



GEKKAN NZ

Media & Marketing Communications

Media Kit

Design • Advertise • Publish

1 April 2022



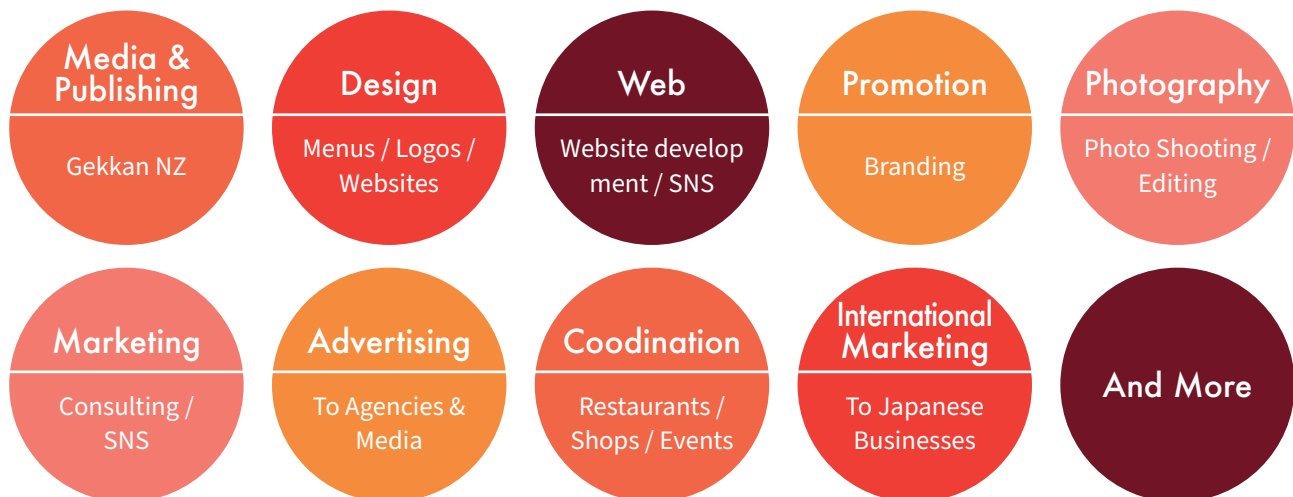
GEKKAN NZ

Our Company

Since 1996

Gekkan NZ Co. Ltd has been publishing Japanese magazines and other publications including advertisements, flyers, brochures and other materials. Since its establishment, Gekkan NZ has strived to contribute to the forming of a harmonious relationship between the Japanese community and New Zealand society. One of our major publications 'Gekkan NZ' contains useful information for both parties to reach a better understanding of the other.

About Us



Trade Name	GEKKAN N.Z CO., LTD
Address	Unit A, 37-41 Carbine Rd, Mt Wellington, Auckland 1060 (PO Box 132169 Sylvia Park, Auckland 1644)
Date Established	1st April 1996
Publisher	Harumasa Murayama
Employee Number	5
Corresponded Bank	Westpac New Zealand Limited
Association	Tokyo Food Co., Ltd Japan Mart
Website	www.gekkannz.net

Customers
Consular Office of Japan Embassy of Japan in New Zealand Japanese Restaurant Tourism New Zealand Nippon Express Ltd. etc



GEKKAN NZ

Our Magazine

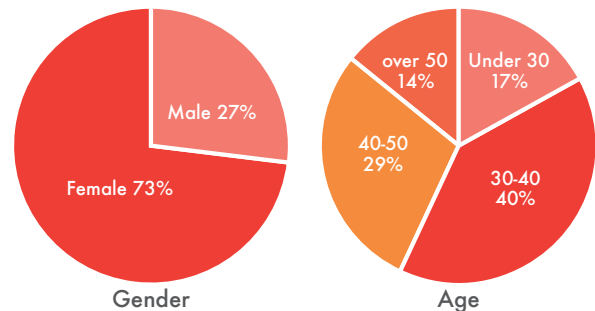


Gekkan NZ is a Free Monthly Magazine in Japanese

Published on the 1st of each month

Our magazine is a lifestyle magazine, which features a wide range of topics and we have interviewed celebrities such as former All Blacks Captain Richie Macaw and well known comedian Guy Williams. We are a popular Japanese magazine which caters to the Japanese community here in New Zealand.

