

National Office
8B Cammish Lane,
Orewa, 0931 PO Box 691,
Orewa, 0946

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 April June August Oct Dec

Advertisement size (Please tick)

Lion Magazine Display Ad Rates

Position	Dimensions	Casual rate 1 st Edition	Premium Pack Rate 6 consecutive editions
Inside Front Cover	210mm(W) x 297mm(H) + 5mm bleed	\$1500 + GST	\$5600 + GST
Outside Back Cover	210mm(W) x 297mm(H) + 5mm bleed	\$1500 + GST	\$5600 + GST
Inside Back Cover	210mm(W) x 297mm(H) + 5mm bleed	\$1300 + GST	\$4800 + GST
½ Vertical	90mm (W) x 269mm (H)	\$600 + GST	\$2000 + GST
½ Horizontal	184mm(W) x 129mm (H)	\$600 + GST	\$2000 + GST
1/4 Page	88mm (W) x 129mm (H)	\$300 + GST	\$1000 + GST
1-2 Page Advertorial		By Negotiation	By Negotiation

Demographics

Lion magazine is a bimonthly 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 360 clubs and around 10,000 Lions strong we are the largest service organisation in New Zealand per capita (1 in 470)

Distribution

Lion Magazine is published 6 times per year made up of 6 digital editions and 4 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, tramp 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
22 nd Feb Digital Only	1 st Feb	8 th Feb
18 th April Digital & Print	29 th March	4 th April
14 th June Digital & Print	24 th May	1 st June
16 th August Digital & Print	26 th July	2 nd August
18 th Oct Digital & Print	27 th Sep	4 th Oct
6 th Dec Digital Only	18 th Nov	25 th Nov

Artwork Specifications

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

If you are unfamiliar with specs, please contact:

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 or cheque attached

No invoices will be issued - payment must accompany order

TOTAL COST of purchases \$

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

Payment Type: Direct Credit Cheque (please staple to booking form)