

CRACCUM

THE UNIVERSITY OF AUCKLAND STUDENT MAGAZINE



CRACCUM Magazine is New Zealand's largest and most influential tertiary publication. Being the official University of Auckland magazine, **CRACCUM** is distributed free on campus and with our online reader, **CRACCUM** is available whenever and wherever needed.

For nearly 95 years, our publication has had a style which is independent yet challenging and forthright. While retaining its sense of humour, **CRACCUM** explores issues relevant to students and youth culture, covering everything from politics and current events, to artistic pieces and reviews. It also has up-to-date University of Auckland specific content.

CRACCUM is the ideal platform to advertise and promote to an ever-growing tertiary market. Our team will work with you on how to best engage with a tertiary audience of over 40,000, being either in print or digitally.

NOTE: The rates below do not apply to the Orientation Edition. Contact advertising@ausa.org.nz for details.

*Winner of Best Publication
ASPA Awards 2022*

BOOKING DEADLINE: **5 WORKING DAYS**
ARTWORK DEADLINE: **5 WORKING DAYS**
CIRCULATION: **UP TO 5,000**
ESTIMATED READERSHIP: **10,000**
PICKUP RATE: **OVER 80%**

**FOR BOOKINGS & ENQUIRIES EMAIL:
[ADVERTISING@AUSA.ORG.NZ](mailto:advertising@ausa.org.nz)**

Bulk Buying Discounts

- Place 3 consecutive ads & receive a **15% discount**
- Place 5 consecutive ads & receive a **25% discount**
- Place 8 consecutive ads & receive a **35% discount**



CRACCUM 2025 DISTRIBUTION DATES

SEMESTER ONE

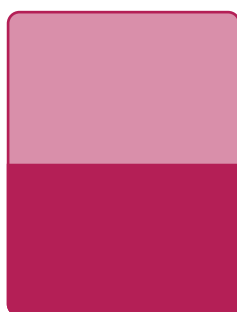
- Issue 1 - Monday March 3rd - Orientation Edition
Issue 2 - Monday March 17th
Issue 3 - Monday March 31st
Issue 4 - Monday April 28th
Issue 5 - Monday May 19th

SEMESTER TWO

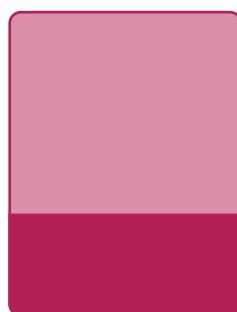
- Issue 6 - Monday July 21st
Issue 7 - Monday September 15th
Issue 8 - Monday September 29th
Issue 9 - Monday October 20th



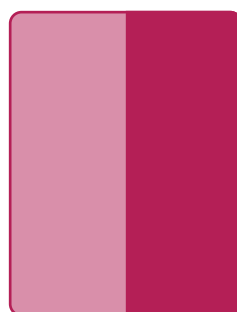
FULL PAGE
210MM (W) X 297MM (H)
+ 5MM BLEED ALL SIDES
\$425
INSIDE COVER **\$600**
BACK COVER **\$750**



HALF PAGE HORIZONTAL
190MM (W) X 135MM (H)
\$250



THIRD PAGE
190MM(W) X 90MM (H)
\$150



HALF PAGE VERTICAL
90MM (W) X 277MM (H)
\$250



QUARTER PAGE
90MM (W) X 135MM (H)
\$125

PLEASE NOTE: RATES EXCLUDE GST AND ARE NON-COMMISSION BEARING