

*on*mas

Media Kit 2025

About MAS

MAS is a proudly New Zealand-owned insurance and investment company that has been enhancing the financial health and wellbeing of its Members since 1921. Originally set up by doctors for doctors, more than 80%* of the medical profession are insured with MAS. Today, MAS welcomes all New Zealand professionals and their families.

It more than 50,000 active Members who are well distributed across New Zealand, with 77% living in urban centres. Of this group, 47% work in medical, dental, veterinary and other health professions. The remaining Members are professionals from other industries, including lawyers, engineers, managers and more.

A key fact to note about MAS is that it's a Kiwi-owned mutual, so it's owned by its Members and not a single dollar goes to offshore shareholders. It's also community driven, with a philanthropic organisation called MAS Foundation that funds community-led projects to improve health and wellbeing equity throughout the country.



*on*mas



50,000+

Members

77%

Live in urban centres

47%

Work in medical, dental, vet and other health professions

62%

EDM open rate

\$2.5bn

Funds under management



Voted Consumer People's Choice by our Members 9 years in a row.

The magazine for **mas** Members

MEDIUM RARE

*on*mas

The magazine

onMAS magazine delivers helpful and inspirational content, creating a tangible and emotional connection with MAS Members.

It enhances and builds on the relationship with existing Members, while raising awareness of, and interest in, onMAS content amongst new audiences.

18,000+

onMAS copies distributed directly to
New Zealand Members 3 times in 2025 –
April, August and November

The magazine for **mas** Members



MEDIUM
RARE 

Rates and production schedule

| Distribution date | Integrated booking deadline | Ad booking deadline | Creative approval deadline |
|-------------------|-----------------------------|---------------------|----------------------------|
| August 2025 | | | |
| 11/08/2025 | 30/06/2025 | 14/07/2025 | 22/07/2025 |
| November 2025 | | | |
| 24/11/2025 | 13/10/2025 | 27/10/2025 | 04/11/2025 |
| April 2026 | | | |
| 13/04/2026 | 23/02/2026 | 09/03/2026 | 17/03/2026 |

| Ratecard | 1 x issue | 2 x issue buy-out | 4 x issue buy-out |
|---|-----------|----------------------|----------------------|
| Full page | \$4,500 | \$7,900 \$3,950* | \$14,000 \$3,500* |
| Double page spread | \$8,500 | \$15,900 \$7,950* | \$30,000 \$7,500* |
| Premium (Inside front cover and outside back cover) | \$4,950 | \$9,000 \$4,500* | \$15,800 \$3,950* |
| Additional charge for integrated content production: | | | |
| Full page | \$2,800 | | |
| Double page spread | \$4,500 | | |
| Includes: editor, stylist, photographer, sub-editor, designer, post production, incidentals (travel, props, equipment, lighting). Product-based studio shoot included – locations, talent and bespoke requirements will be costed separately. | | | |

* Effective page rate

For more information, please contact Amanda Clerke amanda.clerke@mediumrarecontent.com

Material specifications

Page dimensions



Page layout

- PDF files supplied to the correct trim size. Ensure that the trim, design area and bleed measurements are correct.
- All critical design elements are to be kept within the design area.
- On double page spreads, no type or critical design elements should appear within 10mm either side of the spine.

Images and colour type

- Images supplied as CMYK, 100% scaling and have an effective resolution of at least 260dpi.
- All type to be a minimum of 8pts and 12pts for reverse type.
- For a rich solid black colour, use 100% black with 50% cyan.

File format and output

- Supplied PDF files must be press ready, Acrobat 4.0 (PDF 1.3) or Acrobat 5.0 (PDF 1.4).
- All elements on the PDF file must be CMYK. Files containing RGB, LAB and spot colours will be rejected.
- Double page spreads need to be supplied as single page PDF files.
- All fonts must be embedded into the PDF file.
- Crop marks and page information to appear on all PDF files, off-set by minimum of 6mm.
- Under Profile Inclusion Policy in Output, choose 'Don't Include Profiles'.