

RE FOR ADVENTURE

INTREPID

FEBRUARY/MARCH 2008

UNDERSEA EXPLORE

adventurer Mark O'Connor
his experience of diving at
the worlds top dive spots: the
Reef on the northern point of
at Barrier Reef.

*Check out our
adventures day gear*



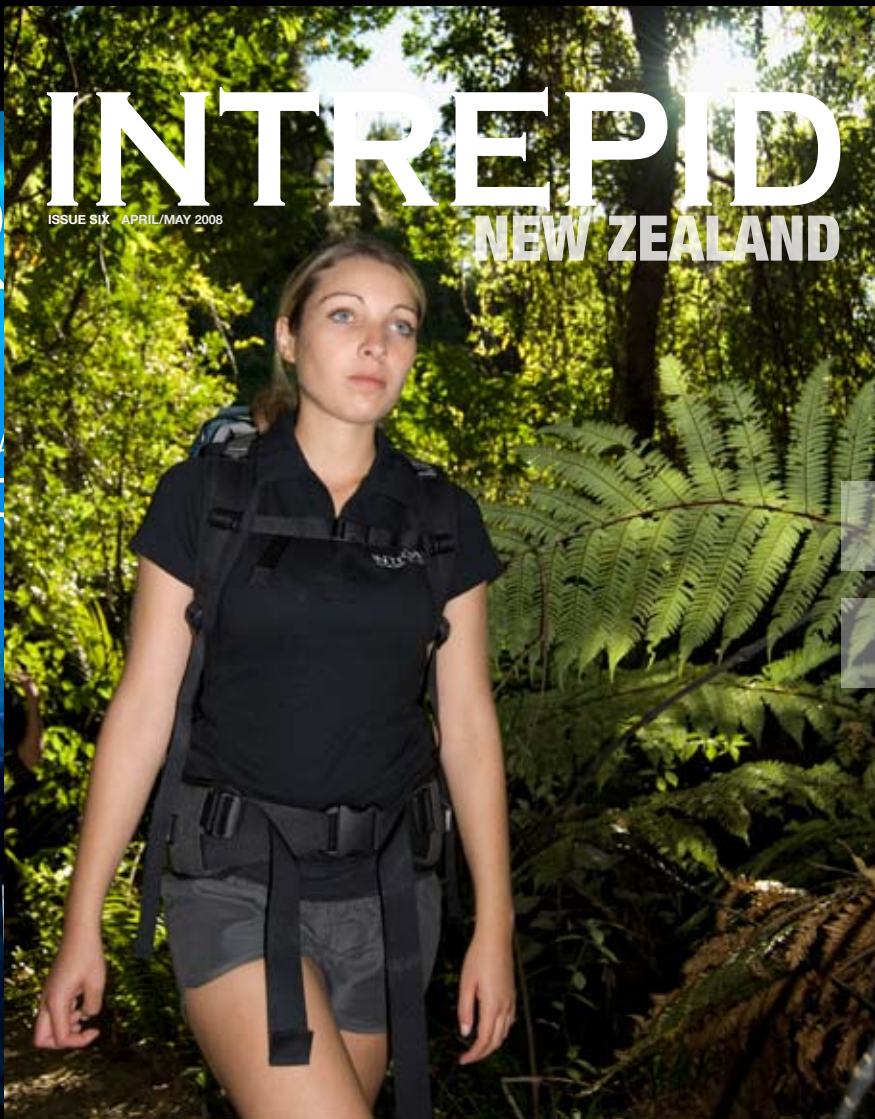
...m of madness,
...D...
...e water rivers in
...land.

We visit the most
stunning tramping
location in the world,
Fiordland National Park.

