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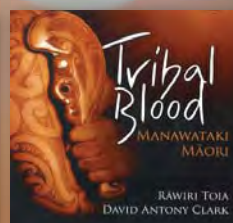
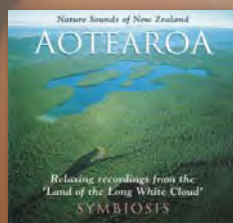
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INSIDE:

- ARTS AND EDUCATION FEATURE
- SAVE ON MAGAZINE SUBSCRIPTIONS
- FREE MAGAZINE SAMPLES (WHILE STOCKS LAST)
- ODE & RHYTHM METHOD MUSIC RELEASES

ARTS AND EDUCATION FEATURE

TMMC.

THE MAGAZINE MARKETING CO LTD.

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ON THE COVER
Paint bottles from Diocesan School

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Memberships:
• Magazine Publishers Association New Zealand
• Library and Information Association of New Zealand

Already, 2011 has been an exciting year and you may have noticed that there have been a few changes here at The Magazine Marketing Company. Formerly Subnews, we have decided to change the name of our newsletter to TMMC. Instead of just providing you with great subscription services we have something extra for you. We would like to introduce our new TMMC music sales services.

TMMC Music Sales Service

We are proud to announce that commencing July 2011, TMMC will be delivering the best in Music and Audio on compact disk for schools and libraries. In this issue of TMMC we have teamed up with two great New Zealand companies, Ode and Rhythmethod, to bring you the latest in popular and specialist interest CD titles. To celebrate our new music sales service we would like to give you the opportunity to go in the draw to win 10 CDs from Ode and Rhythmethod's talented artists. To find out what we have on offer and how the new service will keep you informed about music, including the

back catalogue specials and new releases, please refer to the inserted TMMC Music Sales catalogue and order form.

Magazine Subscription Services

In this issue we have a selection of free sample copies of the New Zealand magazines on offer. Be quick if you wish to receive a free preview sample with a subscription request. Please note that sample stocks are limited and this offer ends July 31st.

Here at The Magazine Marketing Company, we know the value of magazines. They are designed to enlighten, inform and entertain, appealing to readers for their attractive and current content. It's this combination that makes magazines a great source of reading material for schools. In this issue of TMMC we talk to Shelley Ryde, head of Visual Arts at Diocesan School and uncover the value of using magazines as a resource in the classroom.

There are many specialised magazines for different subjects today. Shelley subscribes to a number of titles and they play an integral role in teaching content important to the curriculum. Stacked on desks or displayed on shelves, students are encouraged to draw inspiration and examples from the many different genres. What makes these magazines so valuable is they provide students with information on modern artists' works that some textbooks don't cover, giving students an insight into the world of contemporary visual culture.

Diocesan School is a place that encourages uniqueness through innovative learning. A high number of students enter the different art departments all with different interests. Shelley uses the magazines she subscribes to in an interesting way to encourage individuality. She finds areas of interest that she thinks would benefit each student and postmarks the page for reference, so much so, that bits of paper with student's names spill out of most of the magazines in her office. She finds that by obtaining a wide range of magazines for curriculum reading she can accommodate individuality.

With the growth of digital media, Shelley admits that there is a certain challenge in drawing students back to print mediums. Perhaps, what is most important about student's access to print



Shelley Ryde Head of Visual Arts at Diocesan School

magazines is that it forces them to think about why a certain piece of art appeals. While receiving digital copies of magazines can be beneficial for reasons like archiving, it's important to have that medium in front of you engaging in the senses and providing inspiration.

In this issue of Subnews we've handpicked some of the best magazines for the arts and education departments. We would like to thank Shelley for showing us that magazines do enlighten, inform and entertain both teachers and students. By providing them in all classrooms, areas of constant change in trends and influence, teachers can help students assess information from a hands-on medium that keeps up with this changing world.

ANZAAE Conference

TMMC will have an arts and design magazine store at this year's ANZAAE conference 20th – 22nd July at Wintec City Campus, Hamilton.

SCHOOLS ART DEPARTMENT SPECIAL OFFERS



THREADED

Passionate about design and visual arts, Threaded is an exhibition space in print. This stunning publication showcases established and emerging talent while giving readers an insight into cutting-edge technology from around the world.

