LIANZA

MEDIA KIT 2020/21

GET IN FRONT OF OUR AUDIENCE

CONNECT VIA LIANZA

LIBRARY LIFE MAGAZINE

LIANZA has provided a regular national publication for the New Zealand library and information sector since the first newsletter in 1956. Today, *Library Life* is produced for and by the sector, with members writing for every issue alongside invited contributors. *Library Life* is read by students and people starting out in the library and information sector sector through to senior members of the profession and our readership is spread across all sectors of the library and information industry.

LIBRARIES AOTEAROA MEDIA HUB

Our Libraries Aotearoa media hub was launched in 2019. It provides one powerful network for the wider library and information community with latest news, information, research, and trends. Libraries Aotearoa is home to *Library Life* and helps promote the good that libraries do for communities.

LIANZA KŌRERO E-NEWSLETTER & BLOG

Our LIANZA Kōrero is an e-newsletter sent to our extensive member database. It includes news, job of the month, and an events calendar. It is the best place to be if you want to connect via our members inboxes each month.

FACTS & FIGURES

LIBRARY LIFE MAGAZINE

Library Life is produced six times a year in PDF format.

Each issue is sent directly to our members – 1,200 personal and 300 institutional members.

Each issue sent has an open rate of 40-50% (5-10% above the industry average) and is printed and shared in staff rooms across the country.

Back issues of *Library Life* are available on the media hub.

Library Life is free to read and download and reaches an estimated 3,000 readers.

LIBRARIES AOTEAROA MEDIA HUB

Sector news is posted constantly on the Libraries Aotearoa and promoted via our social media platforms.

Library Life latest issue, recent back issues and key articles are hosted on the media hub.

Library career pathways and LIS qualifications in New Zealand are promoted in our popular careers section.

Libraries Aotearoa averages 3,000 page views per month with a loyal readership returning weekly.

LIANZA KŌRERO E-NEWSLETTER & BLOG

Each monthly issue is sent directly to our members – 1,200 personal and 300 institutional members

Each issue has an average open rate of 40%, which is 5% above the industry average.

Only one advertorial placement is available per issue.

LIBRARY LIFE RATES

FULL PAGE

$1,000.00 (inc GST)
210mm wide x 275mm high
(plus 3mm bleed)

HALF PAGE

$500.00 (inc GST)
180mm wide x 120mm high
(no bleed)

THIRD PAGE

$400.00 (inc GST)
180mm wide x 82mm high
(no bleed)

QUARTER PAGE

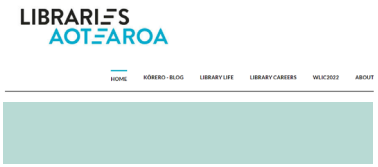
$300.00 (inc GST)
87mm wide x 120mm high
(no bleed)

BOOK YOUR ADVERT FOR FOUR OR MORE ISSUES TO RECEIVE A 10% DISCOUNT OFF THE STANDARD PRICE!

LIBRARY LIFE PUBLICATIONS

	2020	2020	2020	2020	2021	2021
Issue	June	Aug	Oct	Dec	Feb	Apr
Submission Date	May 1	July 3	Sept 4	Nov 6	Jan 25	Mar 12
Publishing Date	June 19	Aug 7	Oct 2	Dec 4	Feb 12	Apr 9

LIBRARIES AOTEAROA RATES



BANNER

$500 per month (inc GST)
300 wide x 250 high pixel

SKYSCRAPER

$500 per month (inc GST)
150 wide x 600 high pixel

Placements available
Library Life latest issue page above the fold: http://www.librariesaotearoa.org.nz/ latest-issue.html
Career pathways: https://www.librariesaotearoa.org.nz/career-pathways.html

BUNDLE OPTIONS

LIBRARY LIFE & LIBRARIES AOTEAROA

~~TOTAL $12,000~~

RECEIVE BOTH FOR A SPECIAL BUNDLE RATE OF **$8,000 (INC GST)**

LIBRARY LIFE

FULL PAGE ADVERT
SIX ISSUES **PLUS**

LIBRARIES AOTEAROA

ONLINE ADVERT
BANNER OR SKYSCRAPPER
12 MONTHS

LIBRARY LIFE

HALF PAGE ADVERT
SIX ISSUES **PLUS**

LIBRARIES AOTEAROA

ONLINE ADVERT
BANNER OR SKYSCRAPPER
12 MONTHS

RECEIVE BOTH FOR A SPECIAL BUNDLE RATE OF **$6,000 (INC GST)**

~~TOTAL $9,000~~

CLICK HERE TO BOOK YOUR SPACE

KŌRERO RATES

Your advertorial will be highlighted in our monthly Kōrero e-newsletter and linked to the full advertorial on our **online blog.** Provide up to three images and 500 words max advertorial and get your updates and news out to the LIS community in New Zealand. You have the opportunity to provide new content for each issue booked.

ADVERTORIAL

- ONE: $500 each (inc GST)
- TWO: $375 each (inc GST)
- THREE: $350 each (inc GST)
- FOUR plus: $300 each (inc GST)

Only one advertorial space is available in each monthly issue

Each subsequent Kōrero advertorials must have new content and images.

KŌRERO PUBLICATION DATES

	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21
Submission Date	April 30	May 28	July 2	July 30	Sept 3	Oct 1	Oct 29	Dec 3	n/a	Jan 29	Feb 25	Apr 1
Publishing Date	May 7	June 4	July 9	Aug 6	Sept 10	Oct 8	Nov 5	Dec 10	n/a	Feb 5	Mar 4	Apr 8

ADVERTISEMENT SPECIFICATIONS

- Submit advertisement as hi-res PDF or JPEG.
- All screened graphics should have an effective resolution of 300 dpi.
- CMYK.

ADDITIONAL INFORMATION

- All advertising is subject to approval by LIANZA editorial and production staff. LIANZA reserves the right of refusal for advertising requests.
- Advertisements should be of interest to and targeted toward LIANZA members. Advertising which is in no way related to the library and information sector may be refused.
- Advertisements must be received by submission dates.
- Advertisement positioning in *Library Life* is controlled by LIANZA Office.
- The advertiser cannot cancel an advertisement after the content deadline listed for each issue.
- All cancellations must be in writing.
- All Kōrero advertorial content and images must be received week prior to publication.
- Each subsequent Kōrero advertorial must have new content and images.
- Kōrero advertorial remains on blog for 12 months