

The MediaCom Guide

Information, costs & available distribution lists.

MediaCom is the press release distribution division of New Zealand's national news agency, NZPA.

Through MediaCom you can distribute statements to media around the globe. You can access the MediaCom service by using our Online Service. Alternatively, our staff can process releases for you.

NZPA Content Services
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Wellington 6015
Ph 0800 42 41 42

mediacom@nzpa.co.nz

<http://mediacom.nzpa.co.nz>

Updated June 2008

MediaCom

Overview...

NZPA Content Services is the commercial division of the [New Zealand Press Association](#). Content Services provides news and press release products to organisations in the corporate and government sectors.

**MediaCom is a unit of
NZPA Content Services**

Key Features of MediaCom...

- Exclusive point of access to the NZPA national newswire, directing unedited releases to the desktops of editorial decision makers in every daily newspaper in New Zealand.
- Reach all New Zealand print, radio, TV and Internet media from one system.
- Select pre-built distribution circuits, or create your own and save them for future use.
- Supplement MediaCom's extensive directory of media contacts by providing your own list for inclusion in custom distribution circuits.
- Submit text or Word documents, JPEG or GIF's images, for distribution.
- Access [AsiaNet](#) network of news distribution channels, reaching media across the globe.

*“press release
distribution
services to get
your message
heard around
the world,
around the
clock”*

AsiaNet...

*is a consortium of
key national news
agencies from
around the globe*

Core Distribution Lists

METROPAK

New Zealand Herald
 Dominion Post
 Christchurch Press
 Otago Daily Times
 Southland Times
 Sunday Star Times
 Sunday News
 NZ Herald On Sunday
 The Independent
 National Business Review

METROPAK-PLUS

New Zealand Herald
 Dominion Post
 Christchurch Press
 Otago Daily Times
 Southland Times
 Sunday Star Times
 Sunday News
 NZ Herald On Sunday
 The Independent
 National Business Review
 Rotorua Daily Post
 Manawatu Standard
 Levin Chronicle
 Timaru Herald
 The Waikato Times
 Taranaki Daily News
 Wanganui Chronicle
 Nelson Evening Mail
 Bay of Plenty Times
 Hawke's Bay Today

NATIONALPAK

New Zealand Herald
 Dominion Post
 Christchurch Press
 Otago Daily Times
 Southland Times
 Sunday Star Times
 Sunday News
 NZ Herald On Sunday
 The Independent
 National Business Review
 Rotorua Daily Post
 Manawatu Standard
 Levin Chronicle
 Timaru Herald
 The Waikato Times
 Taranaki Daily News
 Wanganui Chronicle
 Nelson Evening Mail
 Bay of Plenty Times
 Hawke's Bay Today
 Ashburton Guardian
 Dannevirke Evening News
 Gisborne Herald
 Greymouth Evening Star
 Marlborough Express
 Northern Advocate
 Northland Times
 Oamaru Mail
 Wairarapa Times-Age
 Westport News

“Select from METROPAK, METROPAK-Plus, or NATIONALPAK and you automatically get distribution to the newswires, broadcast and Internet media”



NEWSWIRES

NZPA / NewsQuest
 Bridge / Dow Jones
 Reuters
 Bloomberg

BROADCAST

TVNZ
 TV3
 Prime TV
 Radio New Zealand
 Newstalk ZB
 Global News & Sport
 Ruia Mai
 Maori Television

INTERNET

NZ Herald Online
 Stuff
 Xtra
 TVNZ.co.nz
 Newsroom
 Scoop

Community Newspapers

(This list is split into North Island Community and South Island Community on the online system).

