



# SAINT KENTIGERN

## PIPER MAGAZINE

**Piper** is the flagship publication of the Saint Kentigern Trust Board, the body governing Saint Kentigern College, Saint Kentigern Boys' School, Saint Kentigern Girls' School and Saint Kentigern Preschool.

It is distributed tri-annually (May, September and December. Please note dates may vary depending on activities occurring around the campuses) and serves both the current pupil-parent community and the Old Collegians Association members, whose numbers grow annually.

**Piper** carries articles about events, student activities, support groups and personnel at both schools and updates from principals and key staff. It also serves as the main outlet for news of past pupils and upcoming Old Collegians events.

The Saint Kentigern community reflects its Decile 10 rating and represents some of New Zealand's most influential decision makers. Advertisers gain access to a discerning market.

Circulation is in excess of 10,000 and readership is estimated at almost four times this, as the **Piper** tends to be read by extended family, staff, former staff and students. It has an estimated 'life' of four to six months, sometimes longer when it includes features of historical importance such as the Jubilee and archive material.

Advertisers are welcome on either a contract or casual basis, and advertisements are screened for suitability by the Editor.

For further information or to book advertising in **Piper**, please contact:

Citlali Marquez  
Digital Marketing Executive  
Phone: (09) 577 0748  
Email: [Citlali.Marquez@saintkentigern.com](mailto:Citlali.Marquez@saintkentigern.com)



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# Advertising Rates 2017

	Size	Rate Per Issue	Rate for 3 Issues
Back Page	256mm H x 174mm W	\$1600	\$4200
Inside Back Page	256mm H x 174mm W	\$1400	\$3600
Full Page	256mm H x 174mm W	\$1200	\$3000
Half Page	126mm H x 174mm W	\$600	\$1500
Third Page	80mm H x 174mm W	\$450	\$1215
Quarter Page	136mm H x 84mm W	\$350	\$1000

All Rates are Exclusive of GST

A premium charge may be applicable for category exclusivity

## Booking Form

If you wish to advertise, please fill in your details and to  
[Citlali.Marquez@saintkentigern.com](mailto:Citlali.Marquez@saintkentigern.com)

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Size: \_\_\_\_\_ Rate: \_\_\_\_\_

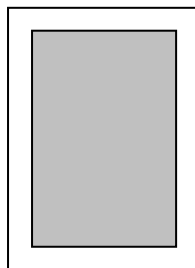
Space availability is subject to confirmation.

## DEADLINES

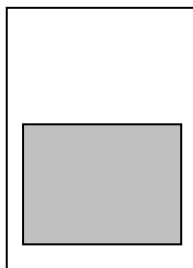
For all booked advertisements, completed artwork must be received by the following dates. **Please note the date of distribution may vary slightly due to College/School activities.**

- ☐ April/May issue
- ☐ September/October issue
- ☐ December/January issue

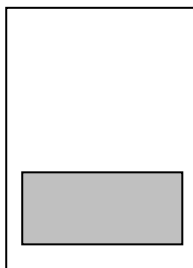
Artwork due 1 March  
Artwork due 1 August  
Artwork due 1 November



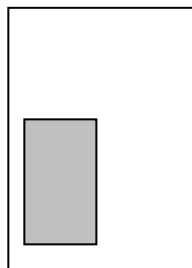
Full Page  
256mmH x 174mmW



Half Page  
126mmH x 174mmW



Third Page  
80mmH x 174mmW



Quarter Page  
136mmH x 84mmW



Piper Magazine is a full colour, high quality publication with a circulation of 8300 readers in the wider Saint Kentigern community.

Piper is published 3 times per year: May, September, December. **(Please note publishing dates may vary depending on Campus activities).**

## ARTWORK

Artwork is required as camera ready art.  
Files supported: .tif, .eps, .pdf, .jpg

## IMAGES

Where files contain linked images, images must be in .eps or .tif format and supplied.

Where files contain embedded images, it is vital that they meet specific specification.

Image Specifications:  
Formats: .pdf, .tif and .eps

CMYK/Process: 4 colour images must be in CMYK mode, not RGB

Resolution: Colour/Grey Minimum 200dpi, Max 300dpi Line art

## To advertise please contact:

Marketing Assistant  
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