Readership Profile
for residents, Students and Tourists



Contents: 32 - 60 pages each month



Horoscope, Classifieds, Essay, Column, Culture, Restaurant and cafe, Shop, Event etc.



GEKKAN NZ

Distribution

Distributed in throughout all of New Zealand

Our readership mainly consists of the Japanese community in New Zealand, ie. residents, students and tourists. The other segments of our readership include the Japanese tourism industry, New Zealand association groups in both New Zealand and Japan, and also the Japanese who are in Japan but keen to come to New Zealand.

Circulation			
TOTAL COPIES 10,000 per months	Auckland 5,000 copies	Christchurch, Wellington 4,000 copies	Other Places in NZ, Japan 1,000 copies
Web site 10,000 reach			

Available at the following places

► I - Site (visitor information centre)

Christchurch, Welington, Queenstown(Qbook), Tauranga, Rotorua, Taupo, Coromandel, Far North, Whangarei, Dunedin, New Plymouth, Napier, Paihia, Nelson, Palmerstone North, Gisborne.....etc

► Government (New Zealand & Japan)

Embassy of Japan in New Zealand (Wellington), Consulate General of Japan(Auckland, Christchurch), New Zealand Foreign Affairs & Trade in Tokyo(Japan) 100% Pure New Zealand (Japan, New Zealand).....etc

► Study Abroad Agency

Last Resort(Auckland), Ryugaku Joho Centre (Auckland, Christchurch).....etc

► Language School

ETC(Palmerstone North), IPU(Palmerstone North), ICL(Auckland), DynaSpeak(Auckland), Jukuten(Auckland).....etc

► Japanese Restaurant and Cafe

Musashi(Auckland), Daikoku(Auckland, Hamilton), Hachi hachi(Christchurch), Yoshizawa(Auckland), Ark coffee(Auckland), Kazu restaurant(Wellington), Ken Yakitori Bar(Auckland), Sasanoki(Wanaka), Yoko'sushi(Gisborne), Yamato(Rotorua), Bean Cafe (Palmerstone North), Patagonia Chocolate (Queenstown).....etc

► Japanese community

Japanese Supplementary School (Auckland, Christchurch, Wellington), Japanese Library (Auckland, New Plymouth), The Spreading Tree (multicultural space in Auckland), Japanese Christian Church(Auckland, Christchurch), Takapuna Library, Japanese Play Group(Auckland, Hamilton, Wellington, Queenstown).....etc

► Asian Food markets and Souvenir Shops

JAPAN MART (Hornby, Riccarton, Henderson, Newmarket, City, Manukau, Sylvia Park, Milford), Kosco Asian Supermarket(Christchurch), Kosco Unimart(Dunedin), Asian Food Specialist(Wellington), Sunson Asian Supermarket (Riccarton, Bryndwr), Aotea Gifts(Auckland, Rotorua), OK Gift Shop (Auckland).....etc

► Other

(Japanese Restaurant, Takeaway shop, Travel Offices, Car Shops, Hair Salon, Immigration Offices, Lawyer Offices,)

JTB(Travel agent in Auckland), H.I.S(Travel agent in Auckland), Misola hair salon(Christchurch), Poko a poko hair(Auckland), LAN Hair(Auckland), Mika Styles(Auckland), Ichinen Autos(Auckland), Clear Motors(Auckland), Hanna Consultant(Auckland), Kenton Lawyer office(Auckland)etc



