



INFORMATION FOR ADVERTISERS

A guide to advertising with MNZ

February 2021

Why advertise with Massage New Zealand?

Massage New Zealand is the membership organisation representing professional massage therapists in New Zealand. We have a membership base of over 550, with therapists spread across the country – from Northland to Invercargill. We are pleased to be able to present you with a range of cost effective advertising opportunities that will give your business direct exposure to our membership.

Massage therapists are consumers of massage supplies and equipment, IT solutions to help make the running of their business smoother, educational resources and on-going training opportunities to keep them up to date with current theories, techniques and modalities. Advertising with Massage New Zealand will help to promote your products, target professionally trained massage therapists directly, and increase your own customer base and your revenue.

Advertising options

No matter the size of your business, or the size of your budget, we have a range of advertising options for you to choose from. These include three issues annually of our magazine, website advertising on our Events and Advertisement pages and email blasts sent out to either our entire membership, or a targeted section. We also do Facebook posts and have several package deals on offer.

Magazine

MNZ Magazine is an on-line full colour magazine produced. Three Magazines are produced annually. It is distributed to approximately 550 MNZ members and affiliates. The magazine can be read online via a web-based reader and can also be downloaded as an interactive pdf. This dynamic magazine has the scope to insert video and audio files, create links that share articles and have hyperlinks within the magazine. It features information about what is happening within the organisation nationally and regionally, articles of relevance to massage therapists written by both national and international contributors, current research updates, book reviews and much more. Each issue has a theme, which is carried through in the focus of the articles featured. Some of the themes of past issues include education, self-care, building a massage business, and continuing professional development.



Application

Magazine advertising is useful for businesses wanting to target massage therapists to promote products such as massage therapist supplies and equipment, books and educational resources, software solutions such as online booking systems, SOAP note and accounting software, fulltime or short courses for continuing professional development.

Example of magazine advertisement

myofascial
release
workshops with **Beth Beauchamp**
www.mfrworkshops.com

Special Discounts for MNZ Members in 2016

Workshops		
Set 1: The Fundamentals Offers a comprehensive understanding of fascia and MFR	Set 2: Advanced Upper Body Delves deeper into treating conditions for head, neck, shoulders, arms & hands	Set 3: Advanced Lower Body Delves deeper into treating conditions for back, hips, diaphragm, legs and feet

Convenient Locations Across New Zealand
Auckland | Christchurch | Dunedin | Nelson | Tauranga

"This is one of the best courses I have attended. Not only did I learn more skills, I felt confident about introducing the techniques in my practice immediately. Beth gave very clear instructions about the work and is very encouraging and complimentary which instills confidence. The manual is comprehensive."

Advertisement image used with kind permission of Beth Beauchamp

Rates

All magazine advertisements are in full colour. There is a 15% discount on all magazine advertising to existing MNZ members – RMTs, Students and Affiliate members.

MNZ offers a 10% advertorial discount off standard price on magazine advertisement to all contributors of evidence-based articles. If you would like to contribute an evidence-based article for a magazine issue, then please refer to the Guidelines for Article Contributors 2021 PDF on the website at <https://www.massagenewzealand.org.nz/Site/about/advertise/advertising-opportunities.aspx> and contact magazine@massagenewzealand.org.nz.

Rate type	Advertisement size	Dimensions	Standard price	Member price (less 15%)
Casual (one-off)	Full page	170mm x 264mm	\$319.00	\$271.00
	Half page	170mm x 125mm	\$176.00	\$149.00
	Quarter page	80mm x 124mm	\$99.00	\$84.00
Package (3 issues)	Full page	170mm x 264mm	\$718.00	\$610.00
	Half page	170mm x 125mm	\$396.00	\$336.00
	Quarter page	80mm x 124mm	\$223.00	\$189.00

Note: All pricing is given in \$NZ.

Specifications

All adverts for the magazine are to be booked via our online booking form and can be paid online with a credit card at <https://www.massagenewzealand.org.nz/Site/about/advertise/advertising-opportunities.aspx>. Images must have a resolution of 300 DPI or more.

