



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

2026 MEDIA KIT

ADVERTISING melisa.sinclair@stuff.co.nz

EDITORIAL naomi.larkin@stuff.co.nz

June 2026

WELCOME TO THE #1 MONTHLY HOME, DECOR & LIFESTYLE MAGAZINE



“NZ House & Garden is the authority on interiors, homes and gardens. This beloved title has a firm place in New Zealanders' hearts, delivering a captivating mix of houses and gardens that are both inspirational and aspirational. We cross the style boundaries — from the smallest, most beautifully crafted spaces to designer showstoppers, from clever courtyards to sweeping country gardens. Then there's the sumptuous food with recipes you'll really want to try, carefully curated travel and all the latest homeware and shopping trends. This is the lifestyle magazine that readers keep and refer to as a resource, long after each issue has gone off sale, and advertising is an integral part of it.”

Naomi

EDITOR Naomi Larkin



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

Stuff



THE NZ HOUSE & GARDEN READER

CORE READERSHIP - AFFLUENT HOMEOWNERS AGED 35+

75% have savings
and investments

READERSHIP
380,000

67% say that the
way their home
looks is very
important to them*

62%

FEMALE
236,000

72% say their garden is
as important as any
other room in their
home*

62% are pet owners

HOMEOWNERS
255,000

67%

55% love reading new
recipes and trying
them out*

ALL PEOPLE 25-54 YEARS
171,000

45%

85%

MAIN OR EQUAL HH
SHOPPERS
323,000

40% are planning home
improvements in the next
12 months

61% of readers are
wine drinkers

AVERAGE HH INCOME
\$137,678**

79% intend to go on holiday
within NZ in the next 12 months
73% would consider going on a
cruise

174,000 intend to
travel overseas
within the next 12
months

METROPOLITAN CITY
DWELLERS
191,000

50%

30%

MORTGAGE FREE
114,000

Source: Nielsen CMI Q3 24-Q2 -25 AP 15+ Fused

*Agree . tend to agree with statement

** HH \$60K+



IT'S A COMMUNITY

NZ House & Garden is the centre of a community of readers with multiple touchpoints

STUFF MASTHEAD WEBSITES GROUP

1,006,000*

Unique browsers each month

Our stories are published on Stuff's subscription only website
the^{post}.co.nz/nzhouseandgarden as well as affiliate websites
the^{post}.co.nz and the waitakotimes.co.nz



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN
tours
Coloured by **Resene**
the paint professionals

HOUSE TOURS

8500+

Event visitors annually

Tour-goers get to step into
the pages of the magazine,
in sell-out events around
the country



MAGAZINE

380,000*

AP15+ average issue readership

EDM

24,886*

Average monthly send (Sept 2025)

53.60%

Average unique open rate

TOUCHPOINTS
360 DEGREE



DIGITAL MAGAZINE

Available to subscribers
- anytime, anywhere



EDITORIAL CONTENT

While inspiring homes and gardens are at the core of the magazine, there is so much more...

NEWS

SHOPPING

TRENDS

BEAUTY

DECOR

FOOD

DRINK

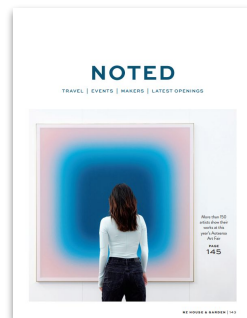
TRAVEL

CULTURE

FEATURES

HOUSES

GARDENS





DISPLAY ADVERTISING RATES

ADVERTISEMENT	1 ISSUE	6 ISSUES	12 ISSUES
Inside Front Cover (DPS)	\$17,900	\$16,110	\$15,215
Outside Back Cover (Single)	\$10,250	\$9,225	\$8,713
Double page spread (DPS)	\$15,555	\$14,000	\$13,222
Full Page	\$8,900	\$8,010	\$7,565
Half page (Vertical or Horizontal)	\$5,100	\$4,590	\$4,335
Third page (V or H)	\$3,555	\$3,200	\$3,022
Special positions	+15%		

RATES ARE PER ISSUE, ARE IN NZD AND EXCLUDE GST.

Sponsored Content production charges are available on request. Refer to terms and conditions <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>

A 50% cancellation fee applies after the cancellation deadline.

A 100% cancellation fee applies if cancelled after the booking deadline.



