



Published by
Tuhi Tuhi Communications

if you want to get
serious
about
networking
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takoa 2001

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ADVERTISING RATES

Tena Koutou

Te Aka Kumara O Aotearoa 2001 is designed primarily as a national networking tool. It supports both the needs of Whanau, Community Organisations & Crown Agencies.

Te Aka Kumara is a unique resource reaching most of those targeted. Over 3000 organisations have made use of it, combined with free distribution, nationally, to marae and whanau groups, giving it an immediate reading audience of 27,500.

It is utilised daily by Kai Whakahaere, marae, youth & community workers, parents and urban & rural whanau.

The Directory is a year round quality resource. The 2001 Directory will be published on the 28th January, 2001. Order your advertising space now.

The 2001 Directory contains 60% new information, with over 240 pages and 3000 listings.

Please find enclosed an easy return form if you are interested in advertising your service or organisation in this vital resource.

Email info@takoa.co.nz for any information.

Yours in Peace

Sjimmy Fransen

C.E.O.

te aka kumara o aotearoa
a directory of maori organisations and resource people

2001 ad



VITAL STATISTICS

1. READERSHIP PROFILE

Te Aka Kumara is sent free to the following target groups:

Te Kohanga Reo Nationwide

Description: The Resource is utilised by Te Kohanga Reo staff (kai tiaki, kai awhina, kai whakahaere), and tamariki whanau who help out during the day. Our readership analysis of 6 Te Kohanga Reo shows that the resource is utilised on average more than 37 times by 7 kohanga whanau members on a weekly basis.

Readership: 4800

Iwi/Mana Whenua Organisations

Description: Iwi organisations such as the Maori Trust Boards and their portfolio managers, eg.:environment and housing, utilise Te Aka Kumara. Te Aka Kumara is usually available for community use at these organisations.

Readership: 2250

Youth/Community/Health Workers

Description: This sector comprises youth centres and first-point-of-contact community people. Our phone survey shows that the resource is utilised on a daily basis year round.

Readership: 900

Marae

Description: Te Aka Kumara is utilised by marae whanau, kaumatua and community groups that use marae. An average marae may have an immediate community network of 50 people who utilise marae continuously and who use Te Aka Kumara.

Readership: 800

Training Programmes

Description: The Resource is utilised by programme staff and trainees (mostly aged between 16 -22) and used daily.

Readership: 800

Whanau Nationwide

Description: Using the Te Kohanga Reo network and Marae structures, Te Aka Kumara is utilised by Maori nationally.

Readership: 15,200



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Paid Readership

Description: Libraries, Councils, Government Agencies, Schools, Tertiary Institutions, Book Shops. Te Aka Kumara is purchased by these organisations via mostly Maori resource people working at these organisations.

Readership: 3000

GENERAL READERSHIP OVERVIEW

The majority of readers are Maori and 65% female illustrating the predominant involvement of women in Te Kohanga Reo, Community Care, Marae and Iwi organisations. By far the majority are aged between 18-35 and most are parents.

TOTAL READERSHIP: 27,750 +

DISTRIBUTION

Te Aka Kumara O Aotearoa is distributed utilising, to its best effect, the durable system of whanaungatanga.

Free: Te Aka Kumara is sent by mail to Marae and Whanau.

Paid: Te Aka Kumara is sent by mail to clients who order through our order form mail-out.

BOOKING & FINISHED ART DEADLINE

20th December, 2000.

PUBLICATION DATE

28th January, 2001.

Some Comments

Te Aka Kumara O Aotearoa. A publication utilised year round by diverse networks and whanau.

"The book has already proved invaluable on many occasions, not just to us, but also many of our colleagues and whanau."