Magazine Page Sizes:

- Full page is 170 mm wide x 264 mm high
- Half page is 170 mm wide x 125 mm high
- Quarter page is 80 mm wide x 124 mm high

Magazine submission deadlines

Three Issues of the MNZ Magazine are published annually (April, August & December). Deadlines for submission of magazine advertising requests and advertising copy are as follows:

Issue 1 – Beginning of February

Issue 2 – Beginning of June

Issue 3 – Beginning of October

Submission dates may be changed or delayed as deemed necessary by the Magazine Editor.

Website

Website advertising targets MNZ members on the members only section of the Massage New Zealand website. Depending on the type of advertisement, it can be loaded onto the Events or Advertisement pages as plain text. All website advertising is placed for 2 months, unless otherwise stated when booking. Website advertising can be purchased as a one-off advertisement, or in a block of 6 advertisements.

Application

Website advertising is useful for training providers wanting to promote their upcoming courses to massage therapists and for businesses wanting to advertise job vacancies.

Rates

There is a 15% discount on all magazine advertising to existing MNZ members – RMTs, Student and Affiliate members.

Rate type	Standard price	15% discount (RMT/Student/Affiliate)	Member price (less 15% discount)
One off	\$55.00	\$8.25	\$47.00
Block (6 adverts)	\$308.00	\$46.20	\$262.00

Specifications

Website advertising can be placed online at

<https://www.massagenewzealand.org.nz/Site/about/advertise/advertising-opportunities.aspx> . Non-members will need to complete the Advertiser Login Application prior to placing ad.

Email blasts and Facebook posts

Email blasts provide a great way to quickly get your message out to our entire membership or a targeted section, such as massage therapists in a particular geographical area of the country. Email blasts are sent out within 5-10 working days of receipt of the booking form, payment and advertising copy. They can also be scheduled for specific dates, useful if you are wanting to run an advertisement a few times to get greater exposure. We can even include a business logo and up to 2 images as part of the email blast, which give a great visual impact to your advertisement.

Facebook posts are a great way to reach a larger audience consisting of MNZ members and MNZ Facebook followers. Details for the post should be kept brief and catchy, images work well. Posts will be screened but not proof-read, MNZ reserves the right to decline the post if deemed inappropriate. Posts can be boosted for an extra charge. Posts will be posted within 5-10 working days of receipt of the booking form, payment, wwwand advertising copy.

Application

Email blasts and Facebook post advertising is useful for training providers wanting to promote their upcoming courses and conferences to massage therapists, for businesses wanting to advertise job vacancies, and for individuals who are wanting to sell second-hand equipment.

Rates

Discounts for email blasts and Facebook posts are only available to RMTs and Student members (Affiliate members are not eligible for this discount). These are built in to the pricing given below.

Rate type	Members (RMT/Students)	Affiliate and Non-members
Email Blast	\$27.50	\$88.00
Facebook Post	\$27.50	\$88.00
Combined Email blast & Facebook Post	\$55.00	\$110.00

Specifications

Adverts for one-off emails out to MNZ members and Facebook posts can be either plain text or a word document. The advert should be supplied in completed format with contact details and closing date etc. Massage New Zealand does not proof-read advert copy. Adverts will be sent out as supplied, so please ensure you have spell-checked and proof-read your ad and included all particulars. A logo can be included in the advert if provided and up to two images. All email blasts and Facebook posts must be paid for before they are sent out. Please allow up to 5 days after payment is received for the blast to be emailed or Facebook post posted.

Advertising packages

MNZ also has some attractive package deals available which offer the best of magazine and website advertising combined. Where a combination of magazine and website advertising is wanted, to really get your message across, these are a great option. Advertisements can be a run of one advertisement, repeated in each magazine issue and/or website advertisement, or different advertisements in each issue/website advertisement. Packages provide the ideal solution when you want to run a series of advertising campaigns, in a combination of formats, across the year.

Application

Packages are ideal for businesses wanting to target massage therapists to promote products and training providers advertising courses.

Rates

Two attractive package options are provided to suit budgets, giving you savings of \$180-\$340 on our standard advertising. Because these packages have an inbuilt discount, there is no additional 15% discount available.

