



## ***ACCREDITATION***

## ***APPLICATION***

## ***FORMS***

Newspaper Publishers' Association of New Zealand (Inc)  
Magazine Publisher's Association of New Zealand (Inc)

Secretariat  
39 Market Place, Auckland 1010  
PO Box 2941, Shortland St, Auckland 1140  
Ph: 09 306 1600  
Email: [info@pmaa.co.nz](mailto:info@pmaa.co.nz)  
[www.pmaa.co.nz](http://www.pmaa.co.nz)

## **APPLICATION FORM**

### **NOTES:**

This form must be completed in detail and returned to the PMAA Office.  
(P O Box 2941, AUCKLAND).

**SECTION "A"** deals with the constitution of the applicant, interests of shareholders, directors and employees, staffing arrangements etc and should be completed in as much detail as possible. To this section should be attached those attachments specified at the end of Section "A".

**SECTION "B"** must show your actual advertising placement for twelve months.

**SECTION "C"** must show all current advertiser clients.

**APPENDIX "A"** lists all Newspaper Publishers' Association (NPA) members.

**APPENDIX "B"** lists all Magazine Publishers' Association (MPA) members.

Details of business not yet placed must be given in a separate note attached at the end of the application.

Use separate sheets if space in this Application Form is insufficient.

***THE NEWSPAPER PUBLISHERS' ASSOCIATION OF NEW ZEALAND (INC) AND THE  
MAGAZINE PUBLISHERS' ASSOCIATION OF NEW ZEALAND (INC)***

WILLIAM GARDNER  
EXECUTIVE OFFICER  
PRINT MEDIA ACCREDITATION AUTHORITY

## APPLICATION FOR ACCREDITATION

**To: The Newspaper Publishers' Association of New Zealand Incorporated and the Magazine Publishers' Association of New Zealand Incorporated**

\_\_\_\_\_ being  
a  
(Name of applicant advertising agency)

Partnership/Company located at:

\_\_\_\_\_  
(Place of business)

**HEREBY APPLIES** for a Certificate of Accreditation to be issued in accordance with the Conditions of Application for Accreditation and the Rules of Accreditation for the year ending \_\_\_\_\_ 20\_\_.

**AND HEREBY ACKNOWLEDGES** that it has been supplied with a copy of the Conditions of Application for Accreditation and Reaccreditation of Advertising Agencies and the Rules of Accreditation issued by the Newspaper Publishers' Association of New Zealand Incorporated and the Magazine Publishers' Association of New Zealand Incorporated.

**AND HEREBY UNDERTAKES AND AGREES** that if and so long as it is accredited as an advertising agent thereunder it will comply with and be bound by the provisions of the Conditions of Application for Accreditation and Reaccreditation and Rules and any properly authorised amendments which are made to them and will comply with and be bound by any decisions by the Associations which are not inconsistent with those Conditions and Rules.

- AND HEREBY CERTIFIES**
- (i) that where the applicant is a company the issued and fully paid capital of the company is, and will be maintained at a minimum of \$50,000.00 and
  - (ii) that a ratio of a minimum of \$1.25 of tangible assets for each \$1.00 of liabilities currently exists and will be maintained.

**DATED** at \_\_\_\_\_ this \_\_\_\_\_ 20\_\_

**SIGNED** by \_\_\_\_\_ )  
 \_\_\_\_\_ )  
 \_\_\_\_\_ )  
 (being the current principals/partners )  
 of the Applicant Advertising Agency )  
 in the presence of: \_\_\_\_\_ )

Where applicant is a company: )  
 \_\_\_\_\_ Limited )  
 Company Name )  
 )  
 By )  
 \_\_\_\_\_ )  
 Director )  
 )  
 \_\_\_\_\_ )  
 Director )

**NB:** If the application is executed by any other method (including signing by only one director when the Company is incorporated under the Companies Act 1993 with only one director) the signatures of those signing on behalf of the Company must be witnessed.

I, \_\_\_\_\_ hereby certify that the information contained  
*(name of principal/officer of applicant)*  
 in sections 'A' and 'B' and 'C' of this application is true and correct.

**DATED** 20

**SIGNED** by )  
 )  
 \_\_\_\_\_ )  
*(Name)*

(State whether partner, director or )  
 secretary) in the presence of )

## SECTION A

Name of Firm:  
*(where applicant is a partnership)*

Registered Name of Applicant Advertising Agency:  
*(where applicant is a company)*

Registered at: Date of Registration:

Street address of applicant:

Postal address of applicant:

Information to accompany applications as required by condition 3 of the Conditions of Application for Accreditation:

### **PART 1 - Constitution of the Applicant Advertising Agency**

The information required in this question will be governed by whether the business is constituted as a partnership or as a company.

