

RATES & MEDIA KIT

RoofLink Magazine

Information and advertising rates contained in this brochure apply from 1 April 2025 and may be subject to future change.



ADVERTISING & EDITORIAL ENQUIRIES TO:

Jo Snowden, Marketing & Communications Manager, RANZ
Mobile: 027 702 0451 | Email: marketing@ranz.co.nz | www.ranz.co.nz
PO Box 302272, North Harbour, Auckland 0751
Unit C2, Lovell Mews, 13 Lovell Court, Albany, Auckland



Inside this brochure

- Advertising information
- Advertising deadlines and distribution dates
- Advertising rates
- Delivery and contact address and general conditions of advertising
- Technical specifications

For all Rooflink® advertising and editorial enquiries contact

Jo Snowden

Marketing & Communications Manager
RANZ – Roofing Association of New Zealand
Rosedale, Albany, Auckland

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Phone: +64 9 415 0278
Email: marketing@ranz.co.nz

Advertising information

Details of advertising rates and deadline dates in this brochure apply from 1st April 2025 and may be subject to future change – please check at the time of placement of advertising that the information and rates shown still apply.

ROOFLINK®	Official magazine of the Roofing Association of New Zealand (RANZ)
PUBLISHED QUARTERLY	Spring / Summer / Autumn / Winter
ESTIMATED CIRCULATION	2,000 (From time to time a substantially increased print run may be undertaken for promotional purposes e.g. complimentary mailings to the wider building industry)

Distribution/demographics directly related to the Roofing Industry

Through advertising in Rooflink®, you will be assured of reaching the majority of the professional specialist roofing installation companies operating throughout New Zealand, companies in the manufacturer/supply sector, non-member subscribers, as well as around 2,800 roofing installers, applicators and self employed labour-only roofing contractors employed by RANZ member companies.

There is so much potential reach for Rooflink with approximately 4,500 roofers (including companies and contractors) in New Zealand. This is your opportunity to advertise and reach an engaged, focused market.

Email the team to be assured of availability of advertising space.

Refer to the enclosed schedules for advertising rates, deadlines and technical production details for preparation of advertising material.

Advertising deadlines and distribution periods

ADVERTISING DEADLINE DATES		
Issue	Booking/confirmation to be sent to RANZ no later than	Advertising material to RANZ no later than
SPRING 2026	Wednesday 29 July 2026	Wednesday 19 August 2026
SUMMER 2026	Wednesday 28 October 2026	Friday 20 November 2026
AUTUMN 2027	Wednesday 3 February 2027	Wednesday 24 February 2027
WINTER 2027	Wednesday 28 April 2027	Monday 10 May 2027

DISTRIBUTION PERIODS	
Issue	Distribution period
AUTUMN	Mid March
WINTER	Late May
SPRING	Mid September
SUMMER	Mid December

- **Loose inserts – 1 x loose insert means 1 x full page one-sided. Insert double-sided means 2 x loose inserts.**
Loose insert artwork must be sent to marketing@ranz.co.nz for approval by the **13th of the month** prior to distribution
Once artwork is approved, up to 1,700 copies of loose inserts can be sent to **Kelly Knight**, Centurion Print.
Email: Kelly@centurionprint.co.nz | **Physical address:** 11 McDonald St, Sandringham, Auckland 1025
Postal address: PO Box 6344 Wellesley Street, Auckland 1141
- **Technical specifications for advertisers**
Please refer to the Technical Specifications schedule.
- **Advertising rates**
Please refer to the Advertising Rates schedule.

Advertising Rates

The advertising rates shown apply from 1st April 2025. Advertising rates are reviewed annually and may be subject to change.

ADVERTISEMENT & ADVERTORIAL SIZE	RANZ MEMBER PRICE	NON-MEMBER PRICE
Double Page Spread	\$1,750 + GST	\$1,925 + GST
Full Page	\$800 + GST	\$880 + GST
Half Page	\$450 + GST	\$495 + GST
Quarter Page	\$360 + GST	\$400 + GST
Loose Insert	\$450 + GST per side	\$495 + GST per side

NOTES:

Front Cover

The front cover position is not available to advertisers.

Guaranteed position (exclusive of front page)

An additional charge of 10% applies to the above costs (position only guaranteed if space available).