NZ 2 ISSUES
SAVE \$18.20



WEBB'S CATALOGUE

Webb's Art catalogues feature specialist areas from contemporary art to collectables. They lead the market in the sale of jewellery, fine arts, rare books and fine wines and are a great way to keep in touch with the market at auction.

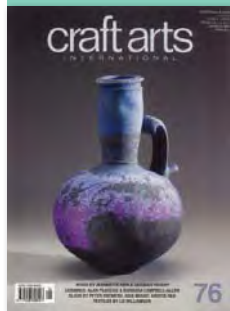
NZ 10 ISSUES
SAVE \$30.00



D-PHOTO

D-Photo showcases some of the best local and international talent with in-depth reviews and tutorials to help improve technique. Featuring top tips from experts, D-Photo magazine is an essential guide to anyone who views life through a lens.

NZ 6 ISSUES
SAVE \$20.90



CRAFT ARTS INTERNATIONAL

This Well-established publication celebrates artistic work in the areas of painting, printmaking, sculpture, metal, glass and textiles. Its rich editorial content is printed on the finest of art paper making it an inspiring source of information for this exciting industry.

AU 3 ISSUES



PILOT

Showcasing the best in contemporary creative culture from around the globe, Pilot is engaging and artistic. With a mix of strong writing and clever visuals, each issue brings a fresh perspective on fashion, couture, design and art and how these mediums influence our lives.

NZ 2 ISSUES



MODERN PAINTERS

Modern Painters provides its own visual masterpiece for readers. Helping to define new trends and reviewing international works, exhibitions, books, festivals and performances, this is a great source of information for this thriving industry.

UK 9 ISSUES



ONFILM

This specialist magazine examines all aspects of our popular film industry reporting on trends, ideas, views, people and practice while showcasing the best Kiwi talent and drawing attention to what our proud nation is achieving.

NZ 11 ISSUES



FRIEZE

Frieze's purpose is to recognise outstanding talent and the influence of trends and ideas in the visual arts. Published eight times a year since 1991, this long standing tome has become a leading voice in cutting-edge art and culture.

UK 8 ISSUES



ARTFORUM

With each cover devoted to the work of an artist, Art Forum is an influential voice in popular culture. Features include articles on visual arts and famous art galleries. It is the definitive space dedicated to the discussion of contemporary art.

US 10 ISSUES



TAKE

Produced by the Screen Directors Guild, Take magazine is essential reading for the screen industry and a comprehensive resource for schools teaching film, television and media studies. Take provides exclusive views from filmmakers and the latest developments shaping NZ's screen industry.

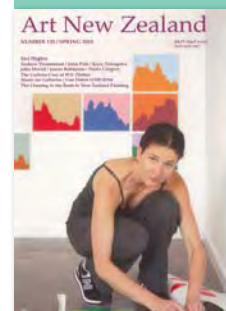
NZ 4 ISSUES



IDN

Bringing together creative ideas from around the globe IDN is a one stop source for information on cutting edge technical innovation. Features include in-depth articles on the most influential creators, with focus on the art, design, motion graphics and interactive media.

HK 6 ISSUES



ART NEW ZEALAND

First published in 1975, this long-standing journal continues to capture the best in New Zealand visual arts. Offering the best of New Zealand's contemporary art, Art New Zealand is essential reference material for those interested in the talent we have to offer.

NZ 4 ISSUES



EYE

Casting a discerning eye over the creative world, Eye magazine reviews all elements of graphic design. This quarterly discusses the role graphic design plays in visual culture. Covering a wide range of subjects, this modern and innovative magazine uncovers new trends and ideas on the power of the graphic form.

UK 4 ISSUES



APERTURE

Established in 1952, Aperture has long been regarded as one of the most valuable publications. This award winning magazine pays homage to outstanding talents and challenges and engages audiences with compelling articles. This stunning quarterly is a hub for photographic expression.

US 4 ISSUES



ART & AUSTRALIA

Established in 1963, Art & Australia is a high quality, visually attractive quarterly that features historical and contemporary articles. Issues are themed and present established and emerging artists from Australia and New Zealand among top practitioners from the wider region and the rest of the world.

AU 4 ISSUES



CERAMICS ARTS & PERCEPTION

Ceramics Art and Perception is dedicated to the art of ceramics. In depth features and stunning visuals makes Ceramics Art and Perception the perfect magazine to inspire and educate beginners and experts in this unique industry.

