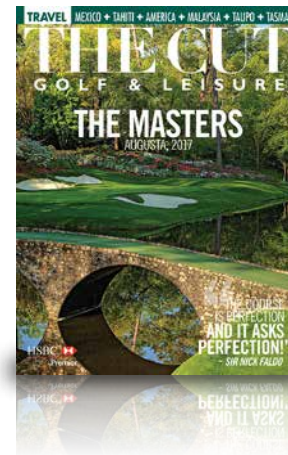


mediakit

# THE CUT

GOLF & LEISURE



*"I like The Cut's new look, it's full of colour, great photographs and the magazine is a comprehensive read. It contains a lot of relevant information for the golf enthusiast, covering all aspects of the game from tuition to travel - where to go and how to get there."*

**Sir Bob Charles**



# THE CUT

THE CUT is New Zealand's premier magazine for the golfer who enjoys the good things in life – on and off the course.

The magazine has been a leader in its category for some 18 years and today it's bigger and better than ever, a beautifully illustrated quarterly publication of some 200 pages full of local and international news and comment, instruction from the world's top players, equipment reviews, player and course profiles, travel and more.

And now this coffee-table 'keeper' is complemented by a free digital edition that presents the same engaging material in an online version, hugely expanding the magazine's consumer reach.

# circulation

## PRINT

The cut reaches its readers in three ways:

- On magazine newsstands
- By subscription
- Through controlled circulation via partnerships with the likes of NZ Golf, NZ PGA, The Golf Warehouse (10 stores nationwide), HSBC Premier and PaR NZ golfing holidays.

Current average circulation per print issue is around 12,500 copies and we expect this number to rise significantly over the next 18 months.

## DIGITAL

THE CUT digital magazine is promoted via our partners and through the print version to some 150,000 golf enthusiasts. Add to this casual site visits the potential worldwide readership is enormous.



# THECUT premium advertisers include...





## advertising rates

## publication dates

### PRINT

COLOUR	Plus GST
Full Page run of magazine	\$5,000
Full page opposite masthead, contents and inside back cover	\$6,000
Full page outside back cover	\$7,500
Double Page run of magazine	\$9,000
Double Page pre contents	\$10,000
Double Page inside front cover	\$12,500
Cover gatefold - 3 pages	\$15,000
Gatefold 8-page butterfly fold-out or concertina roll-out	\$20,000
INSERTS - accepted and rates by negotiation	

### DIGITAL ADD-ONS

COLOUR	
Video Popup	\$1,000
Photo Gallery (Maximum 6 images per gallery)	\$750
URL's (all logos and websites are linked to product websites)	n/c
Popup Content	\$750

*Contract rates by special arrangement. Personalised magazines with own corporate cover by special arrangement.  
Design services are available for an additional fee.*

### SPRING 2017

BOOKING Monday 7 Aug	MATERIAL Friday 11 Aug	ON SALE Thursday 7 Sep
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### SUMMER 2018

BOOKING Monday 6 Nov	MATERIAL Friday 10 Nov	ON SALE Thursday 7 Dec
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### AUTUMN 2018

BOOKING Monday 19 Feb	MATERIAL Friday 23 Feb	ON SALE Thursday 22 Mar
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### WINTER 2018

BOOKING Monday 21 May	MATERIAL Friday 25 May	ON SALE Thursday 21 Jun
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*NOTE: On-sale and material deadlines subject to change. Final booking deadlines dependent on space being available at the dates shown.*

# digital add-ons

## DIGITAL INTERACTIVITY

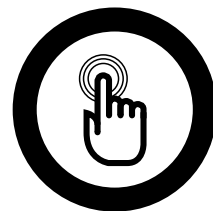
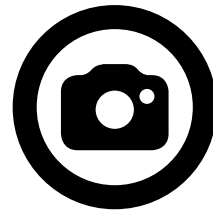
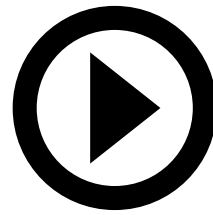
Transform your advertisement with stunning interactive elements such as video, image galleries and popups to enhance the user experience.

**VIDEO POPUP** Bring your advertisement to life with video content. Display your product video for a rich reader experience.