GEKKAN NZ

Basic Advertisement

Advertisement Rates

ALL PRICES ARE G.S.T EXCLUSIVE

Display AD - 4 Colours

		Size (mm) W x H	Casual Rate (per issue)	Special Rates (per issue)		
				3 months	6 months	12 months
A	Outside-back Cover	202 x 270	\$3,250	\$3,090	\$2,925	\$2,600
B	Inside-front Cover	202 x 270	\$2,340	\$2,230	\$2,080	\$1,820
C	Inside-back Cover	202 x 270	\$2,340	\$2,230	\$2,080	\$1,820
D	Full Page	202 x 270	\$1,690	\$1,615	\$1,510	\$1,300
E	1/2 Page	176 x 118	\$650	\$620	\$585	\$520
F	1/4 Page	Landscape: 176 x 57 Portrait: 86 x 118	\$460	\$430	\$410	\$365
G	1/8 Page	86 x 57	\$325	\$315	\$290	\$260

Under revision

Display

		Size (mm) W x H	Casual Rate (per issue)	Special Rates (per issue)		
				3 months	6 months	12 months
D	Full Page	202 x 270	\$1170	\$1115	\$1040	\$910
E	1/2 Page	176 x 118	\$650	\$620	\$585	\$520
F	1/4 Page	Landscape: 176 x 57 Portrait: 86 x 118	\$460	\$430	\$410	\$365
G	1/8 Page	86 x 57	\$325	\$315	\$290	\$235

Cancellation

Cancellation will not be accepted less than a month before the publication date. And we will charge cancellation fee that 50% of rest of contract.

Deadlines

Booking: The 10th of the month prior. Material: The 15th of the month prior.

Notes

1. Prices are subject to change without further notice.
2. Space may be booked for a maximum of 12 months.
3. Advertising rates shown are subject to the addition of Goods & Service Tax.



GEKKAN NZ

Size & Position

Advertisement Positions



Outside-back Cover



Inside-back Cover



Trim Size:
202 x 270mm

Bleed size:
208 x 276mm



Trim Size:
202 x 270mm

Bleed size:
208 x 276mm



Full Page



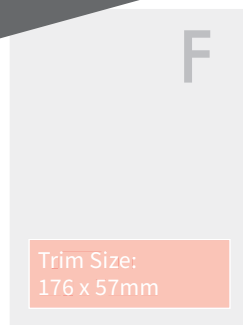
Trim Size:
202 x 270mm

Bleed size:
208 x 276mm

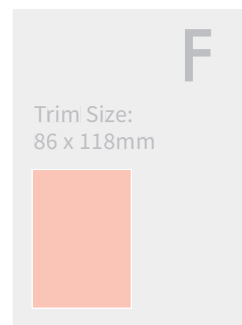
Under revision



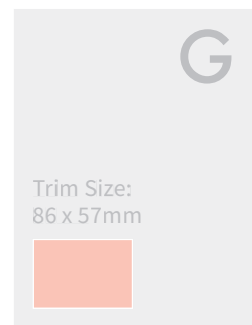
1/2 Page



1/4 Page H



1/4 Page V



1/8 Page

Sample



A, B, C, D Full Page



E 1/2 Page



F 1/4 Page H



F 1/4 Page V



G 1/8 Page



GEKKAN NZ

Your Artwork Files

How to Set Up Files for Us

Correct file set up can eliminate some of the common artwork problems.
Please follow our rules to avoid printing errors.

