

PUBLICSECTOR

Journal of the Institute of Public Administration New Zealand

Ratecard 2024



Public Sector is your opportunity to reach public servants working in central and local government.

Public Sector is distributed quarterly to more than 150 governmental agencies, corporate and academic agencies, 20 overseas organisations and libraries and 350 individuals.

Public Sector has a print run of 550 and an email link to the online version is sent to over 9,000 IPANZ members registered in the database.

- A cost effective way to reach your target audience through display ads or inserts.
- Read by key decision-makers and influencers in the public sector.
- Based in Wellington and distributed nation wide and internationally including via IPAA Australia.
- A specialist publication for everyone with an interest in public administration, public management and policy-making.
- Topics covered in 2024 will include Māori/Crown relations, reforms in local and central government, collaboration across the public sector and communities, public service principles and values, strengthening organisation culture, leadership.

PUBLICSECTOR

Journal of the Institute of Public Administration New Zealand

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ADVERTISEMENT SIZES - Ad sizes width x height

Covers and full page

Trim A4 210 x 297mm
Type Area 200 x 287mm
Bleed 3mm all round

Half page vertical

Finished size
91.5 x 261mm

No bleed
required

Half page horizontal

Finished size 188 x 125mm
No bleed required

Quarter page

Finished size
91.5 x 125mm

No bleed
required

One-third page strip

Finished size 188 x 87mm
No bleed required

ADVERTISEMENT RATES

Full colour

Outside back cover	\$1650
Inside front or inside back cover	\$1500
Full page	\$1375
Half page vertical and horizontal	\$825
One-third strip	\$575
Quarter page	\$500

INSERTS

A4 (2 sides)	\$880
A3 (4 sides)	\$940
A2 (8 sides)	\$1000

Contact the IPANZ office to discuss discounts for ads in consecutive issues.

Inserts must be at the IPANZ office at least one week before distribution.

ARTWORK

Please supply artwork as print-ready, high resolution pdfs, all fonts and images embedded and with a 3mm bleed all round for full page adverts.

Contact the IPANZ office to discuss the cost of having an ad designed through IPANZ.

PUBLICATION DEADLINES 2023

April	Ad booking deadline Ad deadline for copy Insert booking and delivery deadline Distribution	1 March 8 March 22 March 28 March
July	Ad booking deadline Ad deadline for copy Insert booking and delivery deadline Distribution	10 May 17 May 3 June 14 June
September	Ad booking deadline Ad deadline for copy Insert booking and delivery deadline Distribution	16 August 23 August 6 September 20 September
December	Ad booking deadline Ad deadline for copy Insert booking and delivery deadline Distribution	1 November 8 November 22 November 30 November

IPANZ e-newsletter

IPANZ publishes an e-newsletter every three weeks, read by over 11,500 members and their contacts. We welcome adverts.

Costs for standard ad: \$400 non-members, \$250 members.

Please contact us for the schedule and specifications.