AU 4 ISSUES



ART NEWS NZ

Art News New Zealand is one of New Zealand's largest art publications. With a worldwide network of contributors writing a mixture of interviews, profiles and reviews, Art News New Zealand has become one of the leading sources of information for creative professionals

NZ 4 ISSUES



GRAFIK

Grafik magazine is renowned for its vibrant visuals and expert coverage on the visual arts. With a strong focus on global design culture, every issue melds together high end design with intelligent articles on exhibitions, trends and ground-breaking new talent.

UK 6 ISSUES



STONE

Tone is a bi-monthly magazine combining coverage of technological developments both nationally and internationally with reviews on the latest consumer products available in New Zealand. Tone's insightful and relevant content combined with its eye catching design makes this New Zealand's premier new technology magazine.



IDEALOG

Aimed at entrepreneurs, Idealog includes inspiring stories about Kiwi pioneers and their ideas, detailed case studies, new products, strong opinions and advice. With some of the best writers, photographers and designers contributing, this award winning magazine provides creative and intelligent views on how to turn ideas into successful businesses.



NETGUIDE

NetGuide is New Zealand's top selling consumer internet magazine and website. It contains the features, product reviews and buying advice for those new to technology, as well as intermediate users looking to make the most of their technology. NetGuide is an essential resource for technology interested students and teachers.



NEW ZEALAND PCWORLD

New Zealand PCWorld is New Zealand's top selling computing and technology magazine. It provides up-to-the-minute editorial, insight and buying advice for personal computing, cell phones, game consoles, digital entertainment and internet. Unique reports on news, features and guides enable readers to get more from the technology they already own.

FOOD



DISH

Dish magazine serves up the best recipes for all occasions. From summer salads to winter roasts, from a dinner party with friends to meals for one, this delicious and delightful magazine boasts handy tips and techniques for the kitchen.

SCIENCE



SCIENCE ILLUSTRATED

Covering an astonishing range of subjects, from palaeontology to space exploration, from medical breakthroughs to the latest environmental insights, Science Illustrated delivers the world, in all its mystery. This bi-monthly journal is a positive, visually stunning introduction into the world of science and discovery.



NEW ZEALAND GEOGRAPHIC

New Zealand Geographic celebrates New Zealand. This multi-award-winning magazine is loved by readers of all ages and is renowned for its stunning photography and in-depth editorial coverage of our nation's people, places and wildlife. For two decades it has been the definitive journal for New Zealand.



FOODTOWN

Simply scrumptious recipes for the fast paced world we live in. The fastest growing food lifestyle publication, Foodtown Magazine is an appealing mix of practical information on food, wine, travel, home and garden, health and more.



NZ 4 ISSUES

PET NZ

Pet New Zealand is a magazine devoted to our fun friends. Filled with visually exciting images and regular features including heart-warming pet stories, information for owners, helpful hints, giveaways and expert advice, it's a must read for all animal lovers and pet owners.



NZ 12 ISSUES

NZ HORSE AND PONY

NZ Horse & Pony is one of New Zealand's biggest selling equestrian publications. Regular features include coverage of horse trials, eventing, dressage, polo and endurance and information on equestrian events throughout NZ and overseas. With a dedicated and knowledgeable team contributing to the content, this is a leading magazine for the equestrian industry.

PONIES!

Ponies! magazine is full of activities and information about Ponies, including features about different breeds and interviews with New Zealand riders. Packed with diary pages and quizzes with young readers contributing, this is the perfect magazine for Pony lovers.



NZ 6 ISSUES

FETCH!

Dogs are a man's best friend and Fetch focuses on promoting an active, healthy relationship between dogs and their owners. Each issue features breed profiles, training advice, interviews with dog experts, feature-length articles, product reviews and profiles on the best dog walking areas around the country.



NZ 6 ISSUES

SHOW CIRCUIT

Show Circuit is a New Zealand equestrian magazine intended to fill a large gap identified in the equestrian market with official photographs of the show season and extensive editorial and pictorial coverage of events. Show Circuit is a leading publication for those interested in the New Zealand equestrian market.

