



GEKKANZ
Media & Marketing Communications

Media Kit

Design • Advertise • Publish

24 Apr 2024



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 etc



GEKKAN NZ

Our Magazine

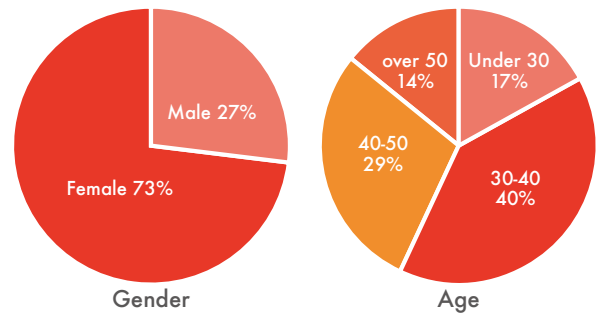


Gekkan NZ is a Free Quarterly Magazine in Japanese

Published 4 times a year
(autumn, winter, spring, summer)

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: 48 Pages each month

Local Info	Interview	Fashion	News	Sport	Living
Health&Beauty	Activity	Travel	Movie	Gourmet	Music

Column, Restaurant and cafe, Shop, Event etc.



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 20,000 per issue	Auckland 10,000 copies	Christchurch, Wellington 8,000 copies	Other Places in NZ, Japan 2,000 copies
Web site 20,000 reach			

Available at the following places

▶ I - Site (visitor information centre)

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

▶ Study Abroad Agency

Last Resort, Ryugaku Joho Centre
.....etc

▶ Language School

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

▶ Japanese community

Japanese Supplementary School , Japanese Library, Japanese Christian Church, Takapuna Library, Japanese Play Group.....etc

▶ Japanese Restaurant and Cafe

Musashi, Daikoku, Hachi hachi, Yoshizawa, Ark coffee, Kazu restaurant, Ken Yakitori Bar, Sasanoki, Yoko's sushi, Yamato, Bean Cafe, Patagonia Chocolate.....etc

▶ Asian Food markets and Souvenir Shops

JAPAN MART, Kosco Asian Supermarket, Kosco Unimart, Asian Food Specialist, Sunson Asian Supermarket, Aotea Gifts, OK Gift Shop.....etc

▶ Other

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

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



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	210 x 297	\$3,250	\$3,090	\$2,925	\$2,600
B	Inside-front Cover	210 x 297	\$2,340	\$2,230	\$2,080	\$1,820
C	Inside-back Cover	210 x 297	\$2,340	\$2,230	\$2,080	\$1,820
D	Full Page	210 x 297	\$1,690	\$1,610	\$1,495	\$1,300
E	1/2 Page	190 x 135	\$890	\$870	\$820	\$730
F	1/4 Page	190 x 65	\$520	\$500	\$470	\$420
G	1/8 Page	65 x 90	\$370	\$360	\$315	\$260

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

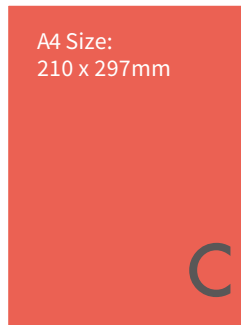
Advertisement Positions



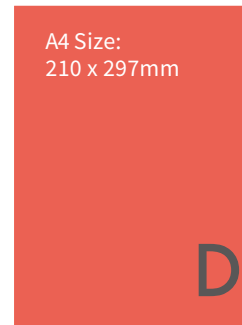
Outside-back Cover



Inside-front Cover



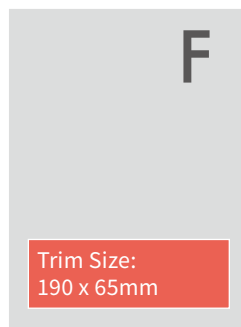
Inside-back Cover



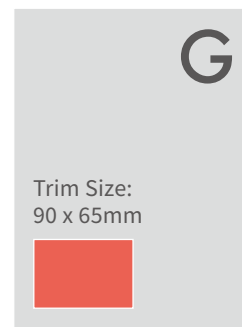
Full Page



1/2 Page



1/4 Page



1/8 Page

Sample



A, B, C, D Full Page



E 1/2 Page



F 1/4 Page



G 1/8 Page



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. 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).