Rate type	Magazine Advertisement size	Website advert	Standard price
Package 1	Full page (3 Issues)	Block of 6	\$1,026.00
Package 2	Half page (3 Issues)	Block of 6	\$704.00

Some tips on writing good advertising copy

Writing good copy for an advertisement is a bit of an art but you don't have to be a media wiz to write something effective and catchy, to draw your reader in. A few basics to be aware of:

- Decide who your target audience is and talk to them – is it all MNZ members, only RMTs, only MTs in one geographical area. Get the idea? By deciding who you are wanting to target before you write your advertisement, this will help you focus on them.
- Make sure there are no spelling mistakes, grammatical or syntax errors in your copy. These detract from the advertisement and may make it ambiguous. You are responsible for your own ad copy, so get someone with the ability to proof read it and give you honest feedback if you don't feel confident proofreading yourself.
- Be professional in your language.
- Create a catchy headline. This gets the reader to continue reading your advertisement to find out more.

- Tell the reader what is relevant to them about your product, service, course, employment opportunity etc., and how it will benefit them.
- Keep it simple and uncluttered, and don't try to be too fancy – less often is more!
- Say what you want to say briefly. If your advertisement is long and wordy, people will likely stop reading part way through and this may lose you potential customers. Make the advertisement the thing that draws people in, you can always include a pdf with additional details, as an attachment or link if you are using website or email blast advertising.
- Make sure your contact details are included – name, phone, email AND make sure they are correct. A misspelt email address or incorrect phone number will cost you as people won't be able to contact you easily.
- Use pictures and/or graphics in your advertisement if you are using magazine or email blast advertising. Pictures can convey a message quickly and can grab reader's attention. Make sure they are good quality, in the right format, and that you have permission to use them. As once they are out there, there is no taking them back!

We advise advertisers to check and double check copy before sending through as we take no responsibility for copy that goes out with spelling mistakes, grammar, punctuation or syntax errors and we do not edit/proof read.

Requirements for advertising

MNZ has several requirements of advertisers. When drafting your advertisement, please ensure that your advertisement meets these pre-requisites. Please also refer to the specifications given for each type of advertising (see previous sections).

- Advertisements must have good taste, accuracy and truthful information. It is an offence to publish untruthful, misleading or deceptive advertisements.
- MNZ does not proof-read advertising copy. It is the responsibility of the advertiser to proof-read and ensure correct spelling, grammar, punctuation and syntax prior to submitting for publication.
- Advertisements for therapeutic goods and devices must conform to New Zealand therapeutic goods law.
- Only a limited number of advertisements can be accepted. Advertising availability closes once the quota has been filled.
- Advertisements for courses and workshops should include relevant training pre-requisites. Please state in the advertisement text whether the course material is appropriate for MNZ RMT Level 4 and above (certificate) or RMT Level 6 and above (diploma and degree) massage therapists.
- Advertisements for situations vacant should include '**MNZ-registered preferred**' in the person description.
- Requests for participation in massage research that has been passed by an ethics committee and the MNZ Research Officer will be sent free of charge.
- Advertising discounts may not be claimed by a full member of MNZ on behalf of an organisation, such as a massage training college, or for advertising revenue-producing events, such as workshops and training.

Booking your advertising

To book your advertisement, you must complete the online Advertising Booking Form at massagenewzealand.org.nz or for more information email advertise@massagenewzealand.org.nz

Payment

Full payment must accompany each advertising booking. Payments can be made by internet banking or credit card. The on-line booking form must be completed, and payment must be received at least 5 working days before the advertisement is to be placed.

- Payment via internet banking:
ASB A/c 12-3178-0064216-00
Please include your business name in the 'reference' field when making an internet transfer.
- Payment via credit card:

Provide your credit card number, expiry date and card holder name either by emailing advertise@massagenewzealand.org.nz or calling 0800 367 669

Cancellation Policy: There is an admin cancellation fee of \$40 per advertisement type. For example, if you book a package deal and cancel part way through then we can issue a partial refund for unused advertisement and will subtract the cancellation fee of \$40 from your refund total.

Enquiries

For any further enquiries about advertising with MNZ or to discuss what options may best suit your needs, please contact Massage New Zealand by emailing: advertise@massagenewzealand.org.nz