NORTH ISLAND

Auckland City	Kaikohe Chronicle	Rural Roundup
Auckland City Harbour News	Kapi Mana News	South Waikato News
Auckland Today	Kapiti & Horowhenua Mail	Stratford Press
Auckland (The)	Kapiti Mail	Taupo Times
Bays & Remuera Times	Kapiti Observer	Taupo Weekender
Bush Telegraph	Katikati Advertiser	Te Awamutu Courier
Business To Business	Look North	Te Puke Times
Cambridge Edition	Manukau Courier	The Bay News
Capital Times	Matamata Chronicle	The Coaster
Central District Times	Napier Courier	The Tribune
Central Hawkes Bay Mail	Newlands Paparangi Post	Tribune
Central Leader	North Harbour News	Turangi Chronicle
City Weekend	North Taranaki Midweek	Upper Hutt Leader
Coast To Coast Courier	Northland Age	Waihi Leader
Coastal News	Northern News	Waikato This Week
Contact	Norwester	Wainuiomata News
Cook Strait News	Nor'west Newsbrief	Wairarapa News
Dargaville & District News	North Shore Times Advertiser	Wairarapa Times-Age
East And Bays Courier	Opotiki News	Wairoa Star
East Coast & Bays Courier	Opunake & Coastal News	Waitomo News
Eastern Bay News	Papakura Courier	Waiuku & District Post
Ellerslie And Panmure Times	Palmerston North Guardian	Wanganui Midweek
Fielding Herald	Patea & Waveley Press	Weekender
Franklin County News	Petone Herald	Weekly News
Gulf News	Piako Post	Western Leader
Hamilton Press	Pohutukawa Coast Times	Western News
Hastings Leader	Porirua News	Whakatane Beacon
Hauraki Herald	Rangitikei Mail	Whangarei Leader
Havelock North Village Press	Rivercity Press	Whangarei Report
Hawera Star	Rodney Times	
Horowhenua Mail	Rotorua Review	
Howick&Pakuranga Times	Ruapehu Bulletin	
Hutt News	Ruapehu Press	
Independent Herald		

SOUTH ISLAND

Advertiser	Fairlie Accessible	North Canterbury News
Akaroa Mail	Fiordland Focus	Northern Outlook
Ashburton's Courier	Guardian	Observer
Bay Harbour News	High Country Herald	Pegasus Post
Blenheim Sun	Hurunui News	Saturday Express
Canterbury Times	Kaipoi Leader	Southland Express
Central Canterbury News	Kaikoura Star	Taieri Herald
Chatham Islander	Lakes District & Central Otago	The Christchurch Mail
Christchurch Eastern Mail	News	The East Coast Review
Christchurch Northern Mail	Malvern Record	The Gore Ensign
Christchurch Southern Mail	Motueka Golden Bay News	Timaru's The Courier
Christchurch Star	Mountain Scene	Waimate Advertiser
Christchurch Western Mail	Nelson Leader	West Coast Messenger
Clutha Leader	Newslink & The Mirror	
Dunedin Star & Weekender		

Special Lists

These lists include:

Community	Industry	Regional
Health	Rural & Farming	Northland
Education	Transport	Auckland
Religious	Business & Finance	Coromandel
	Technology	Counties – Manukau
Other	Science	Bay of Plenty
NZ University Magazines	Forestry	Waikato
Literature	Real Estate	Taupo
Women's Interest	Building & Construction	Hawkes Bay
Boating	Advertising & Marketing	Taranaki & Wanganui
Food & Beverage	Design & Architecture	Manawatu
Travel & Tourism	Horticulture	Wairarapa
Sport	Energy	Greater Wellington
Entertainment	Aviation	Marlborough/Nelson
Fashion	Travel & Tourism	West Coast
Arts/Culture/Music		Christchurch
Automotive		Canterbury
Maori		Otago
Pacific Island		Southland
Asian		North Island Radio
Lifestyle		South Island Radio
Racing		

We have a number of other lists that you be interested in.

MediaCom Pricing

- MediaCom – STAFF ASSISTED: (fax, email and newswire)

METROPAK

Words	300	350	400	450	500	550	600	650	700	750	800	850	900
Cost\$	55	66	77	88	99	110	121	165	179	193	207	220	234

METROPAK-Plus

Words	300	350	400	450	500	550	600	650	700	750	800	850	900
Cost\$	80	91	102	113	124	135	146	196	211	224	238	251	266

NATIONALPAK

Words	300	350	400	450	500	550	600	650	700	750	800	850	900
Cost\$	119	130	141	152	163	174	185	245	258	272	285	300	313

Community Newspapers (Both North & South Island lists)

Words	300	350	400	450	500	550	600	650	700	750	800	850	900
Cost \$	154	154	198	198	264	264	308	308	374	374	374	374	374

Pricing for Special Lists is \$1 per page, per outlet.

All prices exclude GST

Please note there is a minimum charge for staff assisted releases of \$25

- MediaCom's Staff Assisted Distribution:

All of the lists and above information apply to sending your release to MediaCom for staff assisted distribution. The only difference is the cost, which is usually more expensive. Examples of the difference in cost can be seen in the costs section above.

Sending your Press Release to MediaCom

You can send your release to us by email to:

E-mail: mediacom@nzpa.co.nz

We will send a confirmation to tell you your release has been sent. This should take no more than an hour. If you do not receive a confirmation, please call. **Phone 0800 42 41 42.**

Creating Your Own Distribution List

If you do not wish to use our standard lists, we can create lists for you. There is a charge of \$25 per list, and these lists are retained by us for future use by you.

Hours of Operation

MediaCom office hours are 7am to 9pm Monday-Friday, excluding public holidays.