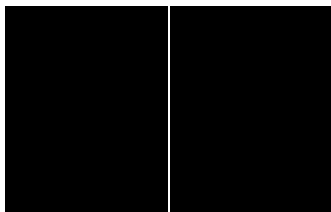
2026 DISPLAY ADVERTISING - KEY DATES

ISSUE DATE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE	CANCELLATION
JAN 2026	22 DEC	20 NOV	26 NOV	28 NOV	13 Nov
FEB 2026	26 JAN	8 DEC	12 DEC	5 JAN	5 DEC
MAR 2026	23 FEB	22 JAN	28 JAN	30 JAN	15 JAN
APRIL 2026	23 MAR	19 FEB	25 FEB	27 FEB	12 FEB
MAY 2026	20 APR	19 MAR	25 MAR	27 MAR	12 MAR
JUNE 2026	25 MAY	23 APR	29 APR	1 MAY	16 APR
JULY 2026	22 JUN	21 MAY	27 MAY	29 MAY	14 MAY
AUG 2026	27 JUL	25 JUN	1 JUL	3 JUL	18 JUN
SEPT 2026	24 AUG	23 JUL	29 JUL	31 JUL	16 JUL
OCT 2026	21 SEPT	20 AUG	26 AUG	28 AUG	13 AUG
NOV 2026	19 OCT	17 SEPT	23 SEPT	25 SEPT	10 SEPT
DEC 2026	23 NOV	22 OCT	28 OCT	30 OCT	15 OCT
JAN 2027	21 DEC	19 NOV	25 NOV	27 NOV	12 NOV

Note: Subscribers get copies 3 - 4 days prior to on-sale date. Deadline subject to change.
Sponsored content booking and briefing deadline is 15 days before the material deadline

DISPLAY ADVERTISING - SPECS

ALL FILES MUST INCLUDE BLEED AND SINGLE CROP MARKS



Double page spread

Image Area: 244mm (h) x 390mm (w)

Trim Size: 275mm (h) x 420mm (w)

Bleed Size: 285mm (h) x 430mm (w)

Note: Supply as one pdf. 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.

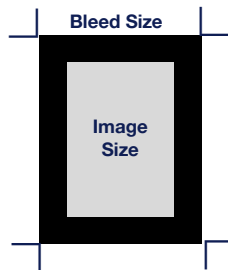


Full Page

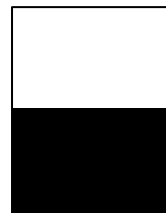
Image Area: 244mm (h) x 180mm (w)

Trim Size: 275mm (h) x 210mm (w)

Bleed Size: 285mm (h) x 220mm (w)



Single crop marks to the trim. Do not use double crop marks. **Trim** is where the page is cut to. **Bleed** is the part of the page that is cut off at trimming. **Image Size** means images and text must be within the image size to avoid being cut off when trimmed.



Half Page Horizontal Image Area:

119mm (h) x 180mm (w)

Trim Size:

135mm (h) x 210mm (w)

Bleed Size:

145mm (h) x 220mm (w)



Half Page Vertical Image Area:

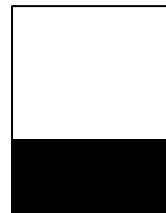
244mm (h) x 85mm (w)

Trim Size:

275mm (h) x 102mm (w)

Bleed Size:

285mm (h) x 112mm (w)



Third Page Horizontal Image Area:

80mm (h) x 180mm (w)

Trim Size:

93mm (h) x 210mm (w)

Bleed Size:

103mm (h) x 220mm (w)



Third Page Vertical Image Area:

244mm (h) x 55mm (w)

Trim Size:

275mm (h) x 70mm (w)

Bleed Size:

285mm (h) x 80mm (w)

PRINT PROCESS Web Offset

BINDING METHOD Perfect Bound

MATERIAL DELIVERY

Files may be sent to Stuff Magazines via FTP transfer, via PageStore, Dropbox or email PDF to magsupport@stuff.co.nz

COLOUR REQUIREMENTS

No RGB images or spot colour (please only use CMYK). Details for FTP transfer can be obtained from the Advertising Coordinator.

SPECIFICATIONS

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.

INSERT DELIVERY

Inserts should be delivered to Webstar:
 114 Swanson road, Henderson, Auckland 0610
 Stuff insert docket MUST accompany inserts.
Email: magsupport@stuff.co.nz

*INSIDE FRONT COVER & INSIDE BACK COVER 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).

Technical Specifications: Print 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 - 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 subject to change.