INTREPID

ISSUE SIX APRIL/MAY 2008

NEW ZEALAND





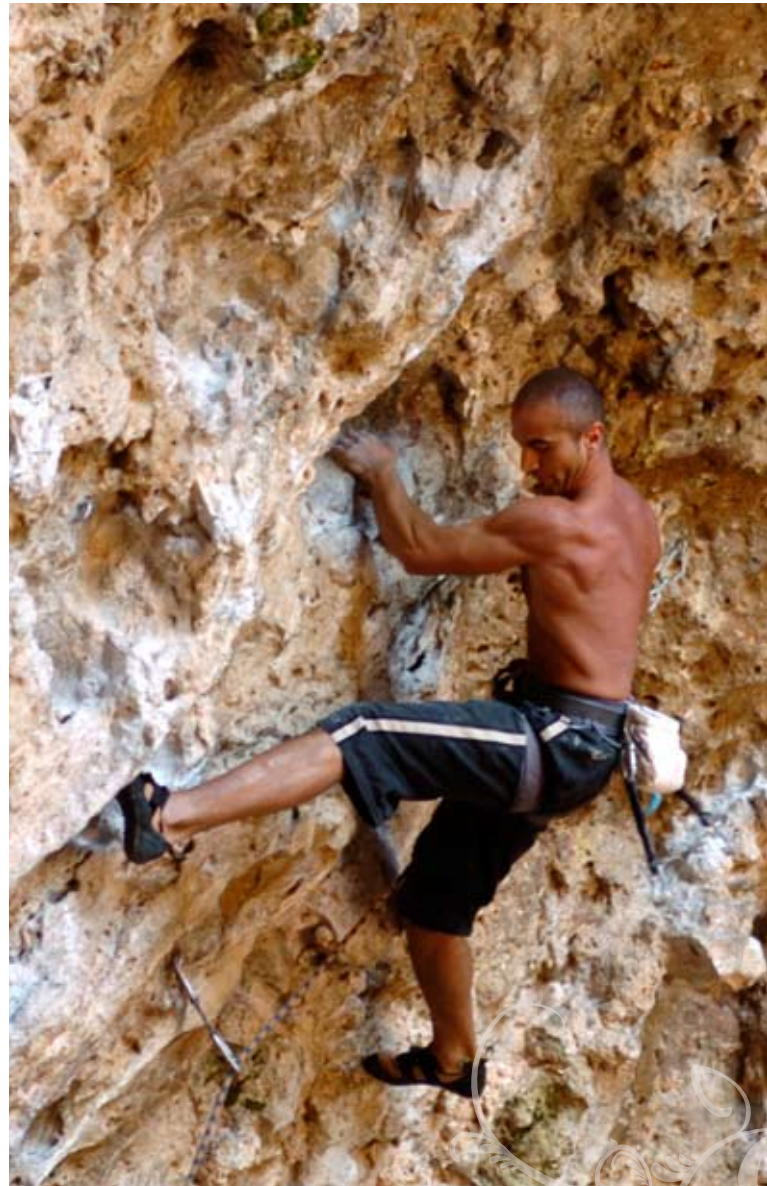
Intrepid Magazine Media Kit

New Zealand is an adventurer's paradise. Kiwis live and breathe adventure and the outdoors. With our pristine mountains, crisp clear water and vast native forests, it is no coincidence that New Zealand has become the destination of choice for overseas visitors seeking adventure.

Our goal at **INTREPID** is to provide a magazine that prepares our readers for adventure and inspires them to push their limits and try new things. Our practical advice combined with great articles, complimentary advertising and superb photography has resulted in a magazine that readers love and look forward to every issue.

As a team of young go-getters, we refuse to be restricted by conventional boundaries. When you advertise with **INTREPID**, you are supporting an entirely New Zealand made, privately owned company dedicated only to creating New Zealand's No.1 adventure magazine.

INTREPID is high energy, forward thinking, NZ owned and dedicated to providing great content to a free spending demographic of readers, and deliver advertiser messages to the NZ Adventure scene's core consumers.



About the publisher



Editor and founder Ryan Holden, through a desire to immerse himself in a life of adventure, launched **INTREPID** at age 23, without prior industry experience and halfway through a law degree.

He wanted to tell the stories of the kiwis who have achieved amazing feats and showcase the incredible adventure on offer to young Kiwis throughout NZ, an area he believed was under served

With the appointment of Hawkhurst Media to sell advertising, Ryan is now able to channel all of his energy into the Editor's role, and create a magazine that focuses on the outdoors and adventure in NZ, inspiring people to get out and push their own limits.

Ryan has never looked at his age or lack of experience as a barrier to success and is on the way to creating his dream. Along the way he's brought into **INTREPID** some young passionate outdoors people, who share his goal to create NZ's number one adventure magazine!

INTREPID is new, fun and growing, with a great young team of people, fanatical about the outdoors and making **INTREPID** New Zealand's widest read adventure magazine. Look at the growth in product quality we've demonstrated in the last six months! In a little more than a year **INTREPID** has made astounding progress, growing from a free distributed newsprint edition to the high quality adventure magazine now retailed nationwide.

It's a small team but with a simple goal - to be the best. Ryan has made amazing progress already, and the work continues.

" Our mission is to prepare people for adventure - in every way. To inspire people to fully experience life and push their mental and physical limits."

Ryan Holden, Editor

Target Market

PREPARE FOR ADVENTURE.....

INTREPID's primary focus is New Zealand adventure, covering a wide range of associated issues: survival, health & body, the adventure business, NZ destination venues and a comprehensive showcase of the very best practical gear and safety gear to help our readers.

Every issue of **INTREPID** features a wide range of adventure activities including, climbing, tramping, mountain biking, snowboarding & skiing and in depth articles and interviews with inspirational Kiwis from the adventure scene. People who have blazed a trail and encouraged untold numbers of kiwis to follow in their footsteps and feel the adrenaline rush.

