

New Zealand
gardener
Kaingaki Māra

Stuff

MEDIA KIT 2026



NZ GARDENER HAS BEEN CONTINUOUSLY PUBLISHED FOR 80 YEARS AND IS NEW ZEALAND'S MOST-LOVED, HIGHEST READ GARDENING MAGAZINE

255,000*

**AVERAGE ISSUE READERSHIP
PUBLISHED MONTHLY**

“NZ Gardener is an indulgence our audience looks forward to and a reference they know they can trust.

Every issue features beautiful gardens all over New Zealand and the inspiring stories behind them. It is packed with DIY projects, seasonal recipes and practical advice from local experts so readers can create the garden of their dreams.

Our readers have an emotional connection to NZ Gardener that's increasingly rare in modern media.”

Jo McCarroll
Editor NZ Gardener



**New Zealand
gardener**
kaingaki māra

*Source: Nielsen CMI Q32024 -Q2-2025 AP 15+ Fused



255,000 AVERAGE ISSUE READERSHIP

TARGET AUDIENCE: HOMEOWNERS AGED 40+

84% intend to go on holiday within NZ in the next 12 months

74% would consider going on a cruise

FEMALE

138,000

54%

80% have savings and investments

85%

**MAIN OR EQUAL
HH SHOPPERS**
216,000

60% visited a garden centre instore or online in the last month

HOMEOWNERS
167,000

65.5%

34%

MORTGAGE FREE
87,000

66% gardened in the last month

71% agree the garden is as important as any other room in the house*

42% intend to carry out home renovations in the next year

65% are pet owners

38% are aged 40 - 64

**METROPOLITAN
CITY DWELLERS**
126,000

49%

38% live rural or in secondary/minor rural centres; **20%** live in provincial areas

AVERAGE HH INCOME
\$135,850**

ALL PEOPLE AGED 40+
176,000

53% love reading new recipes and trying them out*

59% are wine drinkers

*Source: Nielsen CMI Q32024 -Q2-2025 AP 15+ Fused

*Agree . tend to agree with statement

** HH \$60K+

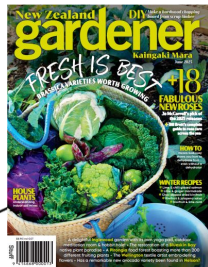
NZ Gardener is at the centre of a community of avid readers with a number of touchpoints

STUFF MASTHEAD GROUP

1,006,000*

As part of a subscription to any of our affiliated digital news sites (the.press.co.nz, the.post.co.nz, waikatotimes.co.nz) you can also get access to the latest articles from NZ Gardener, along with content from NZ House & Garden, Sunday and Your Weekend.

Masthead Group Avg Monthly UA



MAGAZINE

255,000*

AP 15+ average issue readership

GET GROWING EDM

20,873

Average monthly send (Sept 2025)

56.35%

Av monthly unique open rate (Sept 2025)

New Zealand
gardener
get growing

360 DEGREE TOUCHPOINTS



SPECIAL EDITIONS

Two or three produced every year - sold in retail outlets at \$16.20 each
Average print run 13,000



DIGITAL MAGAZINE

Available to subscribers – anytime, anywhere



New Zealand
gardener
Kaingati Māra

MORE THAN A
MAGAZINE

It's a community
of gardeners

DISPLAY ADVERTISING RATES

SIZE	1 ISSUE	6 ISSUES*	12 ISSUES*
DOUBLE PAGE SPREAD (DPS)	\$9,750	\$9,263	\$8,775
FULL PAGE	\$5,750	\$5,463	\$5,175
HALF PAGE	\$3,850	\$3,658	\$3,465
THIRD PAGE	\$2,250	\$2,138	\$2,025
INSIDE FRONT COVER (DPS)	\$11,212	-	-
OUTSIDE BACK COVER	\$6,612	-	-
SPECIAL POSITIONS	+15%	-	-

TECHNICAL SPECIFICATIONS

PRINT PROCESS: Web Offset

BINDING METHOD: Saddle stitched

MATERIAL DELIVERY:

Files may be sent to Stuff Magazines via FTP transfer, via Quickcut (Pagestore), dropbox or email pdf to magsupport@stuff.co.nz

COLOUR REQUIREMENTS:

NO RGB IMAGES OR SPOT COLOUR (CMYK ONLY)

*NOTE: Rates are per issue, exclude GST and in NZD. Sponsored Content production charges are available on request.

