



# Critic Te Ārohi

As New Zealand’s oldest, most-read, and most award-winning student magazine, Critic has cemented itself as an intrinsic part of the University of Otago fabric, reflecting and shaping campus life and culture since 1925.

### Distribution



**4,000** copies distributed around Campus weekly

### Targeted Audience



**87%** of Otago students read Critic Te Ārohi

### Online Page Views



**4,200** views per week  
(51% aged 18-34)

### Social Media Engagement (as of September 2024)

#### FACEBOOK



**23,000** followers

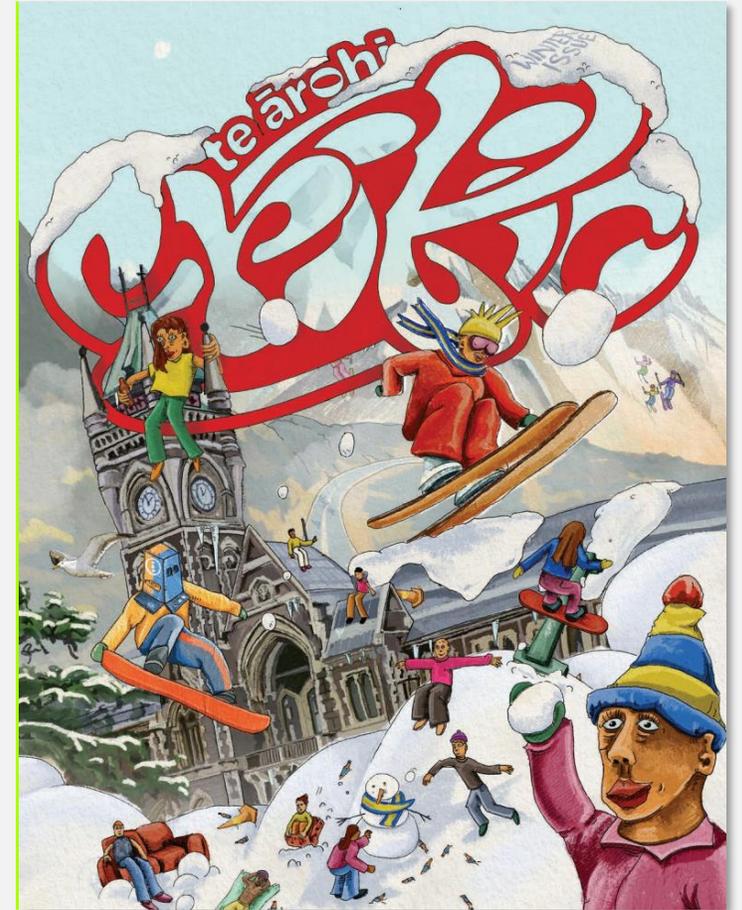
**72,628** page reach

#### INSTAGRAM



**3,727** followers

**7,382** reach



**\$930 million+** total expenditure by students to Dunedin businesses each year  
(2017 Economic Impact Report, University of Otago)



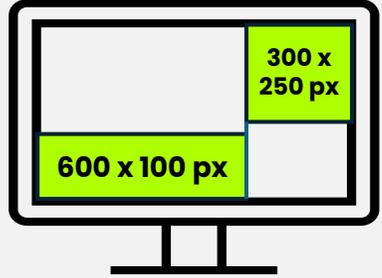


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## Pricing

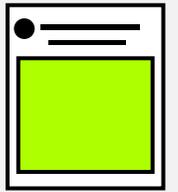
### Online Advertising

Critic Te Ārohi Website



#### Stand-alone Web Banner

**\$500 per week OR 15% additional cost**  
on existing print advert price (half-page and above only)

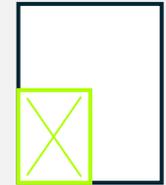


**Facebook Post**  
\$350

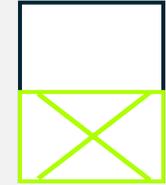
## Print Advertising



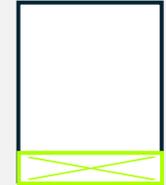
**Full Page**  
200mm(w) x 265mm(h)  
+3mm bleed, all edges  
**\$950**  
OR **Back Cover: \$1,200**  
OR **Inside Front Cover: \$1,100**  
OR **Inside Back Cover: \$1,100**



**Quarter-Page**  
100mm(w) x 132mm(h)  
+3mm bleed, all edges  
**\$300**



**Half Page**  
200mm(w) x 132mm(h)  
+3mm bleed, all edges  
**\$550**



**Strip**  
200mm(w) x 35mm(h)  
+3mm bleed, both sides  
& bottom edge  
**\$150**



2025 Issues	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
	Feb 24	Mar 3	Mar 10	Mar 17	Mar 24	Mar 31	April 7	April 14	April 28	May 5	May 12	May 19	May 26	July 14	July 21	July 28	Aug 4	Aug 11	Aug 18	Aug 25	Sept 8	Sept 15	Sept 22	Sept 29	Oct 6	Oct 13

**Booking Deadline: 10 days before distribution**  
**Artwork Deadline: 7 days before distribution**

