

Aotearoa Student Press Association (ASPA)

What is ASPA? It's New Zealand's eight 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 150,000 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.

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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planetmedia.co.nz

640 Cumberland St
PO Box 1436, Dunedin

Distribution



Through 10 campuses from Auckland to Otago across eight universities

Targeted Audience



University Students – 18-25 year olds

150,000 University students nationally

20,000 copies nationally

43,000 Graduates each year

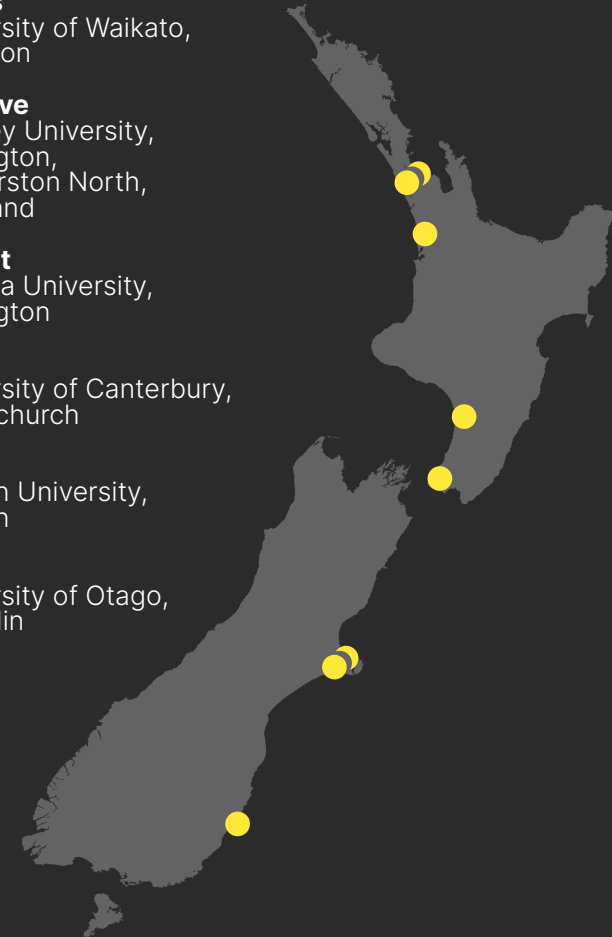
Graduates earn 65% more

31,000 young adults away from home for the first time

Creating brand loyalties and spending patterns

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



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	Craccum Auckland	Debate AUT	Nexus Waikato	Massive Massey	Salient Victoria	Canta Canterbury	RAM Lincoln	Critic Otago
14 Feb						Issue 1	Issue 1	
21 Feb				Issue 1	Issue 1			
28 Feb	Issue 1	Issue 1	Issue 1	Issue 2	Issue 2			Issue 1
7 March	Issue 2		Issue 2	Issue 3	Issue 3	Issue 2		Issue 2
14 March	Issue 3	Issue 2	Issue 3	Issue 4	Issue 4			Issue 3
21 March	Issue 4		Issue 4	Issue 5	Issue 5	Issue 3	Issue 2	Issue 4
28 March	Issue 5		Issue 5	Issue 6	Issue 6			Issue 5
4 April			Issue 6					Issue 6
11 April		Issue 3						Issue 7
18 April	Issue 6			Issue 7	Issue 7			
25 April	Issue 7	Issue 4	Issue 7	Issue 8	Issue 8	Issue 4	Issue 3	Issue 8
2 May	Issue 8		Issue 8	Issue 9	Issue 9			Issue 9
9 May	Issue 9	Issue 5	Issue 9	Issue 10	Issue 10	Issue 5		Issue 10
16 May	Issue 10		Issue 10	Issue 11	Issue 11			Issue 11
23 May	Issue 11	Issue 6	Issue 11	Issue 12	Issue 12	Issue 6		Issue 12
30 May	Issue 12		Issue 12				Issue 4	Issue 13
6 June		Issue 7						
Holidays								
4 July					Issue 13			
11 July		Issue 8	Issue 13	Issue 13	Issue 14			Issue 14
18 July	Issue 13		Issue 14	Issue 14	Issue 15	Issue 7	Issue 5	Issue 15
25 July	Issue 14	Issue 9	Issue 15	Issue 15	Issue 16			Issue 16
1 Aug	Issue 15		Issue 16	Issue 16	Issue 17	Issue 8		Issue 17
8 Aug	Issue 16	Issue 10	Issue 17	Issue 17	Issue 18		Issue 6	Issue 18
15 Aug	Issue 17		Issue 18	Issue 18		Issue 9		Issue 19
22 Aug	Issue 18							Issue 20
29 Aug					Issue 19	Issue 10		
5 Sept	Issue 19		Issue 19	Issue 19	Issue 20			Issue 21
12 Sept	Issue 20	Issue 11	Issue 20	Issue 20	Issue 21		Issue 7	Issue 22
19 Sept	Issue 21		Issue 21	Issue 21	Issue 22			Issue 23
26 Sept	Issue 22	Issue 12	Issue 22	Issue 22	Issue 23	Issue 11		Issue 24
3 Oct	Issue 23		Issue 23	Issue 23	Issue 24			Issue 25
10 Oct	Issue 24		Issue 24	Issue 24		Issue 12		Issue 26
17 Oct							Issue 8	

Pricing



Back/Inside Cover

All Publications
\$9,300
 Per Publication
\$1,300



Full Page

All Publications
\$7,250
 Per Publication
\$1,000



Half Page

All Publications
\$4,800
 Per Publication
\$690

All prices are GST exclusive, non-commission bearing and subject to availability.

Dimensions

	Craccum	Debate	Nexus	Massive	Salient	Canta	RAM	Critic
Cover/ Full Page	210 x 297 (mm, wxh) 5mm bleed	200 x 265 (mm, wxh) 5mm bleed	210 x 270 (mm, wxh) 5mm bleed	200 x 260 (mm, wxh) 4mm bleed	210 x 297 (mm, wxh) 5mm bleed	200 x 270 (mm, wxh) 3mm bleed	200 x 265 (mm, wxh) 5mm bleed	200 x 265 (mm, wxh) 5mm bleed
Half Page	190 x 135 (mm, wxh) no bleed	200 x 132.5 (mm, wxh) 5mm bleed	210 x 135 (mm, wxh) no bleed	180 x 120 (mm, wxh) no bleed	210 x 148 (mm, wxh) no bleed	180 x 120 (mm, wxh) no bleed	174 x 118 (mm, wxh) no bleed	200 x 132 (mm, wxh) no bleed
Circulation	7,000	2,000	2,000	5,500	3,500	2,500	Digital	3,500

Technical Specifications



- PDF Format preferable (embed all images and fonts)
- CMYK Profile (no spot or Pantone)
- Images minimum 300dpi

Booking deadline:
 14 days before
 publication

Artwork deadline:
 10 days before
 publication

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