CARS & AUTO



NZ 6 ISSUES

CLASSIC DRIVER

Classic Driver is a magazine dedicated to classic cars. Edited by well-known car fan, journalist and South Pacific Radio talk back host Allan Dick, it includes previews, reviews and articles about events and auctions, perfect for classic cars connoisseurs and enthusiasts.



NZ 12 ISSUES

NZ PERFORMANCE CAR

NZ Performance Car is one of New Zealand's leading car publications. Each month the very best of New Zealand's modified import car scene is examined and explored through comprehensive articles and up-to-date news. It's New Zealand's number one selling monthly motoring magazine.



NZ 12 ISSUES

NZ CLASSIC CAR

NZ Classic Car is New Zealand's longest running car magazine. Published since 1991 it covers and supports the local car scene within New Zealand. With stunning photography, comprehensive features and event reports from throughout the country, Classic Car is essential reading for New Zealand's car loving community.



NZ 12 ISSUES

NZV8

NZV8 magazine covers a widespread range of high-performance V8-engine vehicles, reflecting the huge following these machines enjoy in New Zealand. You can guarantee that wherever high-performance V8-engines purr, NZV8 is there.



NZ 6 ISSUES

NZ OUTDOOR HUNTING

Printed since 1937, this long-standing publication provides in depth coverage on the hunting scene in New Zealand. With hunting stories, hunting advice, trophy pictures, product tests, guns and shooting, it's no surprise that New Zealand Outdoor Hunting is New Zealand's most popular hunting magazine.



NZ 10 ISSUES

NZ RUGBY WORLD

In both style and content the writing is award winning and provides an unparalleled depth of insight into the people who play the game and the issues that matter to the fans. New Zealand Rugby World magazine is the premier authority on our favourite national game.



NZ 12 ISSUES

KIWI RIDER

For up to the minute coverage on everything related, from wheels to gear and accessories, Kiwi Rider is New Zealand's leading publication. Currently edited by the former NZ Motoring Journalist of the Year, Ross MacKay, Kiwi Rider is New Zealand's leading source of Motorcycle related news, reviews and opinions.



NZ 12 ISSUES

WILDERNESS

New Zealand Wilderness is New Zealand's premier outdoor magazine bringing readers expert tips on fitness, food, health, products and outdoor skills. With at least four pull-out 3D maps of National Parks each year and special range maps in every issue it explores and discovers the best New Zealand has to offer.



NZ 4 ISSUES

MANUAL

Manual is New Zealand's top skateboarding and snowboarding culture magazine. Regular features include national and international coverage of skateboarding, snowboarding, music and art, with an emphasis on quality photography, illustration and graphic design.



NZ 5 ISSUES

SPOKE

Spoke strives to bring a fresh and innovative look at mountain biking through original content, bold design and interesting articles. It provides an unbiased look at the lives and activities of mountain bikers in New Zealand, consistently pushing the boundaries of mountain bike photography and graphic design.



NZ 6 ISSUES

NZ SURFING

For twenty five years New Zealand surfing has been chasing the waves around the country. Dedicated to this popular sport, the content includes exciting action photos, New Zealand surfer profiles, and interviews with champions and beach goers. In each issue there are reviews of the latest boards and gear helping you to catch that perfect wave.

NEW ZEALAND ADVENTURE

A lifestyle magazine dedicated to adventure and outdoor pursuits, New Zealand Adventure pushes the boundaries and uncovers the best locations and spots locally and overseas.



NZ 6 ISSUES

VO2MAX

VO2 Max is for anyone active in sports or interested in what is happening in New Zealand multisport today. With sections on athletics, cycling, swimming, triathlons, surf lifesaving and adventure sports, it's the ultimate multisport magazine that discusses the limits of human performance and what we can achieve.



AU 11 ISSUES

WACKY BUT TRUE

Aimed at eight to fifteen year olds, Wacky But True is a great little magazine for good clean fun. All about the unusual things that happen in this world, each issue contains short articles on history, nature, people and places, written in a fun and entertaining way with activity pages and quality information for learning.



NZ 4 ISSUES

PARENTING

Parenting is based on a passion for giving children the best possible start in life. Full of practical solutions and creative ideas to effectively communicate with kids and keep the fun in learning. It's a real source of inspiration to parents, caregivers and educators of children of all ages offering well researched articles and hot tips on raising happy, confident kids.



