

# urbis

## Rate Card 2010

An AGM publication.

### Profile

The Urbis environment is contemporary architecture, design and style. Its audience is everyone with an informed interest in the design of the world around them – designers and makers and, especially, consumers.

Urbis is designed to match the quality of its content, and the expectations of its design-literate readership. With a focus on New Zealand and Australia, and a gaze that reaches much farther afield, Urbis presents the best examples of the work of the best designers.

With its lively content, sophisticated appearance and international-standard production values, Urbis stands alone in the market place as the most influential and iconic consumer design magazine. Advertisers in Urbis connect with a premium and discerning audience.

### Circulation

Urbis is distributed to architects, designers and consumers via a combination of controlled circulation, paid subscriptions and retail sales.

Total distribution: 25,000 copies.

### Urbis Designday

Anchored by the credibility and success of Urbis magazine, Urbis Designday is a unique event in which leading designers and showrooms pair to create awe-inspiring creations for design-savvy consumers. Urbis Designday landed on Auckland's event calendar in 2005 and since then has grown into an event that attracts several thousand visitors.

### AGM – New Zealand's leading design publisher

AGM Publishing Limited and its sister company Architecture Media Pty Ltd publish a number of award-winning titles directed at the architectural, building, and construction communities, and at design-literate readers. Other titles include Architecture NZ, Houses NZ, Landscape Architecture NZ, ProDesign, Progressive Building+Info-Link, Architecture Australia, Landscape Architecture Australia, Artichoke, and Architectural Product News.



**agm**

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URBIS / HOUSES NZ / ARCHITECTURE NZ / PRODESIGN / LANDSCAPE ARCHITECTURE NZ / PROGRESSIVE BUILDING+INFO-LINK

Issue nos. dates and deadlines	Bookings before	Ads before	On sale
54. February 2010	27 November 2009	14 January 2010	01 February 2010
55. April 2010	12 February 2010	19 February 2010	29 March 2010
56. June 2010	16 April 2010	23 April 2010	24 May 2010
57. August 2010	21 June 2010	28 June 2010	26 July 2010
58. October 2010	15 August 2010	22 August 2010	30 September 2010
59. December 2010	18 October 2010	25 October 2010	30 November 2010

Advertising rates	1x	3x	6x	12x
Double page spread	\$9470	\$8900	\$8330	\$7770
Full page	\$4930	\$4630	\$4340	\$4040
Half page	\$3300	\$3100	\$2900	\$2710
Quarter page	\$1970	\$1850	\$1730	\$1620

Rates exclude GST

## Cancellation

Must be in writing and no later than 1st of month, three months prior to publication date.  
Please note we do not accept cancellations for bookings made within this period.

## Loose inserts

POA.

## Series discounts

Advertisers can build series discounts by advertising a number of times across any combination of AGM and Architecture Media magazines.

## Cover and preferred position

Frequency rate plus: outside back +25%, inside front +20%, inside back +15%, advertiser preferred position +10%.

## Mechanical data

Page trim size 325mm deep x 240mm wide.  
Cover 300gsm Novatech Satin – laminated.  
Text 100gsm Expression matt. Burst bound.

## Advertising enquiries

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