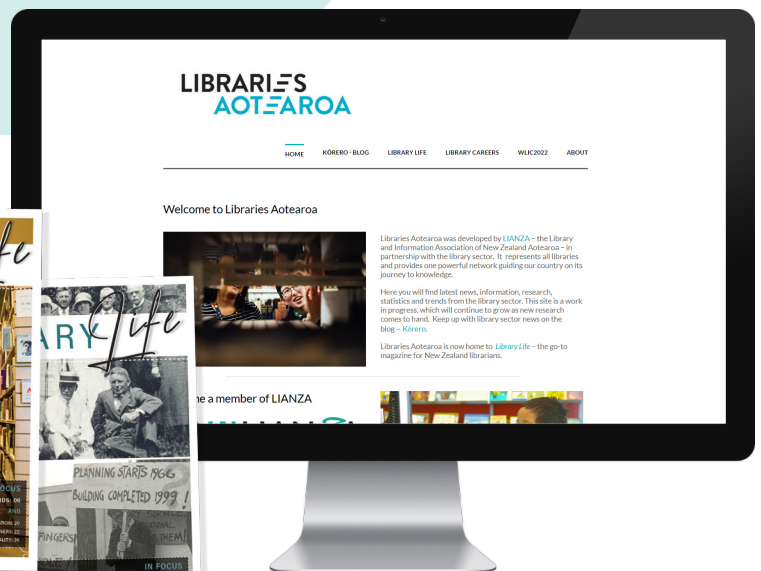


# LIANZA

## MEDIA KIT 2021



# 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 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

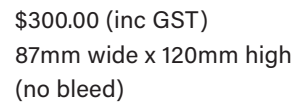
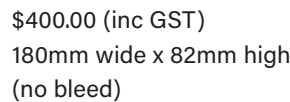
Each issue has an average open rate of 40%, which is 5% above the industry average.

Only one advertorial placement is available per issue.



\$1,000.00 (inc GST)  
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(plus 3mm bleed)

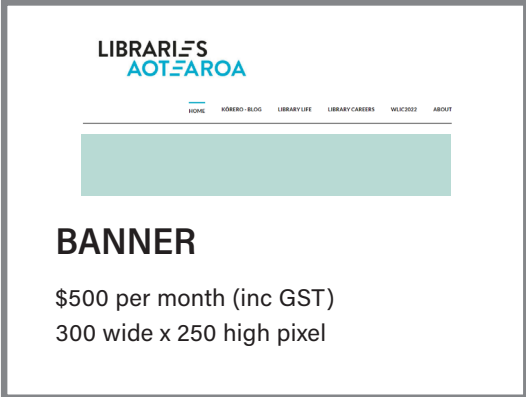
\$500.00 (inc GST)  
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(no bleed)



# LIBRARY LIFE PUBLICATIONS

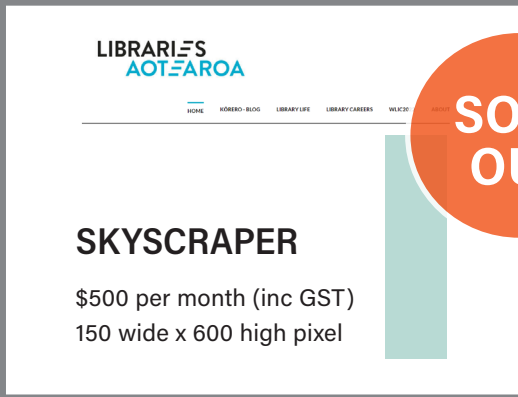
	2021	2021	2021	2021	2021	2021
Issue	Feb	Apr	Jun	Aug	Oct	Dec
Submission Date	Jan 11	Mar 15	May 17	Jul 12	Sep 13	Nov 15
Publishing Date	Feb 12	Apr 9	Jun 12	Aug 6	Oct 8	Dec 11

# 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

Qualifications: <https://www.librariesaotearoa.org.nz/qualifications.html>

Latest Library Life Issue: <https://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 SKYSCRAPER  
12 MONTHS

#### LIBRARY LIFE

HALF PAGE ADVERT  
SIX ISSUES **PLUS**

#### LIBRARIES AOTEAROA

ONLINE ADVERT  
BANNER OR SKYSCRAPER  
12 MONTHS

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

**TOTAL \$9,000**

**CLICK HERE TO BOOK YOUR SPACE**

# KÖRERO 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.*

# KÖRERO PUBLICATION DATES

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21
Submission Date	n/a	Jan 29	Feb 25	Apr 1	Apr 30	May 28	Jul 2	Jul 30	Sep 3	Oct 1	Oct 29	Nov 26
Publishing Date	n/a	Feb 5	Mar 4	Apr 8	May 7	Jun 4	Jul 9	Aug 6	Sep 10	Oct 8	Nov 5	Dec 3

## 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