NZ 6 ISSUES

KIDZ MAG

Kidz Mag makes learning fun. Targeting children from seven to fourteen it covers everything from animals, history, famous people, events and places. There are even fun crafts, cooking tips, puzzles, stories and competitions to keep the kids entertained.



NZ 12 ISSUES

CREME

Crème magazine is a great magazine for New Zealand girls to turn to for advice, inspiration and information. From life and love, family and friends, celebrities and fashion and quality lifestyle articles, Crème is the cream of the crop and essential reading for New Zealand girls.

GIRLFRIEND

One of the most well-known publications, Girlfriend is a seasoned professional in covering content for the teenage girl, with an interesting mix of fashion, beauty, entertainment and lifestyle articles on important topics like bullying and environmental issues. This top selling magazine is a girl's best friend.

GENERAL INTEREST



NZ 12 ISSUES

NZ GARDENER

Featuring New Zealand's most beautiful gardens and the people who created them, New Zealand Gardener provides practical ideas and gardening inspiration. Beautifully presented, New Zealand Gardener is the country's top selling gardening magazine and is the best source of information for anyone with a green thumb.



NZ 10 ISSUES

MINDFOOD

Mindfood magazine offers the latestbreaking stories on news, society, health, environment, culture, travel, fashion and food. With consistent coverage and expert knowledge on local and global topics, Mindfood offers a different perspective for an intelligent audience. MiNDFOOD - It's all about smart thinking.



NZ 6 ISSUES

HOMESTYLE

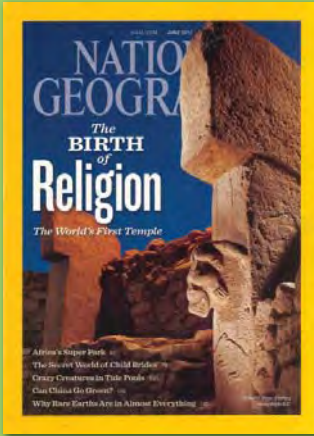
Every issue takes you on a tour through some of New Zealand's best new and renovated homes, plus homestyle is packed full of informative articles, fabulous photographs and great giveaways. For New Zealander's seeking affordable home living ideas, practical information, and 100% NZ content, homestyle is a great home design resource.



NZ 6 ISSUES

NZ TODAY

Our nation is unique and New Zealand Today provides and insight into how we live as New Zealanders. With an exciting mix of topical issues and an in depth look into our culture, New Zealand Today uncovers the vibrant local economies, unique points of difference and local personalities in regions throughout our diverse country.



NATIONAL GEOGRAPHIC
 Recognised for its stunning images and in-depth articles on culture, nature, geography, ecology, science and technology, National Geographic is simply enlightening. Since 1888 it has been inspiring people to care about the planet with editorial coverage encompassing people, places, ideas and issues from all four corners of the globe.

US 12 ISSUES



NAT GEO KIDS
 Published by the National Geographic Society, Nat Geo Kids is a colourful monthly magazine created especially for kids with stories, games and competitions for fun, hands-on learning. Features encourage its readers to protect the planet's resources and to learn more about geography, adventure, wildlife, science, and history.

US 10 ISSUES

ANIMALS' VOICE



Packed with heart-warming, informative and moving stories, SPCA Animals' Voice is guaranteed to touch the hearts of readers of all ages. Its emphasis on the welfare, health and care of animals gives it genuine educational and reference value. Animals' Voice is the magazine for those who really care about animals.

NZ 4 ISSUES



Subscribe to Animals' Voice and you'll be automatically in the draw to win a Sony Cyber-shot digital camera valued at \$500.

FEATURED



NZ 52 ISSUES

THE NEW ZEALAND LISTENER

New Zealand Listener is the country's most respected general interest magazine, bringing you a wide variety of news, stories, columns, reviews plus TV listings every week. With some of the best-known investigative columnists in the country, New Zealand Listener is not afraid to tackle the issues that affect you and provide an opinion. Enjoy the magazine delivered to your door every week, or give as a special gift.



It's easy... Simply subscribe to The New Zealand Listener. Select three staff or friends of the school to receive a trial four-issue subscription absolutely free. Order via the enclosed TMMC Order Form or online at www.magemag.co.nz/listenerschools. Offer ends August 31st 2011.