*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>

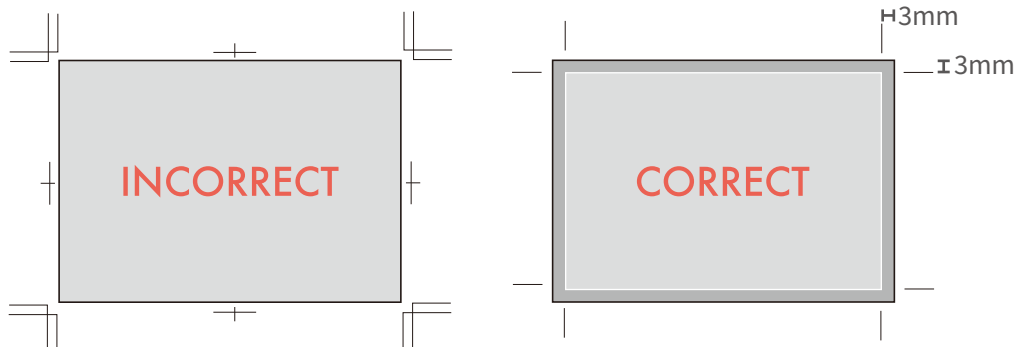
- Please set a 3 mm bleed on all sides to avoid cutting errors
- The trim mark is with CMYK

PDF Data

Please outline all of font and bury all images data.

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

How to create





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.





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 (Mar 2024)

Likes	2.1K
Followers	2.3K
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 (Mar 2024)

Followers	1051
Gender	Women 62% Men 38%

Tell “WHAT'S ON” from yours



Web Advertisement Rates

ALL PRICES ARE G.S.T EXCLUSIVE

Top Page Banner

	Position	Size (pix) W x H	Casual Rate (per month)	Special Rates (per month)		
				6 months	12 months	
A	Banner LT1*	Below the latest articles	800 x 250	\$2,000	\$1,700	\$1,445
B	Banner LT2*	Above What's new	800 x 250	\$900	\$765	\$650
C	Banner LT3*	Above the News	800 x 250	\$600	\$510	\$430
D	Banner MT	Side menu: under TOPICS	300 x 100	\$360	\$315	\$260
E	Banner ST	Side menu: under Banner MT	145 x 100	\$180	\$155	\$130

*Banner LT1/LT2/LT3 are responsive.

Inside Page Banner

	Position	Size (pix) W x H	Casual Rate (per month)	Special Rates (per month)		
				6 months	12 months	
F	Banner LI	under the Main articles	800 x 250	\$1,500	\$1,275	\$1,080
G	Banner MI	Side menu: under TOPICS	300 x 100	\$800	\$680	\$580
H	Banner SI	Side menu: under Banner MI	145 x 100	\$400	\$340	\$290

*Excluded: top page, About us, Contact us, Oeder Page etc.

Inside Page Banner: Only posted in the selected category.

	Position	Size (pix) W x H	Casual Rate (per month)	Special Rates (per month)		
				6 months	12 months	
I	Banner LC	Category list page and under the Main articles	800 x 250	\$600	\$510	\$430
J	Banner MC	Side menu: under TOPICS	300 x 100	\$360	\$315	\$260
K	Banner SC	Side menu: under Banner MC	145 x 100	\$180	\$155	\$130

*Excluded: top page, About us, Contact us, Oeder Page etc.

Inside Page Banner + Monthly Column (From contracts Posting 3 months or more.)

	Position	Size (pix) W x H	3 months (per month)	Special Rates (per month)		
				6 months	12 months	
I	Banner LM	under the Main articles	800 x 250	\$1,700	\$1,445	\$1,220
J	Banner MM	Side menu: under TOPICS	300 x 100	\$1,000	\$850	\$720

*Excluded: top page, About us, Contact us, Oeder Page etc.



GEKKANNZ

Banner Position

Top page Banner Positions

Category list page



Design: The design fee would apply for a new banner image. Please provide us...

- Contents that you would like to post
- Company Logo
- Picture
- Contact details
- URL etc.

Design Fee: \$150 *Banner ST / SC / SI are free.



GEKKANNZ

Banner Position

Inside page Banner Positions

Category list page



Main article pages



You can choose from the following categories:

- Immigration
- Business
- Education
- Gourmet
- Sports
- Lifestyle
- Area Information
- News