**PHOTO GALLERY** Show more of your products with a dynamic image gallery.

**URL LINKS** All logos and web links are converted into web urls to allow the reader easy access to your product website.

**POPUP CONTENT** Additional content can be added to your advertisement via a popup or downloadable pdf brochure (enquire about design services).



The advertisement features two TaylorMade golf clubs, the M1 and M2, set against a dark background with geometric patterns. The M1 club is on the left, and the M2 club is on the right. Both clubs are black with yellow accents. The M1 club has 'M1' and 'TaylorMade' written on it, along with 'HIGH' and 'LOW' settings. The M2 club has 'M2' and 'TaylorMade' written on it, along with 'DRIVER' and 'FAIRWAY' settings. The text 'TaylorMade #1 DRIVER & FAIRWAY IN GOLF' is in the top right corner. The M1 section is titled 'M1 PERFORMANCE GETS PERSONAL' and describes the club's personalization features. The M2 section is titled 'M2 THE FORGIVENESS TO GO FARTHER' and describes the club's forgiveness and speed. Both sections include a 'BETTER EVERYTHING.' sub-header and a list of features for both DRIVER and FAIRWAY models. Interactive elements are indicated by red circles with icons: a play button for video, a camera for a photo gallery, a WWW for web links, and a hand cursor for a popup.

**M1 PERFORMANCE GETS PERSONAL**  
THE ALL-NEW 2017 M1 METALWOOD FAMILY IS TAKING PERSONALIZATION FARTHER THAN EVER BEFORE, PROMOTING MORE SPEED, DISTANCE AND FORGIVENESS FROM THE TEE TO FAIRWAY.

**BETTER EVERYTHING.**

DRIVER	FAIRWAY
• 30% MORE CARBON FIBER	• 10% THINER WEIGHT
• LONGER TRACK WITH MORE MOVABLE WEIGHT	• NEW OPEN CHANNEL SPEED POCKET
• LARGER MOORE FORGIVING FOOTPRINT	• DEEPER SLEEP SOLE SHAPING
• ALL-NEW ALUMINUM 4° LOFT SLEEVE WITH 12 SETTINGS	• ALL-NEW ALUMINUM 4° LOFT SLEEVE WITH 12 SETTINGS

**M2 THE FORGIVENESS TO GO FARTHER**  
THE ALL-NEW 2017 M2 METALWOOD FAMILY PUSHES THE BOUNDARIES OF SPEED, DISTANCE AND FORGIVENESS THROUGH GEOACOUSTIC™ TECHNOLOGY, WHILE ALSO DELIVERING BEST-IN-CLASS SOUND AND FEEL.

**BETTER EVERYTHING.**

DRIVER	FAIRWAY
• 34 MORE ACTIVE SPEED POCKET	• INVERTED CORN TECHNOLOGY
• HEAVY WEIGHT POSITIONED LOW & BACK	• LONGER, MORE FLEXIBLE SPEED POCKET
• LARGER MOORE FORGIVING CLUB FACE	• EXTERNAL SOUND WEB
• ALL-NEW ALUMINUM 4° LOFT SLEEVE WITH 12 SETTINGS	• TWO-TIERED SOLE DESIGN

© 2017 TAYLOR MADE GOLF COMPANY, INC. ALL RIGHTS RESERVED. TAYLOR MADE GOLF CLUBS ARE THE ONLY CLUBS IN THE WORLD THAT ARE DESIGNED TO BE USED IN THE TEE BOX. ALL OTHERS ARE NOT. TAYLOR MADE GOLF CLUBS ARE THE ONLY CLUBS IN THE WORLD THAT ARE DESIGNED TO BE USED IN THE TEE BOX. ALL OTHERS ARE NOT. TAYLOR MADE GOLF CLUBS ARE THE ONLY CLUBS IN THE WORLD THAT ARE DESIGNED TO BE USED IN THE TEE BOX. ALL OTHERS ARE NOT.