SPECIFICATIONS:

****Note:** All type and important images must be within the image area, ensure the gutter is free from type. If type is fine or small **allow 15mm each side of gutter (30mm total).**

All files must include bleed and crop marks

DOUBLE PAGE SPREADS:

Special care must be taken where any image runs through the spine.

DPS crossover (allowance for gutter): within first six pages of magazine allow **6mm** crossover per page (**12mm total**), and for run of magazine ads allow **4mm** crossover per page (**8mm total**)

DISPLAY ADVERTISING SPECS

SIZE	IMAGE AREA (HXW)	TRIM SIZE (HXW)	BLEED SIZE (HXW)
**DOUBLE PAGE SPREAD (DPS)	244mm x 390mm	275mm x 420mm	285mm x 430mm
FULL PAGE	244mm x 180mm	275mm x 210mm	285mm x 220mm
HALF DPS	119mm x 390mm	135mm x 420mm	145mm x 430mm
HALF PAGE VERTICAL	244mm x 85mm	275mm x 102mm	285mm x 112mm
HALF PAGE HORIZONTAL	119mm x 180mm	135mm x 210mm	145mm x 220mm
THIRD PAGE VERTICAL	244mm x 55mm	275mm x 70mm	285mm x 80mm
THIRD PAGE HORIZONTAL	80mm x 180mm	93mm x 210mm	103mm x 220mm

SPECIFICATIONS CONTINUED:

****Only** headings and baselines of extra large type can run across gutter and must be arranged to clear the spine by a maximum of 4mm to 6mm on each side.

Due to the variable nature of the binding process, we can accept no responsibility for any lack of alignment of type or images that cross the gutter.

Technical specifications are subject to change.

INSERT DELIVERY:

Inserts should be delivered to **Inkwise** 79 Izone Drive, Rolleston 7614.

Stuff insert docket **MUST** accompany inserts. **E** magsupport@stuff.co.nz

Refer to terms and conditions <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>

DISPLAY ADVERTISING DATES 2026

COVER DATE	ON-SALE DATE NOTE: SUBSCRIBERS RECEIVE 4-5 DAYS PRIOR TO ON-SALE DATE	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
JANUARY 2026	29-Dec-25	12-Nov-25	19-Nov-25	26-Nov-25	03-Dec-25
FEBRUARY	02-FEB-26	03-Dec-25	08-Dec-25	10-Dec-25	08-Jan-26
MARCH	02-MAR-26	21-Jan-26	28-Jan-26	04-Feb-26	11-Feb-26
APRIL	30-MAR-26	18-Feb-26	25-Feb-26	04-Mar-26	11-Mar-26
MAY	04-MAY-26	25-Mar-26	01-Apr-26	08-Apr-26	15-Apr-26
JUNE	01-JUN-26	22-Apr-26	29-Apr-26	06-May-26	13 May-26
JULY	29-JUN-26	20-May-26	27-May-26	03-June-26	10-Jun-26
AUGUST	03-AUG-26	24-Jun-26	01-July-26	08-Jul-26	15-Jul-26
SEPTEMBER	31-AUG-26	22--Jul-26	29-Jul-26	05-Aug-26	12-Aug-26
OCTOBER	28-SEP-26	19-Aug-26	26-Aug-26	02-Sep-26	09--Sep-26
NOVEMBER	02-NOV-26	17-Sep-26	30-Sept-26	07-Oct-26	14-Oct-26
DECEMBER	30-NOV-26	21-Oct-26	28-Oct-26	04-Nov-26	11-Nov-26
JANUARY 2027	28-DEC-26	11-Nov 26	18-Nov-26	25-Nov-26	02-Dec-25

GARDEN MARKET RATES (DIRECTORY SECTION)

SIZE	SIZE (HXW)	1 ISSUE*	3 ISSUES*	6 ISSUES*	12 ISSUES*
QUARTER PAGE STANDARD	124mm x 92mm	\$930	\$884	\$837	\$744
QUARTER PAGE HORIZONTAL	60mm x 188mm	\$930	\$884	\$837	\$744
EIGHTH PAGE HORIZONTAL	60mm x 92mm	\$525	\$499	\$473	\$420
EIGHTH PAGE VERTICAL	124mm x 44mm	\$525	\$499	\$473	\$420
ONE SIXTEENTH	60mm x 44mm	\$270	\$257	\$243	\$216
SMALL SQUARE	28mm x 44mm	\$135	\$128	\$122	\$108

MATERIAL SPECIFICATIONS:

To be supplied as high-resolution PDF (no less than 300dpi). No bleed needed - please create to fit the selected ad size.