Assistance with production of advertisements

Centurion Print, Auckland, is able to assist advertisers with production of advertisements if required. This is purely an arrangement between the advertisers and Centurion Print. Please contact Jessamyn Gemming at Centurion Print should you require assistance with production of an advertisement, who will submit a quotation price direct to advertisers before undertaking production.

All production costs are incurred by the advertiser and are not included in the placement cost of the advertisement.

Loose inserts

Artwork for loose leafs has to come to marketing@ranz.co.nz along with all other artwork so it can be checked. Once approved, the printed leafs can be sent to the printer for distribution.

Design

Rooflink is able to assist you in the design of your advertisement at an additional charge.

Delivery and contact addresses

PUBLISHER – ADVERTISING & EDITORIAL CONTACT	
Jo Snowden , Marketing & Communications Manager Roofing Association of New Zealand – RANZ Mobile: 027 702 0451 Email: marketing@ranz.co.nz P O Box 302272 Albany, AUCKLAND 0751	Courier address for loose inserts – Kelly Knight , Centurion Print 11 McDonald St, Sandringham, Auckland 1025, New Zealand
PRODUCTION & PRINTING COMPANY CONTACT	
Kelly Knight , Centurion Print PO Box 6344 Wellesley Street, Auckland 1141 Phone: 09 849 8313 Mobile: 021 709 331 Email: kelly@centurionprint.co.nz	Courier address for advertising material – Kelly Knight , Centurion Print 11 McDonald St, Sandringham, Auckland 1025, New Zealand

General conditions of advertising

The acceptance of all advertising is subject to the following general conditions:

- Any production costs incurred (eg. typesetting, scans, design) will be charged as an additional cost to the advertiser.
- The editor reserves the right to refuse or omit publication of any advertisement or editorial considered unsuitable.
- Rejection, omission or casual displacement of an advertisement does not invalidate a space order. The order is still placed.
- All advertisement placements are at the discretion of the editor.
- Cancellation cannot be affected after material deadline date.
- Should material not reach the publishers by deadline date, the right is reserved to compose or enter substitute copy at the editor's absolute discretion and charge full rates plus production.
- Any expense incurred following deadline in endeavouring to secure material (toll calls, courier, facsimile, telex, freight etc) shall be recoverable from the advertiser or agency and shall be charged as a non commission-bearing disbursement.
- Advertising material shall be delivered to the publishers without expense to the publishers.
- Advertising Agency commissions will not be payable by the publishers.

Advertising Specs

ADVERT DIMENSIONS							
	Double Page Spread	Full Page	Half Page Horizontal (Full Bleed)	Half Page Horizontal (Floating)	Half Page Vertical	Quarter Page Horizontal	Quarter Page Vertical
Trim Size	420mm (w) x 297mm (h)	210mm (w) x 297mm (h)	210mm (w) x 142mm (h)	186mm (w) x 130mm (h)	105mm (w) x 297mm (h)	186mm (w) x 66mm (h)	91mm (w) x 133mm (h)
Bleed Size	430mm (w) x 307mm (h)	220mm (w) x 307mm (h)	220mm (w) x 152mm (h)	N/A	115mm (w) x 307mm (h)	N/A	N/A
Live image area	410mm (w) x 287mm (h)	200mm (w) x 287mm (h)	200mm (w) x 132mm (h)	N/A	95mm (w) x 287mm (h)	N/A	N/A

FILE FORMAT

- Please supply your advert as a **high-res PDF**.
- If your advert is full page and intends to bleed, remember to include **5mm bleed on ALL sides**.
- Please keep all trim/registration marks and file info **completely clear of the bleed area**.
- Please use export/save as settings that do not use 'include profiles' as we will use our own profile settings, dependant on the print job. If you need help with export settings please let us know and we can give you suitable settings to use.
- Please email PDFs to marketing@ranz.co.nz

INK

- Please ensure the document is **CMYK only**, and does not include any **SPOT** colours.
- Maximum ink weight 310%
- Rich Black should be set up at C=50 K=100

TYPE

- Black text must be set to overprint
- White text must be set to knockout
- All fonts are to be embedded, or converted to paths/outlines

BLEED EXAMPLE

