Multiple Matters" and the Multiples NZ website, www.multiples.org.nz.

To discuss your specific needs or for more information please contact:
Michelle Kitney, Multiples NZ Marketing and Promotions Officer, marketing@multiples.org.nz



Multiple Matters

The official magazine of Multiples New Zealand



**Conference
2015
Wellington**

- Best baby equipment
- Putting parental guilt on ice
- The challenges of breastfeeding twins
- Q&A: Toilet training
- BIG Special multiples section

WWW.MULTIPLES.NZ

SUMMER EDITION December 2015



Supporting parents of multiples
0800 4 TWINS etc

Home | Join | Parenting Journey | Help/Help | Information | News/Events | Support Multiples NZ | Buy Online | Links | Contact Us

Welcome to Multiples NZ!

If you have just found out you are expecting multiples—CONGRATULATIONS! You are joining a fairly rare club. According to Statistics New Zealand, multiple births make up only 1.2% of all births in 2014, three were first sets of twins born and 11 sets of triplets. There hasn't been a set of quadruplets born in New Zealand since 1988!

If you are expecting, or raising multiples, Multiples NZ can help you. Our mission is to address the special and unique needs of families experiencing a multiple birth, by providing information and support to multiple birth clubs and members.

NEWSFLASH!
Wellness 2015

Join Us | Expectant Parents | Connect Online | Buy Online | FAQs | Login

Multiples NZ is the national body that represents 23 local Multiple Birth Clubs, consisting of over 2000 families throughout New Zealand. We aim to provide education, support and advocacy to all of these families, by providing guidance and resources to their local multiple birth clubs, and via this website.

“Multiple Matters” Magazine Statistics:

Our current magazine circulation is to 250 member families. Multiples NZ affiliated clubs, of which there are 14 around New Zealand, also receive a number of magazine copies based on the clubs membership. These magazines are distributed throughout the clubs membership via the club library, playgroups, social events and committee meetings. In addition to this, our magazine is sent to hospitals, medical professionals and other Multiples NZ support organisations.

Digital copies of the magazine are hosted online and all families who are members of their local Multiples NZ affiliated club are able to download these through a secure site.

Website Statistics:

The Multiples NZ has recently released a new, user-friendly website (www.multiples.org.nz) with links through to the 14 regional Multiples Clubs. This site is packed full of information relating to the parenting journey, explanations of the various medical processes involved with multiple births, and where to find help for common multiple parenting issues.

This site has previously received 2,500 hits per month, with 37% of hits coming through from mobile devices.

Reader Profile:

Multiples Clubs membership is recorded by family rather than individual membership. In a recent Multiples NZ survey (2012) of Kiwi multiple parents, 63% of respondents were aged 30-39 when their multiples were born, and a further 31% were aged 20-29. The majority of respondents had children aged 2-4 years (36.8% with fraternal boy/girl twins (25%).

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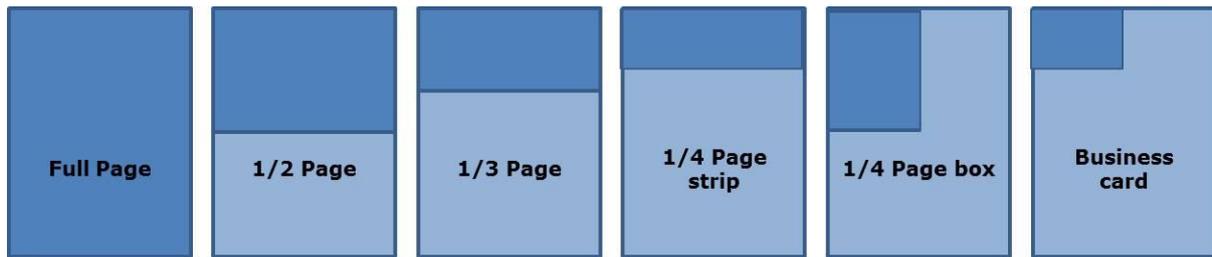
Michelle Kitney, Multiples NZ Marketing and Promotions Officer, marketing@multiples.org.nz

MAGAZINE AND WEBSITE RATE CARD (exclusive of GST)

Size	Dimensions	Advertisers + Discount Providers		Advertisers	
		Single Issue	4 Issues	Single Issue	4 Issues
Full Page, Must include a 5mm bleed and crop marks	297mm x 210mm	\$207	\$660	\$414	\$1,320
1/2 Page, horizontal strip	148mm x 210mm	\$138	\$440	\$276	\$880
1/3 Page, horizontal strip	99mm x 210mm	\$52	\$165	\$104	\$330
1/4 Page, horizontal strip or box	74mm x 210mm or 148mm x 52cm	\$34	\$110	\$68	\$220
Business card	74mm x 105mm	\$18	\$55	\$36	\$110
Inserts, loose*	per issue	\$300	\$1200	\$600	\$2400
Website, per annum	120 x 240 (pixels) appearing on all pages including the home page		\$550		\$1,100
Website, Magazine package, per annum	1/2 page advert, strip on website (120 x 240 pixels)		\$770		\$1,540

- All advertisements submitted for magazine publication are to be prepared for black and white printing only
- Design and layout options are available; please ask if you require these services.
- All dimensions are height x width
- All prices are exclusive of GST
- *Loose inserts are to be pre-printed and supplied to Multiples NZ
- These rates are valid from 01 November 2015

Multiple Matters Advertising sizes



Print Process: Print offset

Binding Method: Saddle stapled

Material Delivery:

- Adverts must be supplied as a Jpeg, GIF or PNG file.
- Adverts for both the magazine and website should be supplied by email to marketing@multiples.org.nz.
- Advert is to be supplied at 300dpi.
- Photographs must be supplied at a minimum file size of 1MB.

MULTIPLES NZ ADVERTISING TERMS AND CONDITIONS (Multiple Matters and www.multiples.org.nz):

1. For advertisers we offer standard sizes and rates, which are set out in the Multiples NZ Media pack.
2. Advertisements must be supplied in finished format. Please note that if files are not provided to these specifications we are not able to guarantee the quality of production.
3. Advertisements that are not presented according to specifications will be resized by Multiples NZ.
4. Multiples NZ will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
5. An invoice will be sent once the advertisement is live on the website or published in "Multiple Matters", please note that payment is within 14 days of receipt of invoice. If an invoice remains unpaid after this time, we reserve the right to remove the listing or advertisement.
6. Ongoing advertisements (with a cessation date of "until further notice" will be renewed annually on the anniversary of the start date.
7. In the event of an advertisement not appearing by reason of the fault of Multiples NZ, all charges will be reversed and all monies refunded.
8. Multiples NZ reserves the right to refuse or omit any advertising which is unsuitable for the magazine "Multiple Matters" or the website www.multiples.org.nz.
9. In accepting an advertisement (including a notice) for publication, and in publishing it Multiples NZ are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:
 - a) That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or breaches the Fair Trading Act 1986; that is defamatory or indecent or which otherwise offends against generally accepted community standards; that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights; that breaches any provision of any statute, regulation, by-law or any other or law, and

- b) That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority inc. (“ASA”) and with every other code or industry relating to advertising in New Zealand, and
 - c) Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us
10. The advertiser agrees to indemnify Multiples NZ against any losses or costs arising directly or indirectly from any breach of those warranties by the advertisers and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
11. All cancellations must be made in writing (email or post).

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