Supply items

<MEDIA>

We accept files by media. CD-R / DVD / USB / E-mail / Cloud service (Dropbox, Google Drive etc)

Require Attention

<FILE FORMAT> Please save your file as EPS, JPEG, TIFF, AI or PDF format

<IMAGE RESOLUTION> Resolution 350dpi

<COLOUR>

- CMYK (For 4 colours advertisement). Grey Scale (For black & white advertisement)
- *Please do NOT use spot colours. If you have used these colours please change them to CMYK (Save in Adobe Illustrator)

<LINE WIDTH> Avoid lines thinner than 0.3 point; do not use hairline

<FONTS>

- Under 5pt characters are barely legible. Do not use characters under 5pt
- Please outline all fonts (Save in Adobe Illustrator)

<IMAGES> Please embed the images (Save in Adobe Illustrator)

<LAYER> Please combine all layers and take off the layer lock

<OVERPRINT SETTING> Please do not use overprint settings

<TRIM MARK *full size advertisement only>

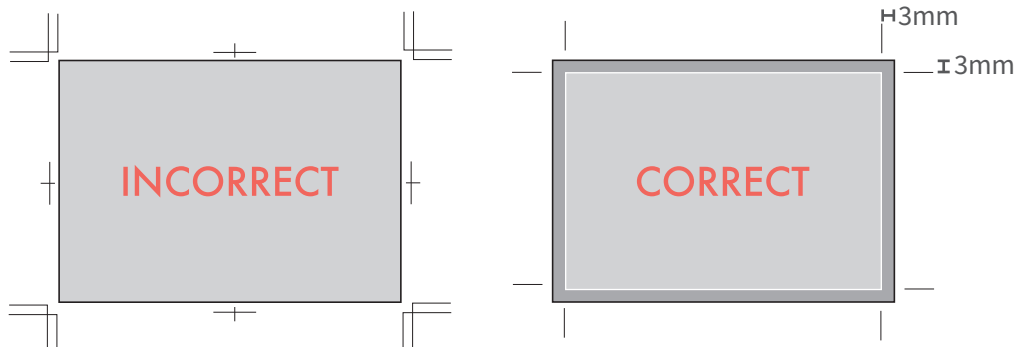
- Please set a 3 mm bleed on all sides to avoid cutting errors
- The trim mark is with CMYK

PDF Data

Please outline all of font and bury all images data.

* We convert the PDF data into Photoshop EPS data in our company and use as our magazine data.

How to create





GEKKAN NZ

Classifieds

Useful for House Rent, Job Vacancy and Seeking Friends

Classifieds is usually free. Want greater advertisement in classifieds, upgrade to Preferred Ad or Yellow Ad. Please feel free to inquire.

Preferred
\$100+GST
Text + 1 or
2 Photos

Under revision

Yellow Ad
\$20+GST
around
30-35 words

Classifieds



仕事探し、フラット探し、売ります、買いますなど
ニュージーランドの生活に役立つ情報交換のコーナーです

表千家流茶道 (CHC & AKL) 新会員募集

ニュージーランドで茶の湯の稽古をしている
茶道会です。クライストチャーチ、オークラ
ンド、また出張稽古も可能です。詳細は滴
潤会 (てきじゅんかい) のWEBサイトをご
覧下さい。ご連絡お待ちしております。

WEB: <https://tekijun-tea-gathering-nz.jimdofree.com/>

女性入居者募集! Kiwiのカップル

バス停も近く好立地な
能! クロー

co.nzまで(日本語OK)。

シティにあるThe Spreading Tree
は各種イベントやセミナー、パー
ティーなどのレンタルスペースと
してご利用いただけます。
thespreadingtree.co.nz

求人

Situations Vacant

LAN Hair Design is looking for an
experienced senior stylist work for
long term. enquire within. E-mail:
lanhairdesign@gmail.com Ph: 09
-523-5528

OASIS Hair Dressing requires a
senior hair dresser who has skills
of Magic straight and Digital Perm.
Citizen/Permanent visa holder pre-
ferable. Send your CV E-mail: oasis
hairdressingnz@gmail.com

CWK Accountsは、Manukauペー
スのSMEを専門とするCAファーム
です。月額120ドル+GSTより。無
料相談。詳細はご連絡まで。Ph:
09-273-8873 E-mail: frank@
cwkaccountants.co.nz フランク

住宅ローンのスペシャリスト。新
規購入やリファイナンス。家の買い
方や金利を大幅に節約して早期返
済する方法を詳しくご説明します。
E-mail: yuko.dempster@nzhl.

