



A really, really different in-flight magazine



really, really small fares

Welcome Aboard

Since it launched in 1995, Freedom Air has proven that being really, really small can be really, really good. As a value-based airline (VBA), Freedom's philosophy is to offer everyone the opportunity to travel to exciting destinations at a price within their reach. Keeping costs down enables Freedom to keep airfares down. This in turn makes it possible for the airline to deliver on its objective to be the best value-for-money airline in Australasia. Freedom's emphasis is on providing a safe, reliable, no-frills service that is also fun, friendly and casual.

Where Freedom Flies

From New Zealand, Freedom Air flies to Brisbane, Gold Coast, Sydney, Melbourne and Fiji; from Australia to Auckland, Hamilton, Palmerston North, Wellington, Christchurch and Dunedin; and from Fiji, to Hamilton and Palmerston North.

The Freedom Passenger

Freedom Air passengers are interested in leisure and tourism. Primarily they are holiday-makers and those visiting friends and family. Each year, Freedom carries 300,000 passengers to and from their holiday destinations.



freebie

the magazine for freedom air travellers

A really, really different in-flight magazine

A really, really cunning distribution idea

Because Freedom is a VBA, its in-flight magazine takes on a very special status as the only extra (or freebie) each passenger gets. Most of Freedom's passengers book direct and therefore do not enjoy access to advice about activities, accommodation and transport that is available from travel agents. Given the fact that most planning for a trip begins prior to departure, we decided to post the in-flight magazine to customers when they purchase their tickets. Furthermore, as the typical gap between booking flights and actual travel is typically greater than two months, Freedom passengers actually see two different issues of Freebie each time they fly; the first issue at the time of booking their tickets and the second when they board the aircraft.

Really, really useful information

Freebie's editorial content is specifically designed to deliver fun and useful knowledge about the destinations serviced by Freedom Air, along with ideas on how to make a holiday even more spectacular. Our editorial team is driven to ensure that the material published is informative, entertaining, accurate and independent so that all purchasing decisions made prior to departure are astute. Because of our content Freebie is a really, really useful magazine and a must-read for all Freedom Air passengers.

A really, really small magazine

The format of Freebie has been designed to be portable and user friendly. It is an A5 shape which allows the magazine to be comfortable, engaging and easy to read. Over 30,000 copies of Freebie are distributed bi-monthly to an extremely captive audience.

why advertise in Freebie?

Because it's a really, really smart thing to do!

Freebie gives you access to travellers when you need to reach them most – at the time of planning and purchase. If you are a tourist operator; where else will you be able to reach such a large group of committed holiday-makers at the very time they are making their purchasing decisions and in an editorial environment dedicated to enhancing their time overseas?

If you are a marketer of non-leisure goods and services, Freebie delivers an audience with disposable income and the willingness to spend. Don't think that choosing to fly a VBA makes you low-income, it makes you clever! (Just like choosing to advertise in Freebie).

Freebie is published six times a year, on the first day of January, March, May, July, September, and November. The deadline for advertising for each issue is the 15th of the month, two months prior to the publication date.

rates

a really, really attractive package

SIZE	CASUAL	THREE TIMES	SIX TIMES
double page	\$6,650	\$6,151	\$5,653
single page	\$3,500	\$3,238	\$2,975
1/2 page	\$2,170	\$2,007	\$1,845
1/4 page	\$1,260	\$1,166	\$1,071
1/8 page	\$805	\$745	\$684

THE ABOVE RATES ARE EXCLUSIVE OF GST

THE ABOVE RATES INCLUDE ARTWORK IF REQUIRED

If you would like to hear more, give us a call really, really soon on +649 360 6424, or email us on freebie@jonespublishing.co.nz



advertisement sizes, shapes and technical data

MECHANICAL

SIZE: 148 x 210 (deep)

BINDING: saddle stitch

COLOUR: CMYK

MATERIAL FORMAT

Files should be supplied as PDFs using the following guidelines for Mac or PC:

