

# Pānui Advertising Rate Card

*Pānui* is published three times a year by Celebrants Aotearoa.

The word 'pānui' simply means 'announcement' and is often used by teachers of te reo Māori to mean 'assigned reading'.



*Pānui* conveys your message directly to almost 1,000 celebrants who are actively involved in the planning of weddings, funerals, anniversaries, baby-namings, and other significant life events and rites of passage.

*Pānui* welcomes informative advertising which promotes goods and services that may help celebrants to meet the expectations of their clients, both in business and in ongoing professional development.

The circulation is not audited. Primary and secondary readership is estimated to be more than 1,000 readers who comprise of celebrants, suppliers, and those who receive copies that are passed on to them by Celebrants Aotearoa members.

*Pānui* is read by Department of Internal Affairs staff, by Funeral Directors' Association of New Zealand (FDANZ) colleagues, and by an indeterminate number of readers and researchers who access *Pānui* via the online serials collection of the National Library of New Zealand. Past issues are always available to Celebrants Aotearoa members.

*Pānui* and the National Executive reserve the right to decline any advertising which, in our opinion, is irrelevant to the practice of celebrancy or which could in any way diminish public confidence and trust in Celebrants Aotearoa.

**For all enquiries and advertising bookings, email *Pānui* editor: [panui@celebrantsaotearoa.co.nz](mailto:panui@celebrantsaotearoa.co.nz)**

## Advert specifications

**We require press-ready, signed-off, high-resolution PDF files, in line with the *Pānui* advert dimensions.**

- Adverts may include links to URLs; please ensure that hyperlinks are included when saving your PDF file.
- All adverts will be placed, at our discretion, throughout the magazine.
- *Pānui* does not offer a graphic design service to advertisers.

## Advert dimensions

A	Full page	185mm x 262mm	\$220
B	Half page (horizontal)	185mm x 131mm	\$150
C	Half page (vertical)	89mm x 262mm	\$150
D	Quarter page	89mm x 131mm	\$120
E	Third page (vertical)	57mm x 262mm	\$100
F	Third page (horizontal)	185mm x 87mm	\$100



## Material due dates

- Space may be booked no more than one year in advance.
- Digital files for ads must be received by the deadlines indicated.

### Payment

Advertisers will be invoiced at the time space is booked or the signed-off advertisement has been received, whichever occurs first.

Payment must be received in full, by direct credit into the Celebrants Aotearoa BNZ account, on or before the 15th of the month of publication.

There are no credit terms available.

Issue	Published	Advertising deadline	Editorial deadline
Autumn	April	15 February	1 March
Winter/Spring	August	15 June	1 July
Summer	December	15 October	1 November

