

**PUT YOUR MESSAGE IN FRONT OF MORE THAN**

**160,000**

**FRESH WATER ANGLERS  
& GAME BIRD HUNTERS**

**ADVERTISING RATE CARD**



**Fish & Game**  <sup>TM</sup>  
NEW ZEALAND

# REGULATIONS BOOKLET



## REACH 150,000 ANGLERS AND HUNTERS WITH YOUR MESSAGE

Fish and Game New Zealand's customers, our licence holders, are a large group of people participating in the great New Zealand outdoors. Few opportunities exist to reach such a large and specific group of people. This is an excellent channel for advertising your products and services that appeal to fresh water anglers and game bird hunters.

Whether your products or services are about getting there, having the right gear or increasing their chances of success, owning space where this group will engage your message for a whole year is a prime opportunity.

### SPORT FISHING REGULATIONS

This DLE regulations booklet is distributed to all licence purchasers, approximately 110,000 per year, and is used significantly throughout the season as a reference by anglers.

**FREQUENCY:** One issue per season, valid for 12 months October - September

**CIRCULATION:** One copy to all licence holders (110,000)

**Outside back cover** - \$3250 + GST

**Inside front cover** - \$1850 + GST

**Inside back cover** - \$1500 + GST (25% discount for community / service organisations)

Copy must be received no later than 2nd week of July each year.

Distribution begins mid August and is valid through to the end of September the following year.



### GAME BIRD HUNTING REGULATIONS

This DLE regulations booklet is distributed to all licence purchasers, approximately 40,000 per year, and is used significantly throughout the season as a reference by game bird hunters.

**FREQUENCY:** One issue per season, valid 12 months (key months May, June and July)

**CIRCULATION:** One copy to all licence holders (40,000)

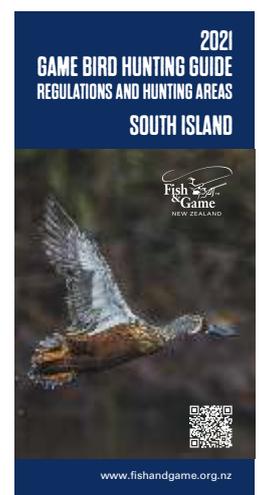
**Outside back cover** - \$2250 + GST

**Inside front cover** - \$1350 + GST

**Inside back cover** - \$1100 + GST (25% discount for community / service organisations)

Copy must be received no later than 2nd week of February each year.

Distribution begins mid March and is valid through to the end of April the following year.



All advertising space is full colour

Regulations booklets are printed separately for North and South Islands



# REEL LIFE EMAIL NEWSLETTER



YOUR TICKET TO ADVENTURE

## REACH 120,000 ANGLERS

Reel Life is Fish and Game New Zealand’s monthly fishing e-zine sent to a subscribed database. This is a large group of people participating in the great New Zealand outdoors. Few opportunities exist to reach such a large and specific group of people. This is an excellent channel for advertising your products and services that appeal to fresh water anglers.

### SPORT FISHING E-ZINE

This publication is well subscribed, the information is especially relevant to anglers and contains specific regional information. In a recent survey of all readers, regional information was shown to be the most read information.

- FREQUENCY:** Monthly August to May inclusive (10 issues)
- CIRCULATION:** Emailed to a subscribed database of approx 180,000
- OPEN RATES:** Approx 28%, Approx 50,000
- WEBSITE:** Also available and archived on the Fish and Game website

- PRIMARY:** \$800 + GST per issue (only one space available per issue)
- SECONDARY:** \$600 + GST per issue (up to four spaces available per issue)

- 10% discount per issue for two consecutive issues
- 15% discount per issue for three consecutive issues
- 20% discount per issue for four consecutive issues or more

- COPY DUE:** 20th of the month or Friday before id on a weekend
- PUBLISHED:** 2-3 days following copy deadline



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### SECONDARY POSITION

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# BOTH BARRELS EMAIL NEWSLETTER



YOUR TICKET TO ADVENTURE

## REACH 40,000 GAME BIRD HUNTERS

Both Barrels is Fish and Game New Zealand's monthly game bird hunting e-zine sent to a subscribed database. This is a large group of people participating in the great New Zealand outdoors. Few opportunities exist to reach such a large and specific group of people. This is an excellent channel for advertising your products and services that appeal to duck and upland game hunters.

### GAME BIRD E-ZINE

This publication is well subscribed, the information is especially relevant to game bird hunters and contains specific regional information.

**FREQUENCY:** Monthly March to August inclusive (6 issues)

**CIRCULATION:** Emailed to a subscribed database of approx 40,000

**OPEN RATES:** Approx 28%, 11,200

**WEBSITE:** Also available and archived on the Fish and Game website the following year.

This publication is well subscribed, the information is especially relevant to game bird hunters and contains specific regional information.

**PRIMARY:** \$650 + GST per issue (only one space available per issue)

**SECONDARY:** \$450 +GST per issue (up to four spaces available per issue)

10% discount per issue for two consecutive issues

15% discount per issue for three consecutive issues

20% discount per issue for four consecutive issues or more

**COPY DUE:** 20th of the month or Friday before id on a weekend

**PUBLISHED:** 2-3 days following copy deadline



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# LICENCE SALES WEBSITE PAGE

## ALL LICENCE SALES



## FISH AND GAME LICENCE PURCHASE PAGE

This page is where almost all licences are purchased for both sports fishing and game bird hunting. The demographic here is very specific to people exploring and experiencing the great New Zealand outdoors.

**ANNUAL SITE VISITORS:** Approx 175,000

**UNIQUE VISITORS:** 50,000 (public online sales and another 50,000 online via agents)

**PURCHASES:** Public online sales 48,000 (96% of all visitors make a purchase)

**Banner (Top)** - \$9,950 + GST

**Footer (Left)** - \$4,995 + GST

**Footer (Right)** - \$4,995 + GST

- All prices based on booking placements for a minimum of 12 months with up to 12 image/message changes per year. Shorter placements POA.
- All advertising content is restricted to static images with a link to your page
- Copy must be supplied to spec listed above

You can view the current page here : <https://fishandgame.eyede.com>