No other magazine prepares its readers for adventure and brings them this close to the action than **INTREPID**, through encouraging readers to think... and DO, which is what our target audience of young liberal sophisticates enjoy doing.

INTREPID || | **N** ||

absolutely passionate about the outdoors, environmentally aware and with an innovative and independent world outlook, they're receptive to new ideas, media savvy, avoid mainstream media such as TV and radio, preferring magazines and newspapers. They have set views on things like environmental issues and Maori culture, youth, education and women's issues, and their lifestyle is active, VKVVYZHKKHKYLHSPLSSLK□

They enjoy reading **INTREPID** because it encourages them to think, get involved with the outdoors, adventure, travel, sports and the great things in life like restaurants, HYZJSYLOLHSHOHKUZ;OLHKPLULLLKZVHU older; more family oriented demographic who still manage to indulge their passion for outdoors adventures whenever and wherever they can. **INTREPID** readers are free spending when it comes to their passion for the outdoors, and regard **INTREPID** as highly credible, with excellent features and unique content.

The magazine environment is not advertiser-saturated, so advertisers can engage with our readers and communicate their messages to this targeted audience, while they are at their leisure.



Website



INTREPID features New Zealand's best adventure website - intrepidmagazine.co.nz
 The site features archived magazine content as well as new up-to-date information, stories, reviews, videos and more.

We understand the importance of the internet and we've embraced this by creating a website that works in conjunction with the magazine. We can offer both our readers and our advertisers the ultimate adventure package.

For website advertising enquiries contact Ed King at Hawkhurst Media, ed@hawkhurst.co.nz





Double Page Spread:	\$2800
Full Page:	\$1750
Half Page:	\$960
Third Page Banner:	\$650
Quarter Page:	\$600

Inside front cover and outside back cover + 20%

Inside back cover + 10%

Distribution: 4000, Retail outlets Nationwide and a growing sub-list
Bi-Monthly, IMD

Frequency Discounts:	3x	6x
	5%	10%

Rates shown are exclusive of GST

For all advertising enquiries please contact:

Ed King
Sales Manager
Hawkhurst Media
ed@hawkhurst.co.nz

or Kerry McKenzie, kerry@hawkhurst.co.nz

Terms of Acceptance of advertising Copy

The advertiser warrants and undertakes to the publisher that no statement, representation or information contained in the supplied advertisement:

- A. Is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1986; or
- B. Is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- C. Is otherwise in breach of any provision of any Statute Regulation or rule of law.

The advertiser acknowledges that Intrepid Magazine Ltd relies on the provisions of this clause in accepting the advertisement for production.

The advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of publication of the advertisement.



On sale dates & Material deadlines

December/January Issue 2008/2009

Booking Deadline: 1st November

Material Deadline: 7th November

On Sale Date: 24th November

February/March Issue 2009

Booking Deadline: 2nd January

Material Deadline: 9th January

On Sale Date: 26th January

April/May Issue 2009

Booking Deadline: 27th February

Material Deadline: 6th March

On Sale Date: 23rd March

June/July Issue 2009

Booking Deadline: 1st May

Material Deadline: 8th May

On Sale Date: 25th May

August/September Issue 2009

Booking Deadline: 3rd July

Material Deadline: 10th July

On Sale Date: 27th July

October/November Issue 2009

Booking Deadline: 4th September

Material Deadline: 11th September

On Sale Date: 28th September

Terms and Conditions

1. Cancellation by the client must be made in writing six weeks prior to the publication date otherwise the publisher has the right to run the material at the agreed price or charge for lost revenue.

2. Payment is expected by the 20th of the month following publication date. Late payment will incur a cost of 5% of the billed amount.

Double Page Spread

Trim Size: 280mm x 440mm (height x width)

Bleeds must be 3mm on all sides.

Full Page

Trim Size: 280mm x 220mm

Bleeds must be 3mm on all sides.

Half Page

Trim Size: 140mm x 220mm

Bleeds must be 3mm on all sides.

Third Page Banner

Trim Size: 280mm x 75mm

Bleeds must be 3mm on all sides.

Quarter Page

Trim Size: 140mm x 110mm

Bleeds must be 3mm on all sides.

Adventure Guide

Advertisement provided at selected size with no bleeds.

Image Resolution

Artwork is to be supplied (including images in advertisement) at 300 dpi.

Image Colour Setup

All artwork must be supplied in CMYK colour.

File Type

Files are to be provided in high resolution PDF or TIFF format unless otherwise arranged.

Methods of Supply

CD: We prefer artwork supplied on disc.

□THPS!OMQLSLPZTIVYSLZZPTTHLZLWTHPS□