All fonts need to be embedded. Files created in Freehand or Adobe Illustrator must have any type converted to paths/outlines to avoid font issues.

***NOTE:** Rates are per issue, exclude GST, in NZD and effective April 2023. Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost

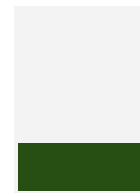
Picture elements within your ad must be CMYK and a minimum resolution of 300dpi. Bitmap line art images should be 1200dpi to ensure sharpness.

All advertisements designed by Stuff Ltd is the property of Stuff Ltd and reproduction in other publications without permission is not permitted.

Refer to terms and conditions
<https://advertise.stuff.co.nz/advertising-terms-and-conditions/>



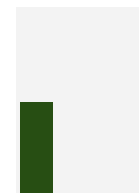
Quarter Page Standard
124mm x 92mm



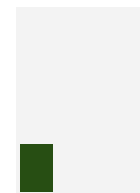
Quarter Page Horizontal
60mm x 188mm



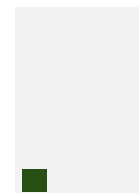
Eighth Page Horizontal
60mm x 92mm



Eighth Page Vertical
124mm x 44mm



One Sixteenth
60mm x 44mm



Small Square
28mm x 44mm

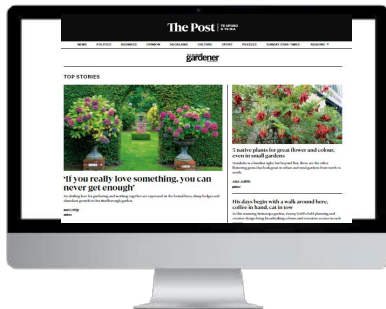
GARDEN MARKET (DIRECTORY) DATES 2026

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JANUARY 2027	28-DEC-26	11-Nov-26	18-Nov-26	11-Nov-26



DIGITAL ADVERTISING

NZ Gardener's content is showcased on Stuff's subscription website thepost.co.nz/nz-gardener



THE POST WEBSITE
558,000*
Unique browsers each month

The Post | TE UPOKO
O TE IKA

As part of a subscription to to any of our affiliated digital news sites (the press.co.nz, the post.co.nz, waikatotimes.co.nz) you can also get access to the latest articles from NZ Gardener, along with content from NZ House & Garden, Sunday and Your Weekend.

Masthead Group Avg Monthly UA: 1,006,000*

This is a low ad-weight model, ensuring cut through and visibility for the brands in a premium environment.

Page views are available to visitors for 3 free stories, after which they need to register to view content

Premium subscribers can access content across all Masthead titles.

Available formats -

Medium rectangle, Half page, Billboard, video pre-roll and Interscroller sold on a CPM basis

Source: Nielsen DCM September 2025 - Monthly average UV's AP15+

Get In Touch

For more details, contact your Stuff Account Manager

GET GROWING E-NEWSLETTER

GET GROWING ANSWERS READERS' QUESTIONS & PROVIDES WEEKLY PRACTICAL GARDENING ADVICE, TIPS & COMPETITIONS

FREQUENCY
WEEKLY
EVERY FRIDAY
@49 WEEKS OF THE YEAR

AVERAGE MONTHLY SEND
20,873*
AVERAGE MONTHLY OPEN RATE
56.4%

GET GROWING ADVERTISING RATES & SPECIFICATIONS

AD UNIT

AD SIZE
(WXH)

RATE

MREC

File size: 180kb. Image set to 72dpi. Static jpg or gif.
Plus URL

300 x 250 px

\$950

HORIZONTAL BANNER

File size: 180kb. Image set to 72dpi. Static jpg or gif.
Plus URL

600 x 160 px

\$950

SPONSORED CONTENT

Image size: 300 x 300 px.
Static only. 50 words max.
Plus URL

300 x 300 px

\$1,200



Hi Shona,

How do you know when it's the right time to plant veges in your garden? Most of us tend to follow the traditional convention of relying on calendar dates such as September 1 for spring and October's Labour Weekend for planting tomatoes. There are also the cues each of us recognise in our own gardens. For me it's the first flush of blooms on our Christmas plum tree, the new leaf growth on the passionfruit vine and the dreaded return of kookui in the lawn. What are some of the signs you rely on to inform and advise your planting regime? Share your tips and photos at pixbox@growing.co.nz

This week we also share some ideas on successful seed growing and seedling care. And we have some tips for younger growers on how to germinate and grow a sunflower, often their first experience of propagation, and with spectacular results.