- Use AdobePS 8.7.2 postscript driver or higher (Mac) or the Acrobat Distiller printer port (PC)
- Use the Acrobat Distiller PPD file
- Select an output paper size that will accommodate both the document page and a 3mm bleed all round
- Select composite output file only, no separations
- Do not select crop or registration marks
- Include all fonts
- Select 2400 dpi resolution

SCREEN: 175 lpi (screen ruling)

SIZES:

Full Page A5

Print Area: 134 x 200 (deep)

Double Page Spread

Print Area: 282 x 200 (deep)

Horizontal 1/2 Page

Print Area: 134 x 99 (deep)

Horizontal 1/8 Page

Print Area: 65 x 48.5 (deep)

Vertical 1/2 Page

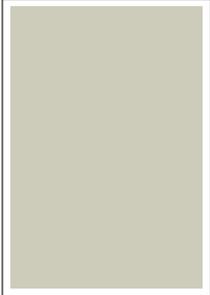
Print Area: 65 x 200 (deep)

Vertical 1/4 page

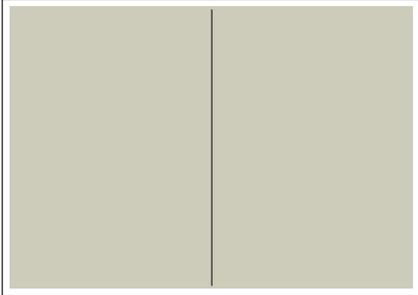
Print Area: 65 x 99 (deep)

MARGINS:

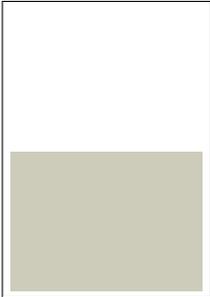
There is no "creep" being applied to this publication. As a result, there is no need to make any gutter allowance. Please ensure that there is sufficient space between text and the right-hand edge of the advertisement to allow for trimming.



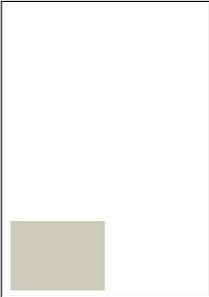
Full Page A5
134 x 200 (deep)



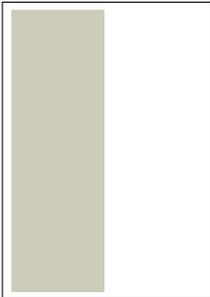
Double Page Spread
282 x 200 (deep)



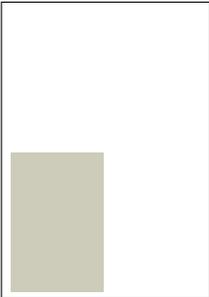
Horizontal 1/2 Page
134 x 99 (deep)



Horizontal 1/8 Page
65 x 48.5 (deep)



Vertical 1/2 Page
65 x 200 (deep)



Vertical 1/4 Page
65 x 99 (deep)

terms and conditions

CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Jones Publishing Ltd.

Contract advertising: Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space: This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material:

- a) All advertising material shall be delivered to the Publisher without expense to the Publisher
- b) Any expenses incurred following copy deadline date in trying to secure material (e.g.: toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- c) Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- d) Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed

Rate protection: Should advertising rates change, Advertisers on a current contract with Jones Publishing Ltd will be given rate protection (i.e. charged at "old" rates) – for only two consecutive issues in the case of monthly titles, and for one issue in the case of bi-monthly titles – from and including the issue at which any new rate increase takes effect.

Terms: Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to the client's account.

Tax and Levies: Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General:

- a) The Publisher reserves the right to decline the insertion of any advertisement
- b) The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- c) Casual displacement, rejection or omission of an advertisement does not invalidate a space order

d) While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement

Terms of Acceptance of Advertising Copy: The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- a) is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- b) is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- c) is otherwise in breach of any provision of any Statute Regulation or rule of law

The Advertiser acknowledges that Jones Publishing Limited relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.