Mihi Kameta

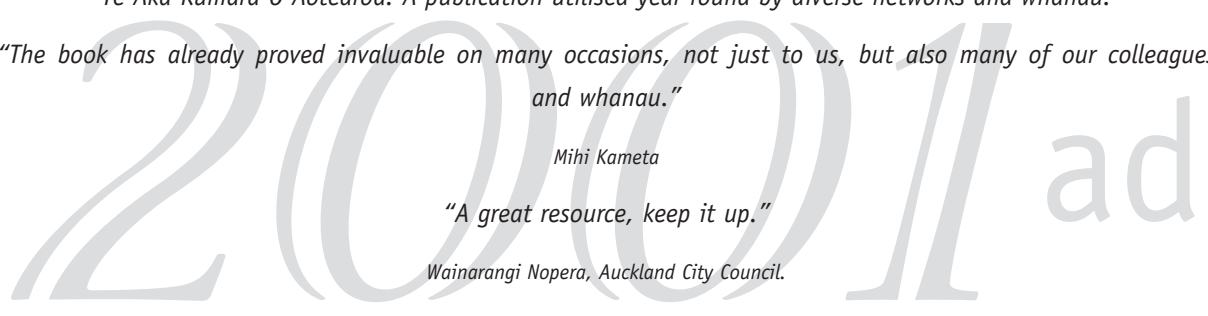
"A great resource, keep it up."

Wainarangi Nopera, Auckland City Council.

"Who pinched my copy?"

A great number of people throughout the country.

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TERMS AND CONDITIONS

- 1** *Advertising must be paid for on the 20th of the month after invoice has been received. 10% penalty fee each month charged on late payment.*
- 2** *Tuhi Tuhi will not be held responsible for non-insertion for any reason beyond the Publishers control. No liability will be accepted for any loss caused by advertisements failing to appear.*
- 3** *The Chief Executive reserves the right to alter, abbreviate or decline to publish any advertising that, in his/her opinion or the opinion of authorised officers, is unacceptable for any reason whatsoever.*
- 4** *Placement is entirely at the discretion of the Chief Executive, except where otherwise arranged and agreed to in writing. Tuhi Tuhi reserves the right to cancel, suspend or reposition advertising at any time if for any reason the size of the publication has to be reduced.*
- 5** *All orders, cancellations, alterations and instructions should be made in writing. No responsibility will be taken for errors or omissions by misinterpretation or the oversight of verbal instructions.*
- 6** *The advertiser warrants that the advertising matter submitted for publication:*
 - (i) Contains no false or unwarranted claims for any product or service;*
 - (ii) Contains no defamatory statements or matter;*
 - (iii) Does not infringe the copyright, privacy or other rights of any person or organisation.*
 - (iv) May be published without the Publisher incurring liability of any nature whatsoever.*

And the advertiser, apart from liability for each of the foregoing warranties, undertakes to indemnify and keep indemnified the Publisher and offers of the Publisher against all claims, suits, demand losses, costs or of whatsoever nature which may be brought against or incurred by them, or any of them in respect of any advertising matter published according to the instructions, written or verbal of the advertiser. The provisions of this clause shall survive any cancellation and termination of any contract.
- 7** *Overdue Copy/Material. In the event of copy or material being overdue Tuhi Tuhi reserves the right to use existing material or withdraw the advertisements and charge the agency/client for the space booked.*

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PLEASE CHOOSE YOUR OPTION(S)

- Black & White Full Page* _____ \$1500
- Full Colour Page* _____ \$2600
- Full Colour Double Page Spread* _____ \$5200
- Inside Back Cover Full Colour* _____ \$3850
- Inside Front Cover Full Colour* _____ \$3950
- Outside Back Cover Full Colour* _____ \$6200
- Black & White Half Page* _____ \$900
- Black & White Quarter Page* _____ \$600
- *Standard Data Entry with Logo Header* _____ \$200
- *Additional Listings (i.e. Head Office & Branches)@* _____ \$50 each

** Free when ordering any full page advertising.*

All prices are exclusive of G.S.T. Finished Artwork supplied.

All Advertising is booked under the current terms and conditions of the Publisher.

DEADLINES

Please submit only finished artwork by 20th December, 2000.

Publication date 28th January, 2001.

Please send to Tuhi Tuhi Communications, P.O. Box 80020, Green Bay, Auckland

For further information email info@takoa.co.nz

BOOKING/ORDER DETAILS

ORDER NUMBER _____

Contact Name: _____

Position: _____

Organisation: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

Signed: _____

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