DIRECTORY - RATES

DIRECTORY	SIZE (H X W)*	1X*	3X*	6X*	12X*
Directory Square	124mm x 140mm	\$2,520	\$2,394	\$2,268	\$2,142
Quarter Standard	124mm x 92mm	\$1,680	\$1,596	\$1,512	\$1,428
Quarter Horizontal*	60mm x 188mm	\$1,680	\$1,596	\$1,512	\$1,428
Quarter Vertical*	252mm x 44mm	\$1,680	\$1,596	\$1,512	\$1,428
3/16 Horizontal*	60mm x 140mm	\$1,250	\$1,187	\$1,125	\$1,062
3/16 Vertical	188mm x 44mm	\$1,250	\$1,187	\$1,125	\$1,062
Eighth Horizontal*	60mm x 92mm	\$836	\$795	\$752	\$710
Eighth Vertical	124mm x 44mm	\$836	\$795	\$752	\$710
One Sixteenth*	60mm x 44mm	\$420	\$399	\$378	\$357

Rate for in house design \$100 + GST

* NOTE NEW SIZES EFFECTIVE FROM AUGUST 2023 ISSUE

RATES ARE PER ISSUE, ARE IN NZD AND EXCLUDE GST.

Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost. Refer to terms and conditions

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



DIRECTORY & PRODUCT SHOWCASES

Our very popular Directory section offers advertisers smaller ad sizes and packages to ensure a regular presence across every issue. We also offer product showcases with Shop Window and some of our Special Features.

BENEFITS

Our readers read the magazine from cover to cover. Many hold onto their back issues for future reference, and also pass copies onto family and friends. This ensures your brands and products live well beyond the monthly sale period and readers can easily find your business details.

FOR DIRECTORY - CONTACT YOUR ACCOUNT MANAGER OR

Annette Go *Directory Manager*

M 027 206 2177 E annette.go@stuff.co.nz

2026 DIRECTORY - DEADLINES

ISSUE DATE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	CANCELLATION
JAN 2026	22 DEC	13 NOV	20 NOV	13 NOV
FEB 2026	26 JAN	1 DEC	8 DEC	1 DEC
MAR 2026	23 FEB	15 JAN	22 JAN	15 JAN
APR 2026	23 MAR	12 FEB	19 FEB	12 FEB
MAY 2026	20 APR	12 MAR	19 MAR	12 MAR
JUNE 2026	25 MAY	16 APR	23 APR	16 APR
JULY 2026	22 JUN	14 MAY	21 MAY	14 MAY
AUG 2026	27 JUL	18 JUN	25 JUN	18 JUN
SEPT 2026	24 AUG	16 JUL	23 JUL	16 JUL
OCT 2065	21 SEPT	13 AUG	20 AUG	13 AUG
NOV 2026	19 OCT	10 SEPT	17 SEPT	10 SEPT
DEC 2026	23 NOV	15 OCT	22 OCT	15 Oct
JAN 2027	21 DEC	12 NOV	19 NOV	12 NOV

DIRECTORY - AD DESIGN GUIDELINES

For a cohesive look and feel, we have set templates for inhouse design. Above is the main structure which will be scaled depending on the ad size.

Rate for in house design \$100 + GST



YOUR LOGO BORDER

Choose your colour

IMAGES

1-4 images, depending on the ad size

Call To Action

5-15 words depending on the ad size

CONTACT DETAILS

TECHNICAL SPECIFICATIONS

- Logos and photos to be supplied as high resolution (300dpi) jpeg attachments and at 100% size.
- Logos should be supplied as vector graphics (files with the ending .ai or .eps) with all type converted to paths/outlines.
- We can accept original photographs in order to be scanned. Please ensure they are in focus and of good quality.

MATERIAL SPECIFICATIONS

- To be supplied as high resolution PDF (no less than 300dpi).
- No bleed needed - please create fit to 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.
- 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 finished ads must be accompanied with a contract colour proof. If no proof is supplied, we do not accept responsibility for reproduction.
- The artistic copyright of all advertisements designed by Stuff is the property of Stuff and reproduction in other publications without permission from Stuff is not permitted.

FOR DIRECTORY - CONTACT YOUR ACCOUNT MANAGER OR

Annette Go *Directory Manager*

M 027 206 2177 **E** annette.go@stuff.co.nz



SHOP WINDOW (MAXIMUM OF 8 SPOTS PER ISSUE)

Shop Window offers an editorial style feature to present products to NZ House & Garden readers who are always on the lookout for inspirational ideas for their home and gifts for their friends and family.

Please note images supplied to be lifestyle focused, no packaging or brand logos please. These pages are designed to look like content as much as possible. LIMITED AVAILABILITY. Editorial has the right to request alternative shots if required.

RATES*

\$2,520 large MAX OF 8 SPOTS PER ISSUE

\$1,250 small

*Discounted packages are available for multiple issues or as part of your overall advertising placement with NZ House & Garden and Stuff. Subject to availability. Rates are per issue, exclude GST and are in \$NZ.



