

# URBAN-RURAL: The Great Divide?

## The Vernacularist Special Edition

### Advertising Rate Card

#### The Vernacularist & Depot Press

The Vernacularist is an independent journal produced by Depot Press exploring meaningful and topical subjects relevant to cultural and social development in Aotearoa, New Zealand. Depot Press represents the titles published by Depot Artspace, a creative, open and inclusive cultural community in Devonport, Auckland. Our publications can be found online at [www.issuu.com/depotartspace](http://www.issuu.com/depotartspace).

#### Urban-Rural: The Great Divide?

In this edition we explore issues both city and non-urban communities face, and the creativity and values that now exist as a result. Through articles, interviews, and a variety of visual content, landscapes are revealed as shapers of identity and culture. Our contributors feature writers, academics, photographers, visual artists, curators, choreographers.

#### Contributors

Contributors include: Jack Gray, Atamira Dance Co., Tony Watkins, Vernacular Architect; Nigel Brown, Artist; Kemi & Niko, Artists; Arohanui Lawrence, Aunty's Garden; Riki Bennett, Conservationist & Maori Cultural Educator; Vanessa Green, Photographer; Dawson Clutterbuck, Artist; Sophie Jerram, Letting Space; Timothy Flower, Film-maker

#### Why Advertise in The Vernacularist?

Advertising with us means a unique opportunity to make a lasting impression with a timeless, beautiful advertisement that reflects your brand, values and ethos without breaking the bank. This special edition of The Vernacularist is a curated, high quality printed journal in book form, destined for the home library. Our most recent edition, 'Wāhine-Women', sold nearly the entirety of the print run within the first fortnight.

*Your advertisement also enables us to keep costs down for the reader – making the contributors' work as accessible as possible.*

#### Readership

20 – 60 years of age, a discerning and socially conscious reader, engaged and interested in arts, culture, society and current affairs.

#### Print Run

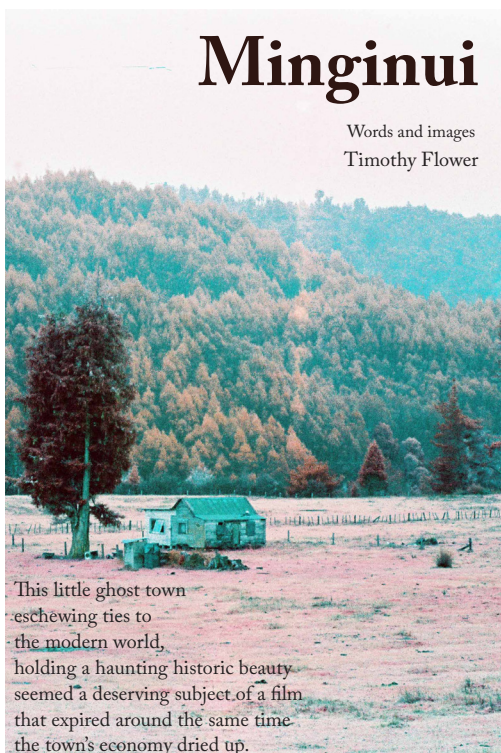
Hand-numbered limited edition of 200, full-colour, perfect-bound publication with durable cover.

#### Distribution

Through the Depot Artspace and good independent NZ bookstores.

*Special rates and advertising opportunities apply. Please see the following page for details.*

#### Sample content



# SPECIFICATIONS

DOUBLE PAGE SPREAD  
210mm (H) x 296mm (W)

FULL PAGE  
210mm (H) x 148mm (W)

## File Requirements

Material must be supplied as a high resolution (300dpi), flattened, .jpeg, colour CMYK.

## For ads designed by Depot Press

Logos to be supplied as tiffs, images high resolution (300dpi) .jpeg, colour CMYK. Please describe basic layout for our designer and supply all text you'd like featured.

### Double Page Spread

210mm (H) x 296mm (W)

### Full page

210mm (H) x 148mm (W)

## Advertising Rates for Urban Rural: The Great Divide?\*

\*All prices are exclusive of GST

### Your design

### Depot design

DOUBLE-PAGE SPREAD

\$350

DOUBLE-PAGE SPREAD

\$450

FULL PAGE

\$200

FULL PAGE

\$300

## Examples of Previous Vernacularist Advertising



## CONTACT

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