English lessons offered from a

AKL*日本伝統陶芸教室

NZ粘土と日本釉薬を使った初心
者対象の陶芸教室。毎週日曜、
火曜の午前10時~12時まで。4
回または1回コース(2名以上)。
E-mail: yamadakenju@gmail.com
Mob: 021-619-491 陶工房山田

オークランド、ノースショアの図
書館で英語の個人レッスンをしま
す。\$20/時間で会話、音読、発
音が主です。お問い合わせはAUT
卒業生Akikoまで。Mob: 027-
651-8278

ネイティブによる英語のプライベート
レッスン。生徒を募集! 文法やELT
Sなどの対策も。レッスンはEpsom
の自宅にて(\$30/h)、出張可。ご相
談は英語で。Mob: 027-614-2114
E-mail: rjpaton@xtra.co.nz Jenny

仲間募集
Seeking Friends

「さくら」は日本人女声コーラス
グループです。歌に自信のない方も
大歓迎。月に2回土曜日にレッス
ンを開催。ご興味のある方はぜひ一
度見学にいらしてください。E-mail:
sakuranokai-nz@hotmail.co.jp

デボンポート日本語ブッククラブ会
員募集中。2月~11月の第2日曜午

*掲載される内容については、法律の規定に違反するものではないことを条件に弊社独自で審査
していますが、内容の虚偽・不正などに関する責任は負いかねます。また誹謗の都合上、個人情報
が中心となることをご了承下さい。

GEKKAN NZ 無料 クラシファイド申し込み方法

必要事項をご記入の上、E-mailでお申し込みください

E-mail classifiednz@gekkannz.net

締切は
毎月10日です

①お名前・企業・団体名 ②住所 ③電話 ④掲載希望月 ⑤掲載カテゴリ
⑥掲載文 最大90文字まで (英数字は1マスの2文字を目安としてご記入ください)。

【掲載カテゴリ】求人/求職/売ります・買います/フラット/賃貸募集/ホームステイ/仲間募集
/教えます (個人・学校・団体)/ビジネス/買家・借家/記念日



※複数月にわたる掲載希望は承れません。お手数ですが、毎月ご投稿ください。※電話による申し込み、掲載内容に関する
お問い合わせは一切受け付けておりません。※フラット/賃貸など、特別な場合を除いて、男性または女性のみを対象とした広告は
掲載いたしません。※字数が90文字を超えている広告は掲載いたしません。※お申し込み内容の一部を変更していただく場合
がございます。※内容により掲載できない場合がございます。※誹謗の都合上、個人情報が優先されることをご了承ください。

有料掲載クラシファイドのお知らせ

(掲載例)

タイトルが付けられる!

有料版の魅力を発揮しました

ちょっと掲載したい時は無料版、

目立たせたい時は有料版。用途

に合わせてお申し込みください。

新カテゴリの「記念日」も追加

しました! 月刊ニューズまで、

より目立たせられる!

※タイトルは最大13文字まで、

掲載料金: \$20+GST

お申し込み方法、掲載内容、お支払い方法等、

詳細はメールにてお問い合わせください。

E-mail: classifiednz@gekkannz.net

Applying via Email classifiednz@gekkannz.net

Deadlines <Booking> The 10th of the month prior. <Material> The 15th of the month prior.



GEKKAN NZ

Web Advertisement

Web Advertisement Sizes & Positions

Advertisement Rates

※Please enquire about the price and the details.

Sizes

Top Page Banner: **800 × 250 px**

Side Menu Small Banner: **300 × 100 px**

Side Menu Medium Banner: **300 × 350 px**

Terms

Available from at least 1 month

Weekly / Monthly

Position

Depends on the position to post.

i.e.)

