

# 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.

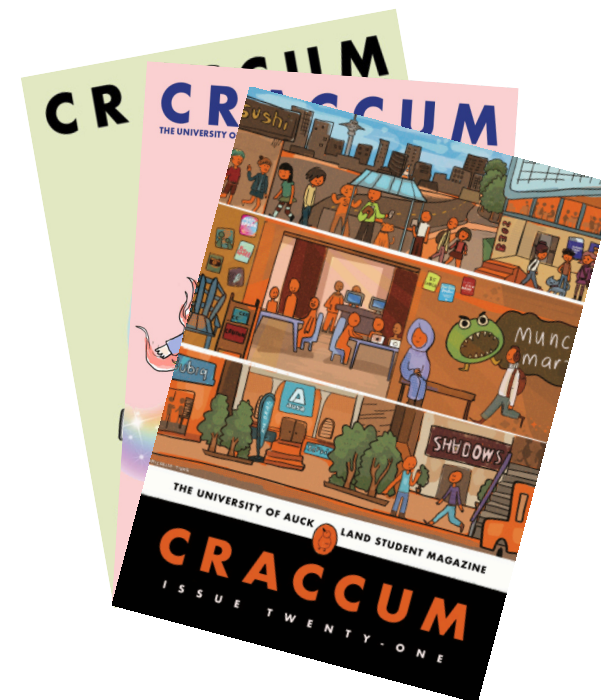
For nearly 95 years, our publication has had a style which is independent yet challenging and forthright. While retaining its sense of humour, **CRACCUM** explores issues relevant to students and youth culture, covering everything from politics and current events, to artistic pieces and reviews. It also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

Special release editions will feature in 2023 with **UBUNTU** released to coincide with AUSA's International Week and **KATE** during AUSA's Suffrage Week.

**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 ether in print or digitally.

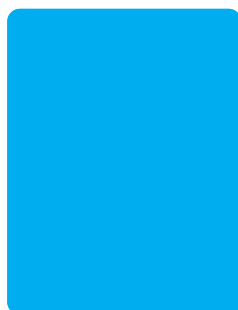
*Winner of Best Publication  
ASPA Awards 2022*

BOOKING DEADLINE: **5 WORKING DAYS**  
ARTWORK DEADLINE: **5 WORKING DAYS**  
CIRCULATION: **UP TO 10,000**  
ESTIMATED READERSHIP: **15,000**  
FREQUENCY: **WEEKLY DURING LECTURES**  
PICKUP RATE: **OVER 80%**



### 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**



**FULL PAGE**  
210MM (W) X 297MM (H)  
+ 5MM BLEED ALL SIDES  
**\$900**  
INSIDE COVER **\$1500**  
BACK COVER **\$2000**



**HALF PAGE HORIZONTAL**  
190MM (W) X 135MM (H)  
**\$550**



**THIRD PAGE**  
190MM(W) X 90MM (H)  
**\$320**



**HALF PAGE VERTICAL**  
90MM (W) X 277MM (H)  
**\$550**



**QUARTER PAGE**  
90MM (W) X 135MM (H)  
**\$300**

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

### CRACCUM 2023 DISTRIBUTION DATES

#### SEMESTER ONE

		The Orientation Edition
Issue 1	Monday 27 <sup>th</sup> February	
Issue 2	Monday 6 <sup>th</sup> March	
Issue 3	Monday 13 <sup>th</sup> March	
Issue 4	Monday 20 <sup>th</sup> March	
Issue 5	Monday 27 <sup>th</sup> March	
Issue 6	Monday 3 <sup>rd</sup> April	

#### MID-SEMESTER BREAK

Issue 7	Monday 24 <sup>th</sup> April
Issue 8	Monday 1 <sup>st</sup> May
Issue 9	Monday 8 <sup>th</sup> May
Issue 10	Monday 15 <sup>th</sup> May
Issue 11	Monday 22 <sup>nd</sup> May
Issue 12	Monday 29 <sup>th</sup> May

#### SEMESTER TWO

		The ReOrientation Edition
Issue 13	Monday 17 <sup>th</sup> July	
Issue 14	Monday 24 <sup>th</sup> July	
Issue 15	Monday 31 <sup>st</sup> July	
Issue 16	Monday 7 <sup>th</sup> August	
Issue 17	Monday 14 <sup>th</sup> August	
Issue 18	Monday 21 <sup>st</sup> August	

#### UBUNTU

#### MID-SEMESTER BREAK

Issue 19	Monday 11 <sup>th</sup> September	
Issue 20	Monday 18 <sup>th</sup> September	
Issue 21	Monday 25 <sup>th</sup> September	
Issue 22	Monday 2 <sup>nd</sup> October	
Issue 23	Monday 9 <sup>th</sup> October	
Issue 24	Monday 16 <sup>th</sup> October	

#### KATE