- (i) The names, addresses, occupations and business history of the partners or of the directors or any proposed directors of the applicant advertising agency:


- (ii) The names and business history of principal shareholders of the applicant and the amount of their shareholding:  
*(Where any principal shareholder is not the beneficial owner of the shares registered in its name include the name of each person having either a direct or indirect beneficial interest in those shares.)*


The names of any shareholders of the applicant not actively engaged in the business of the applicant agency:


Where any of the shares of the applicant are subject to a lien, mortgage or transfer in favour of a person or persons not actively engaged in the applicant agency, give details:


## PART 2 - Financial Details of the Applicant Advertising Agency

- (i) The name of the bank of the applicant:
  
- (ii) The name of the auditors of the applicant:
  
- (iii) Detail any shareholding held by the applicant in any advertising media except for shareholding in public companies:


- (iv) Has the applicant or any employee of the applicant any financial interest direct or indirect **except** as a shareholder in a public newspaper or magazine company, in the publication of newspapers or periodicals or in any other business or enterprise competitive with the business of member newspapers or magazines as advertising media:

If yes, please provide details:

- (v) Is the applicant, or any employee of the applicant employed by any advertiser, or by any member of the NPA or MPA for salary, commission, retaining fee or any other remuneration:
  
- (vi) Does any advertiser, or member of the NPA or MPA directly or indirectly hold any financial or other interest in the applicant:

- (vii) Where the applicant advertising agency is controlled by an advertiser, provide evidence that the agency is not primarily intended to process the advertising of that advertiser.
- (viii) Does the applicant advertising agency hold credit insurance, and if so, please provide policy details.



### **PART 3 - Advertising Experience of the Applicant Advertising Agency**

- (i) Provide details of the commercial history and experience of the applicant:  
*(If the applicant agency is a company please provide details of positions held by directors within the advertising industry during the last five (5) years.)*
- (ii) Detail the applicant's experience of newspaper and magazine advertising:
- (iii) List the names, addresses, duties and relevant experience of all staff operating the applicant advertising agency:

(iv) Provide evidence that the applicant advertising agency has the proper facilities to act as an agent for advertiser clients:  
*(Here include details of services which can be offered to advertiser clients including office facilities and equipment.)*

(v) Provide details of staff training:  
*(in particular in relation to relevant legislation, regulation and industry rulings including the codes of the Advertising Standards Authority, access to research, media booking skills, media campaign planning and placement of advertising.)*

(vi) Applicant's ability to promote new advertising in member newspapers and magazines.

#### **PART 4 - Advertiser Clients**

(i) Outline the services offered by the applicant advertising agency to its advertiser clients.

(ii) Provide details of any place through arrangements where applicable.

(iii) Provide a list of the advertising clients of the applicant advertising agency.

## **PLEASE ATTACH**

1. (i) Balance Sheet and Profit & Loss Accounts for previous two years
- (ii) Balance Sheet and Profit & Loss Accounts for period from last financial year.

*(Both of these to be prepared in accordance with the standards of the NZ Society of Accountants and signed by the Principal Executive of the Applicant Advertising Agency.)*

2. Two business references.
3. The completed forms attached as Section B.
4. A list of the clients of the applicant advertising agency in the form attached as Section C.

## **NOTE**

1. The PMAA may call for any such further information as it deems desirable for the purpose of enabling it to decide whether to grant this application.
2. If this application is declined the applicant may seek a review of that decision by written application to the PMAA within fourteen (14) days after the date of notice that this application has been declined.

For 12 months ended:

**BUSINESS AT PRESENT BEING PLACED WITH MEDIA BY THE APPLICANT**

If being placed through an accredited agent, state name of agent

ADVERTISER	PRINT				ELECTRONIC			MEDIA PROD. \$	PRINTING & DIRECT MAIL \$	MISC \$	TOTAL \$
	NPA \$	NON NPA \$	MPA \$	NON MPA \$	RADIO \$	NPA/MPA \$	TV \$				
<b>TOTALS:</b>											

Actual placings for the 12 months ended:

**NATIONAL BUSINESS TAKEN OVER FROM AN ACCREDITED AGENT**

ADVERTISER	PRINT				ELECTRONIC			MISC \$	NAME OF PREVIOUS AGENT
	NPA \$	NON NPA \$	MPA \$	NON MPA \$	RADIO \$	NPA / MPA \$	TV \$		
<b>TOTALS:</b>									