- Top Page
- Specific Category Top
- Specific Category Page
- Whole Website
- Specific article

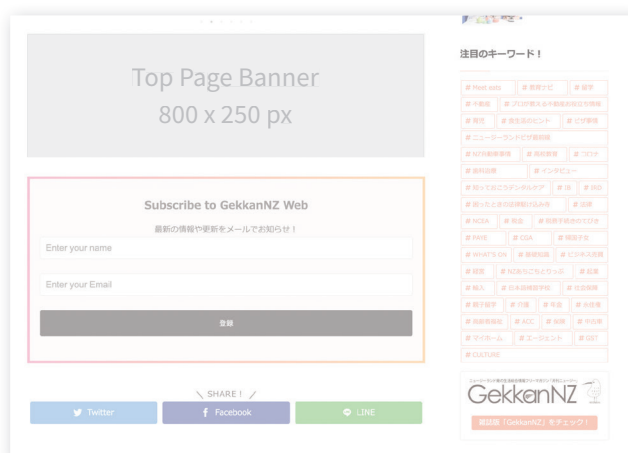
Design

The design fee would apply for a new banner image.

Please provide us...

- Contents that you would like to post
- Company Logo
- Picture
- URL

Under revision





GEKKAN NZ

SNS Promotion



Facebook

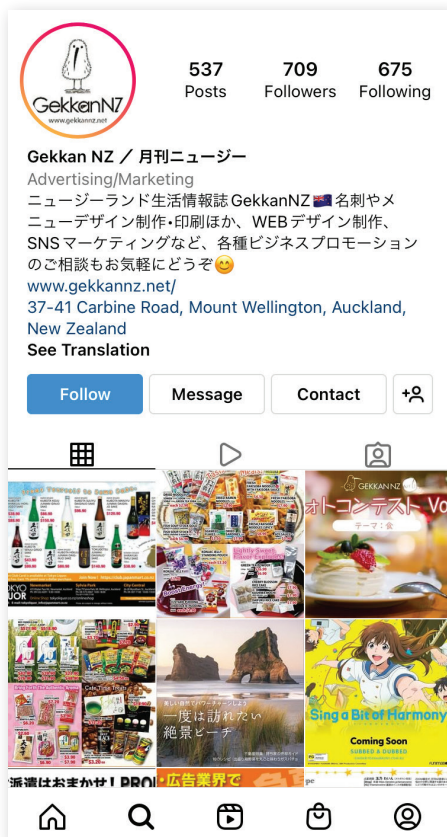
\$150 / post (Exclusive GST)

Translate+ Text + Picture + Boost

PR is all about “Boost” in the target public...
With GekkanNZ—the most popular among Japanese community, or more Asian, we’ll be the best to the shop promotions; new food / drink / services

GekkanNZ Facebook page (Feb 2022)

Likes	2,067
Followers	2,250
Gender	Women 64% Men 35%
Country	NZ 60% JP 31%



Instagram

\$100 / post (Exclusive GST)

Text + Picture

Price upon your needs [Please ask for detail](#)

E-mail: sales_gekkannz.net

One “fast-best” PR to Japanese

GekkanNZ Instagram (Feb 2022)

Followers	702
Gender	Women 62% Men 38%

Tell “WHAT'S ON” from yours



GEKKAN NZ

Advertorial

Advertising for Seasonal theme

Gekkan NZ magazine plans advertorial in alternate month which is affordable and popular, and Gekkan NZ staff write the article. If you are a client of basic advertisement, may give free advertorial according to the theme. Please ask your contact person about the cost and next theme.



March 2020: Cafe & Eatery



August 2019: Real Estate



June 2019: School



October 2019: Relaxation & Hair salon

Special advertorial

Interview, photograph, writing articles and design. We provide special advertorial. Please ask your contact person.

