



Diocesan School for Girls' own magazine

Dio Today is a professionally produced magazine designed to showcase student activity and achievement, events in the Diocesan community, news of Old Girls, updates from our Principal and strategic developments within the School.

Produced three times a year, *Dio Today* is available in print or online and distributed in April, July and November to approximately 9000 people. Circulation includes the current school families, staff, Old Girls and friends of Diocesan. *Dio Today* is also available on our website which attracts over 140,000 unique visitors every year.

Dio Today presents a unique opportunity to reach a local market that place value on quality. This is reflected in every aspect of the magazine, from the professional design and photography to the satin paper stock, all of which contribute to the creation of a premium product.



OUR MARKET AT A GLANCE

Our target market, made up of current parents and Old Girls, is predominantly females between the ages of 30 and 60. The majority are located in the central Auckland area but there are a large group of Old Girls across New Zealand and overseas who access our magazine online.

If you would like more information, please contact the editor, Liz McKay

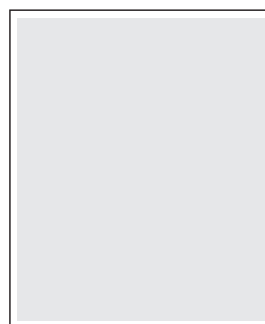
E. lmckay@diocesan.school.nz

2020 Material Deadlines

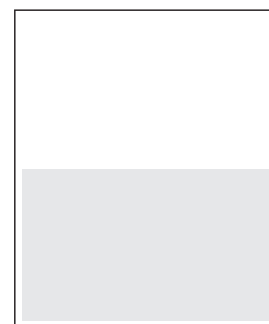
	April 2020	August 2020	November 2020
Adverts booked and supplied	By Friday 13 March	By Friday 10 July	By Friday 9 October
Distributed the week of	Tuesday 28 April	Monday 24 August	Monday 23 November



Advertising sizes



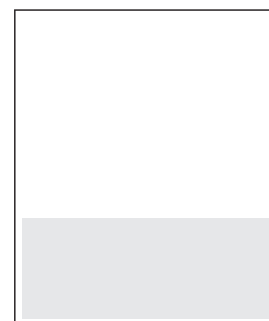
Full page
262mm (d) x 201mm (w)



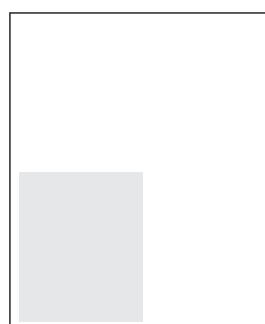
Horizontal half
128mm (d) x 201mm (w)



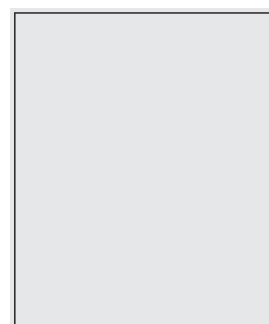
Vertical half
262mm (d) x 97.5mm (w)



Horizontal third
83.5mm (d) x 201mm (w)



Vertical quarter
128mm (d) x 97.5mm (w)



Back cover
278mm (d) x 217mm (w)
+ 3mm bleed

Space charges (per advert)

Full page back cover / inside front cover

\$1800 x 3 issues

Full page ad within the magazine

\$1600 x 1 issue

\$1500 x 3 issues

Half page vertical or horizontal

\$800 x 1 issue

\$700 x 3 issues

Horizontal one third or vertical quarter page

\$600 x 1 issue

\$500 x 3 issues

Where possible, we will aim to offer category exclusivity.

File format

High resolution press quality PDF created from Adobe software. All images should be a minimum of 300dpi and all colours CMYK. Embed all fonts or convert into outlines. Logos should be vector graphics. Make sure that large areas of black are set up as rich black. Check your ad in overprint preview to ensure that white or pale elements will print as intended.

A fine black line around the ad will be added only if its background is white and it needs to be visually separated from the copy.

For full page ads and the back cover, add 3mm bleed to all sides. Include crop marks and be sure to offset colour bars/information in your PDF by 5mm.

SUPPLYING ARTWORK

Send artwork by email to Lauragrace@icg.co.nz. For larger files you can use Dropbox or Hightail.

CONTACT

If you are having trouble with your advert or need one created for you we can help. Please contact LauraGrace at ICG by phone on 09 360 5700 or email Lauragrace@icg.co.nz.

All production charges for creating or manipulating digital art are additional to space charges.



**DIOCESAN SCHOOL
FOR GIRLS**

Clyde Street, Epsom, Auckland, New Zealand / Private Bag 99939, Newmarket 1149
P. 09 520 0221 / E. office@diocesan.school.nz

DIOCESAN.SCHOOL.NZ