

ASPA: Aotearoa Student Press Ass.

174,000
tertiary
students in NZ

43,000
graduates
each year

High
disposable
income

Graduates
earn 65%
more

What is ASPA? It's New Zealand's seven premier student magazines uniting together. They're an essential part of campus life and culture, and combined are overwhelmingly the most read of all print publications among tertiary students*. The teams behind them sweat passion, ooze hilarity, and keep students in touch with the world around them.

Throughout New Zealand there are over 170,000 tertiary students. These are the future doctors, lawyers, and businesspeople who will be leading the country, developing new ideas and buying your products. For a lot of these students (around 31,000 per year) this is their first time away from home.

Now is the time these highly impressionable 18-25 year olds are developing spending habits, discovering their favourite brands and becoming influencers.

Unlike current trends in the print industry, student magazines have retained their highly loyal audience, and even seen a resurgence in popularity – Critic Magazine (Otago) has seen a 20% increase in readership this year alone!

Students connect to publications tailor-made to represent the culture of their own campus, written and designed authentically by their fellow students. The confronting and cavalier attitude of student press, makes it a reading experience that no other outlet can provide. And they're always free – a major bonus for students!

The University of Auckland, Auckland University of Technology, The University of Waikato, Massey University (Albany, Palmerston North and Wellington), Victoria University (Wellington), The University of Canterbury and The University of Otago each have their corresponding publications available all over campus; in lecture theatres, libraries and study spaces, as well as surrounding cafés, takeaways, movie theatres, pubs, bars. Everywhere there's students, there's student media.

I know what you're thinking, how can I get my brand in front of this unique audience? It's simple, contact Planet Media:

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movers & shakers
future leaders
Reaching the university students of New Zealand
trend setters
brand champions

We'll take care of your nationwide bookings.

OUR PUBLICATIONS

Craccum

University of Auckland

Debate

AUT (Auckland University of Technology)

Nexus

University of Waikato, Hamilton

Massive

Massey University,
Wellington, Palmerston North,
Auckland

Salient

Victoria University, Wellington

Canta

University of Canterbury,
Christchurch

RAM

Lincoln University, Lincoln

Critic

University of Otago,
Dunedin



Publish date	Craccum AUK	Debate AUK	Nexus WAIKATO	Massive WGTN/PN/AUK	Salient WGTN	Canta CHCH	RAM LINCOLN	Critic DUD
10/02/20								Ori Mag
17/02/20						Issue 1	Issue 1	
24/02/20		Issue 1	ORI	Issue 1				Issue 1
2/03/20	Issue 1		Issue 1		Issue 1	Issue 2		Issue 2
9/03/20	Issue 2	Issue 2	Issue 2	Issue 2	Issue 2			Issue 3
16/03/20	Issue 3		Issue 3		Issue 3	Issue 3	Issue 2	Issue 4
23/03/20	Issue 4	Issue 3	Issue 4	Issue 3	Issue 4			Issue 5
30/03/20	Issue 5		Issue 5		Issue 5			Issue 6
6/04/20	Issue 6		Issue 6		Issue 6			Issue 7
13/04/20								
20/04/20				Issue 4	Issue 7		Issue 3	Issue 8
28/04/20	Issue 7	issue 4	Issue 7		Issue 8	Issue 4		Issue 9
4/05/20	Issue 8		Issue 8	Issue 5	Issue 9			Issue 10
11/05/20	Issue 9	issue 5	Issue 9		Issue 10	Issue 5		Issue 11
18/05/20	Issue 10		Issue 10	Issue 6	Issue 11			Issue 12
25/05/20	Issue 11	Issue 6	Issue 11		Issue 12	Issue 6		Issue 13
2/06/20	Issue 12		Issue 12				Issue 4	
8/06/20		Issue 7						
MID YEAR BREAK								
6/07/20					Issue 13			Issue 14
13/07/20		Issue 8	Issue 13		Issue 14	Issue 7	Issue 5	Issue 15
20/07/20	Issue 13		Issue 14	Issue 7	Issue 15			Issue 16
27/07/20	Issue 14	Issue 9	Issue 15		Issue 16	Issue 8		Issue 17
3/08/20	Issue 15		Issue 16	Issue 8	Issue 17			Issue 18
10/08/20	Issue 16	Issue 10	Issue 17		Issue 18	Issue 9	Issue 6	Issue 19
17/08/20	Issue 17		Issue 18	Issue 9				Issue 20
24/08/20	Issue 18							
31/08/20					Issue 19			Issue 21
7/09/20	Issue 19		Issue 19	Issue 10	Issue 20	Issue 10	Issue 7	Issue 22
14/09/20	Issue 20	Issue 11	Issue 20		Issue 21			Issue 23
21/09/20	Issue 21		Issue 21	Issue 11	Issue 22	Issue 11		Issue 24
28/09/20	Issue 22	Issue 12	Issue 22		Issue 23			Issue 25
5/10/20	Issue 23		Issue 23	Issue 12	Issue 25	Issue 12		Issue 26
12/10/20	Issue 24		Issue 24					
19/10/20							Issue 8	

PRICING

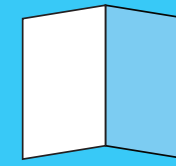


Back Cover

All publications

\$9,550

Five publications
\$7,600

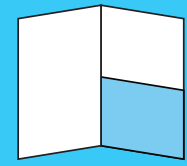


Full Page

All publications

\$8,950

Five publications
\$6,200



Half Page

All publications

\$6,300

Five publications
\$4,650

The above price is for a single insertion across the selected publications
All prices are GST exclusive, non-commission bearing and subject to availability.
Prices valid for 2020.

DIMENSIONS (mm)

	Craccum	Debate	Nexus	Massive	Salient	Canta	RAM	Critic
Full Page / Cover	210(w) x 297(h)	200(w) x 265(h)	210(w) x 270(h)	200(w) x 260(h)	190(w) x 270(h)	200(w) x 270(h)	200(w) x 265(h)	200(w) x 265(h)
Bleed	5mm	5mm	5mm	4mm	5mm	3mm	5mm	5mm
Half Page	190(w) x 135(h)	200(w) x 132.5(h)	210(w) x 135(h)	180(w) x 120(h)	170(w) x 120(h)	180(w) x 120(h)	174(w) x 118(h)	174(w) x 118(h)
Bleed	no bleed	5mm	no bleed	no bleed	no bleed	no bleed	no bleed	no bleed
Circulation	10,000	2,000	2,000	5,500	3,500	2,500	500	4,500

PRINT SPECS

CMYK, no spot or pantone colours
300dpi, no crop marks with bleed.
PDF format preferred

CONTACT

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PlanetMedia

Booking deadline
and artwork due
minimum 10 days
before publication.