Actual placings for the 12 months ended:



**SUMMARY OF SECTION B**

	PRINT				ELECTRONIC			PROD. & MISC \$	TOTAL \$	COMMENTS
	NPA \$	NON NPA \$	MPA \$	NON MPA \$	RADIO \$	NPA / MPA \$	TV \$			
New National Business										
National Business taken over from another agency										
New Retail Business										
Retail Business Taken over from Another agency										
<b>TOTALS:</b>										

*N.B. The Total of this page should reconcile with accounts supplied.*



## **APPENDIX A**

### **NEWSPAPER PUBLISHERS ASSOCIATION**

#### MEMBERSHIP LIST

2016

#### **Daily titles**

The New Zealand Herald  
The Dominion Post  
The Press  
Otago Daily Times  
Ashburton Guardian  
Bay of Plenty Times  
Hawke's Bay Today  
Hokitika Guardian  
Manawatu Standard  
The Gisborne Herald  
The Greymouth Evening Star  
The Marlborough Express  
The Nelson Mail  
The Northern Advocate  
The Rotorua Daily Post  
The Southland Times  
The Taranaki Daily News  
The Timaru Herald  
The Westport News  
Waikato Times  
Wairarapa Times-Age  
Wanganui Chronicle

#### **Non-Daily paper**

Eastern Bay Life  
Herald on Sunday  
Sunday News  
Sunday Star-Times  
The Oamaru Mail  
The Wairoa Star  
The Whakatane Beacon

## **APPENDIX B**

### **MAGAZINE PUBLISHERS ASSOCIATION OF NEW ZEALAND INC**

#### MEMBERSHIP LIST

2016

#### FULL MEMBERS

##### **AA Directions**

Phone: 09 9668800

##### **Adrenalin Publishing**

Phone: 09 478 4771

##### **AGM Publishing**

Phone: 09 846 4068

##### **Allied Publications**

Phone: 09 571 3544

##### **Anvil Publishing**

Phone: 03 377 2261

##### **Barkers Clothing**

Phone: 021 465 466

##### **Bauer Media**

Phone: 09 308 2700

##### **BJ Ball**

Phone: 09 579 0059

##### **Boating New Zealand**

Phone: 0274 952 233

##### **BRANZ**

Phone: 04 237 1170

##### **Contrafed Publishing**

Phone: 09 636 5715

**Destinations Publishing**

Phone: 09 377 1234

**Fairfax Media**

Phone: 09 909 6800

**G Media Publishing**

Phone: 09 575 2454

**HAYLEYMEDIA**

Phone: 09 486 0077

**Healthy Life Media**

Phone: 09 486 0111

**Horticulture New Zealand**

Phone: 04 472 3795

**Kenyon Enterprises/Together Journal**

Phone: 09 212 8699

**Kowhai Publishing**

Phone: 09 307 0399

**Langhills Publishing**

Phone: 09 620 9498

**Latitude Media**

Phone: 03 308 6638

**Lifestyle Magazine Group**

Phone: 09 520 7978

**Lifestyle Publishing**

Phone: 09 570 2658

**Manaia Media**

Phone: 07 838 8703

**Marketplace Media**

Phone: 09 375 3097

**Multi Media Magazines**

Phone: 09 306 0921

**New Zealand Kennel Gazette**

Phone: 04 237 4489

**NZ Fishing Media**

Phone: 0274 925 533

**NZ Historic Places Trust**

Phone: 04 470 8051

**NZ Inst. Chartered Accountants**

Phone: 04 474 7840

**NZ Plumbers Journal**

Phone: 0800 502 102

**NZX Agri**

Phone: 06 323 0768

**OHbaby!**

Phone: 09 376 1778

**Parkside Media**

Phone: 09 360 1480

**ProMag Publishing**

Phone: 09 818 7807

**RnR Publishing**

Phone: 06 306 6030

**Say Yes to Adventure**

**Spectre Publishing**

Phone: 021 222 1474

**Star Media**

Phone: 03 379 7100

**Tangible Media**

Phone: 09 360 5700

**The Fusion Group**

Phone: 09 336 1188

**The Hobson**

**The Intermedia Group**

Phone: 021 361 136

**The New Zealand Artist Magazine**

Phone: 09 434 0096

**The Parenting Place**

Phone: 09 524 1381

**The Pluto Group**

Phone: 09 300 7545

**Tots to Teens**

Phone: 09 412 5123

**VIP Publications**

Phone: 09 533 4336