Happy gardening! Share your best crops, photos and feedback by emailing pixbox@growing.co.nz

 **William Hansby**
Get Growing Editor

DIY project



Want to learn to

the most beautiful way?

Make your own unique mini water feature

Jane Horne takes us through eight easy steps to make this water feature for the outdoor deck, patio or balcony.

[See the instructions](#) →

Keep leaves and debris out of your drains



Sponsored content

New Marley Curve twin pack

Introducing the new Curve twin pack from Marley because most houses need more than just one Curve to keep unsightly leaves and debris out of downpipes, drains and tanks! Keep a look out for these convenient (and sustainable!) new packs at your local building or plumbing store and grab your Curve twin pack. Proudly designed and made in New Zealand.

[Read more](#) →

*Source: Braze September 2025

Send ad material on the Friday prior to the send out date to masgsedm@stuff.co.nz

AUDIENCE ENGAGEMENT OPTIONS

DISPLAY ADVERTISING IS JUST ONE WAY YOU CAN CONNECT WITH OUR READERS

- TALK TO US ABOUT YOUR SPECIFIC MARKETING NEEDS

DISPLAY ADVERTISING PLACEMENT

Choose from a range of display advertising sizes from inside front cover and early double page spreads, full pages and part pages.

BENEFITS: Exposure to an affluent audience in a premium and highly engaging print environment. Premium positioning and placement near relevant content will put you ahead of your competitors – drink, beauty, decor, travel and more.

SPONSORED CONTENT CREATION

We have a selection of paid sponsored content templates created in both full page and double page formats to allow you to tell your story to our readers. Created by Stuff's award-winning content team in collaboration with NZ Gardener. Consider repurposing the print piece to digital sponsored content on stuff.co.nz.

BENEFITS: We know what resonates with our readers and we can guide and advise you on the best ways to connect and relay your business to them in an engaging and integrated way.

INSERTS, GATEFOLD AND SAMPLING

Magazines can be inserted with client catalogues, brochures, samples, custom printed inserts and gatefolds. This is a cost effective solution for advertisers to get further information about their brand/product into the hands of our highly engaged audiences.

- We can provide media insertion cost quotes to target our full print run, subscribers only or by region.
- Inserts can be bound or loose.
- Specific quantities change by issue, depending upon events, subscription drives and retail promotions.
- A quote will be provided based on insert type, page count, weight and quantity – ask your Stuff sales rep for a quote.
- Inserts are subject to availability and additional NZ Post charges may apply.

DIRECTORY & GIFT GUIDES

Our very popular Directory section offers advertisers smaller ad sizes and packages to ensure a regular presence across every issue

SPONSORED CONTENT TEMPLATE KIT

TEMPLATE KIT

Ask for the full template kit



DOUBLE PAGE SPREAD

Increase the impact of your message with a larger Sponsored Content template



SINGLE PAGE

Customised content produced by the NZ Gardener team. Choose from one of our many templates which allow for a variety of image and text combinations



GET IN TOUCH

For more details, contact your Stuff Account Manager or
Melisa Sinclair NZ Gardener Advertising Manager
E melisa.sinclair@stuff.co.nz M 275 796 247

ADVERTISING ENQUIRIES

CONTACT YOUR STUFF NZ REPRESENTATIVE

MELISA SINCLAIR - GROUP ADVERTISING SALES MANAGER -
MAGAZINES

M 021 190 8805 E MELISA.SINCLAIR@STUFF.CO.NZ

ANNETTE GO - GARDEN MARKET ADVERTISING
M 027 206 2177 E ANNETTE.GO@STUFF.CO.NZ

ADVERTISING MATERIAL SUPPLY AND ENQUIRIES
E MAGSUPPORT@STUFF.CO.NZ

ADDRESS
STUFF - NZ GARDENER
LEVEL 7, 4 WILLIAMSON AVE,
GREY LYNN, AUCKLAND 1021
PO BOX 6341, VICTORIA STREET WEST,
AUCKLAND 1142

Stuff



New Zealand
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