For **URGENT DISTRIBUTION** outside of these hours, please call NZPA on **0800 42 41 42** and select the option from the menu to divert to the duty staff.

Every MediaCom Release Needs ...

- At least one contact name and preferably more than one contact phone number.
- Full identification of the sender and billing information.
- Clear instructions for distribution in the email message and the release attached as a document or text file. Please note we can fax and email your logo on a release, but we can't put your logo on the newswire – it only takes text.

International Press Release Distribution

NZPA MediaCom can arrange press release distribution to media in many countries throughout the world.

NZPA is a member of AsiaNet, which is a consortium of 14 Asia-Pacific news agencies and five worldwide affiliates.

Formed in 1995, the consortium taps into the established infrastructure of its news agency and affiliate backbone to reach over 5000 media outlets across 34 countries and regions.

Mainstream, specialist trade press, broadcast and online media are targeted, while versatile delivery via newswire, fax, email and the Internet ensures that media releases and images are planted in the immediate passage of journalists, editors, corporates, the investment and financial community. The vast online exposure gained on scores of web sites and databases also earns clients an additional opportunity to have their material cited for story backgrounding, industry contacts and educative purposes.

Clients choose a circulation - package, circuit or single-country destination - and the time they wish to distribute their news. Narrow industry-targeted options or broad general news selections are available, with precision delivery guaranteed.

Translation services - often handled by our agencies' in-house journalists - are provided inclusive, optimising access for companies whose media relations could otherwise be handicapped by language and cultural barriers.

AsiaNet Members :

Australia -- Australian Associated Press (AAP)
Malaysia / Singapore -- Bernama News Agency
Bangladesh -- United News of Bangladesh
New Zealand -- New Zealand Press Association (NZPA)
China -- Xinhua News Agency
Pakistan -- Pakistan Press International (PPI)
Hong Kong -- New China News (NCN)
The Philippines -- Philippines News Agency (PNA)
India -- Press Trust of India (PTI)
South Korea -- Yonhap News Agency
Indonesia -- Antara News Agency
Thailand -- InfoQuest
Japan -- Kyodo JBN
Vietnam -- Vietnam News Agency

AsiaNet Affiliates :

USA, Latin America -- PR Newswire
Canada -- Canada NewsWire
Hong Kong -- Xinhua Financial Network
UK/Europe, Middle East & Africa -- PRN Europe
Germany -- News Aktuell

*Remember
you are not
limited to our
lists – you can
mix and match
any of these
destinations
with some of
your own for a
customised
list.*

Suggested Media Release Layout

<p>From: NZPA Content Services</p> <p>Mediapak: NATIONALPAK</p> <p>Embargoed until 10.00am June 11 2008</p>	<p><i>Company Name</i></p> <p><i>Mediapak to be used</i></p> <p><i>Embargo if required</i></p>
<p>NZPA SELLS NEWS BY EMAIL</p> <p>Now you can get NZPA's latest stories by email, tailored just for you.</p> <p>NZPA uses technology and good old common sense to deliver stories to you which are relevant to your business.</p> <p>You tell us what you want to see and we'll deliver every weekday by email, for a flat fee, to multiple addresses within your company.</p> <p>For more information: Call 0800 42 41 42</p>	<p><i>Headline. Make it short and snappy – it should catch the eye.</i></p> <p><i>Intro. Keep it short. Tell your story in one line.</i></p> <p><i>Body text. Short sentences. One sentence per paragraph.</i></p> <p><i>Make sure you have at least one contact name and number, including after hours.</i></p>

If you would like more tips or advice on media release writing, timing or the news business in general, just call 0800 42 41 42.

MediaCom's Small Print

1. MediaCom will process and distribute your release immediately, or at a time specified by you, to destinations specified by you.
2. MediaCom will "hold" a release for distribution at a time specified by you.
3. MediaCom will accept media releases in advance for after hours release at a specified time, if notified during office hours.
4. MediaCom will distribute media releases with a stipulated "embargo" time, but will accept no responsibility for the printing or dissemination of material from "embargoed" releases by any media outlet where this occurs after transmission to the media and prior to the lifting of any such embargo.
5. MediaCom will confirm your release has been sent, either by fax or by email, depending on the way in which we received it.
6. MediaCom will not be liable for damages or loss resulting from errors appearing within a media release. However we will issue a correction promptly, at our expense if the fault was ours. Errors corrected by the client will be charged as per a normal release.
7. MediaCom invoices monthly with payment due by the 20th. We reserve the right to pass on any costs associated with the collection of overdue invoices.
8. MediaCom does not guarantee publication and takes no responsibility for the content of the release.