

# MASSIVE

*The Voice of  
Massey Students*

Massey students are:

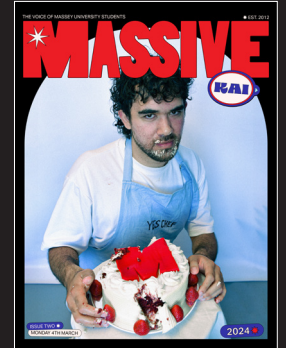
- 18–24 years old
- Gen Z
- Educated
- Brand-loyal
- Media savvy
- Trend setters
- Social
- Price sensitive
- Impulsive
- Funny

**33,419+**

Massey University students

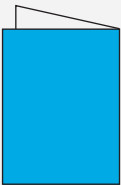
**7000+**

Estimated weekly readership

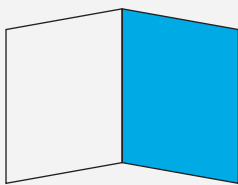


Massive is the student magazine of Massey University. Famous for its unfiltered, fearless approach to journalism, Massive cuts through the inaccessibility of mainstream media to engage with students on their level.

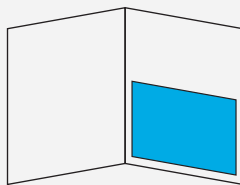
Advertising with Massive gets your brand in front of New Zealand's highly impressionable future leaders. You have the opportunity for unparalleled access to the country's future managers, vets, pilots, farmers, engineers, artists and businesspeople, inside a publication that has established and earned the trust of its audience during its eight-year existence.



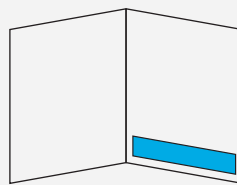
**Back Cover**  
200mm (w)  
x 265mm (h)  
**\$900**



**Full Page**  
200mm (w)  
x 265mm (h)  
**\$600**



**Half-Page**  
180mm (w)  
x 120mm (h)  
**\$280**



**Strip**  
180mm (w)  
x 60mm (h)  
**\$150**

## DISTRIBUTION

Magazines are distributed to Wellington, Albany and Manawatū campuses, while a digital version is published online for four campuses, including distance students.

24 issues of Massive are produced each year. Digital versions are uploaded to [issuu.com](http://issuu.com) and shared across Massive's social media. The average weekly impressions for the digital version is 1000.

## ADDITIONAL INFO

Artwork can be prepared by the Massive designer at a surcharge. Please get in touch as early as possible to make this arrangement.

Discounts for multiple inserts are available, get in touch to discuss finding a plan that works for you.

## PRINT SPECS

CMYK

200mm x 265mm

300dpi, no crop marks, 3mm bleed

PDF format preferred

**Artwork deadline minimum 10 days prior to publish**

## KEY DATES

Issue	Publish Date
1	26/02/24
2	04/03/24
3	11/03/24
4	18/03/24
5	25/03/24
6	15/04/24
7	22/04/24
8	29/04/24
9	06/05/24
10	13/05/24
11	20/05/24
12	27/05/24
13	15/07/24
14	22/07/24
15	29/07/24
16	05/08/24
17	12/08/24
18	19/08/24
19	09/09/24
20	16/09/24
21	23/09/24
22	30/10/24
23	07/10/24
24	14/10/24