# bring your brand to life

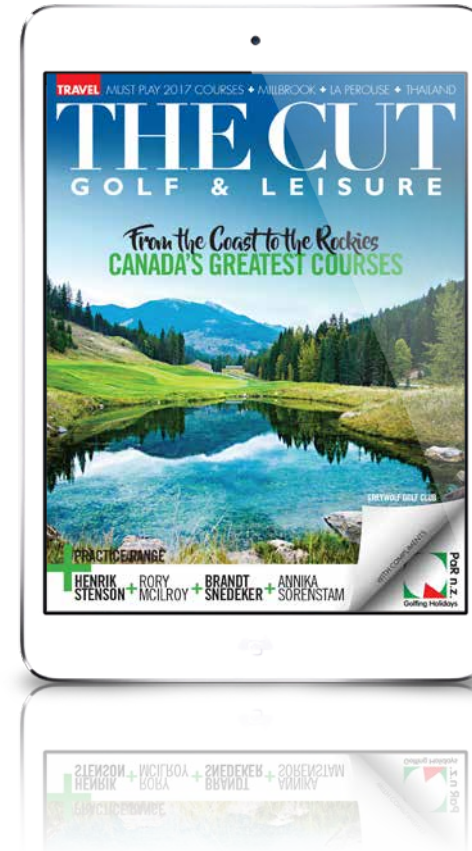
NEWSSTAND



CONTROLLED CIRCULATION



CONTROLLED CIRCULATION



DIGITAL



## CONTROLLED CIRCULATION

More top hotels and luxury lodges are requesting THE CUT for in-room placement and this, together with our HSBC Premier sponsorship, gives us instant and even wider access to high-net-worth individuals.

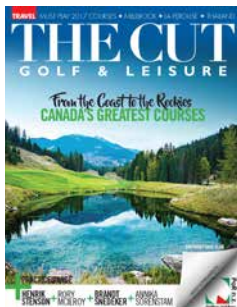
## PERSONALISED MAGAZINES

Place your brand on a personalised cover of THE CUT, to be distributed exclusively to your target demographic.

## BRANDED DIGITAL EDITION

Take your brand to the next level with a personalised digital edition of THE CUT, to be distributed exclusively to your client database.

# specifications



Branded Cover

**DIMENSIONS**

230mm (w) x 297mm (d)  
+5mm bleed

**SPINE WIDTH**

13mm (w)

**FILE PREPARATION**

CMYK, 300dpi, PDF



Full Page

**DIMENSIONS**

230mm (w) x 297mm (d)  
+5mm bleed

**FILE PREPARATION**

CMYK, 300dpi, PDF



Double Page Spread

**DIMENSIONS**

460mm (w) x 297mm (d) +5mm bleed

**GUTTER ALLOWANCE**

Allow a gutter margin of 40mm for text and 12mm for images

**FILE PREPARATION**

CMYK, 300dpi, PDF



8 Page Butterfly Bound Gatefold Insert

**DIMENSIONS**

870mm (w) x 297mm (d) +5mm bleed

PAGES: LEFT FLAP 210mm (w) + CENTRE SPREAD 450mm (w) + RIGHT FLAP 210mm (w)

**GUTTER ALLOWANCE**

Allow a gutter margin of 40mm for text and 12mm for images

**FILE PREPARATION**

CMYK, 300dpi, PDF

**MATERIAL DELIVERY:** Des Frith – Creative Director: d.DESIGN. 7 Rahui Road, Hilltop, Taupo 3330, New Zealand • **EMAIL:** adverts@hopepublishing.co.nz • **PHONE:** +64 21 959 039



**VIDEO FORMAT**

Preferred video length of 2 minutes (Maximum 5 minutes)

To be supplied in: avi, MP4 or MPG

**HOSTED VIDEO**

Videos are hosted by THE CUT YouTube channel

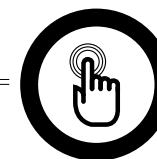


**GALLERY FORMAT**

Images to be supplied 1024px x 720px @ 300dpi

jpg, png, gif or pdf.

Maximum of 6 images per gallery



**POPUP FORMAT**

Text or Images to be supplied 1024px x 720px @ 300dpi

jpg, png, gif, pdf or Word.

Maximum of 1 popup per page.



Ngamotu, New Plymouth GC

## contacts

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**HOPE**  
PUBLISHING