SPECIAL FEATURES SHOWCASE (MAX OF 8 SPOTS) NOT EVERY ISSUE*

For selected special features across the year, we provide additional showcase pages for relevant advertisers to present their products. *ONLY – Kitchens (April), Bathrooms (January), Furniture (March), Kitchens (April) Bedding and Bedrooms (Sept), Christmas Gifts (Dec). We will promote the issues when this opportunity is available. Rates (at left) apply.

MATERIAL SUPPLY: Client to supply 40 words of copy (including contact details) plus a suitable professionally photographed image. Images must be CMYK with a minimum resolution of 300dpi; TIFF, JPEG or EPS. Images must not contain extra channels or transfer curves or compression. No spot colours are to be used. Items showcased should be professionally photographed and in a styled lifestyle setting relating to home, garden or lifestyle relevant to NZ House & Garden readers.

Product shots/ branded packaging and company logos are not allowed on these pages. Editorial has the right to request alternative shots if required.

SEND TO: magsupport@stuff.co.nz

ISSUE	EDITORS LETTER E-NEWSLETTER SEND DATES	STYLE & ENTERTAINING E-NEWSLETTER SEND DATES
JANUARY 2026	MONDAY 22 DECEMBER '25	N/A
FEBRUARY 2026	MONDAY 26 JANUARY	WEDNESDAY 11 FEBRUARY
MARCH 2026	MONDAY 23 FEBRUARY	WEDNESDAY 11 MARCH
APRIL 2026	MONDAY 23 MARCH	WEDNESDAY 9 APRIL
MAY 2026	MONDAY 20 APRIL	WEDNESDAY 6 MAY
JUNE 2026	MONDAY 25 MAY	WEDNESDAY 10 JUNE
JULY 2026	MONDAY 22 JUNE	WEDNESDAY 8 JULY
AUGUST 2026	MONDAY 27 JULY	WEDNESDAY 12 AUGUST
SEPTEMBER 2026	MONDAY 24 AUGUST	WEDNESDAY 9 SEPTEMBER
OCTOBER 2026	MONDAY 21 SEPTEMBER	WEDNESDAY 7 OCTOBER
NOVEMBER 2026	MONDAY 19 OCTOBER	WEDNESDAY 4 NOVEMBER
DECEMBER 2026	MONDAY 23 NOVEMBER	WEDNESDAY 9 DECEMBER
JANUARY 2027	MONDAY 21 DECEMBER '26	N/A

E - NEWSLETTERS

NZ House & Garden has a fortnightly e-newsletter. The first, written by editor Naomi Larkin, is sent out on the magazine's on-sale date. The second newsletter has a key focus on Style & Entertaining and is written by food editor Julie Le Clerc.

NZ HOUSE & GARDEN E-NEWSLETTER

AVG. MONTHLY SEND
25,086

AVG. UNIQUE OPEN RATE
54.70%

FREQUENCY
MONTHLY - ON SALE DATE

NZ HOUSE & GARDEN STYLE & ENTERTAINING EDM

AVG. MONTHLY SEND
24,626

AVG. UNIQUE OPEN RATE
52.51%

FREQUENCY
MONTHLY - MID MONTH

SOURCE: BRAZE SEPT 2025



AD UNIT	IMAGE SIZE (W X H)	RATE
SPONSORED CONTENT FILE SIZE: 720PI. STATIC JPG OR GIF. 60 WORDS MAX. PLUS URL LINK.	300 X 300 PX	\$1,200
HORIZONTAL BANNER FILE SIZE: BETWEEN 148KB AND 200KB AND IMAGE SET TO 720PI. STATIC JPG OR GIF. PLUS URL LINK.	600 X 160 PX	\$ 950
MREC FILE SIZE: BETWEEN 148KB AND 200KB AND IMAGE SET TO 720PI. STATIC JPG OR GIF. PLUS URL LINK.	300 X 250 PX	\$ 950

Send to magsedm@stuff.co.nz 5 working days prior to publication

DIGITAL ADVERTISING

NZ House & Garden's content is showcased on Stuff's subscription website **thepost.co.nz/nzhouseandgarden**

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, Billboard and Interscroller sold on a CPM basis.

The Post | TE UPOKO
 O TE IKA

THE POST WEBSITE

568,000*

Average unique monthly audience



2026 Special Features Calendar

Kick off your business in 2026 and ensure your brands, products and services are close to these special features



January '26 - Holiday issue
On sale from 22 December
Bathrooms & Laundries
Booking deadline: 20 November
Material deadline: 26 November

Plus Bathroom + Laundry
Showcase - image & copy
supply by 20 November

February '26 - Summer issue
On sale from 26 January
Walls & Windows
Booking deadline: 8 December
Material deadline: 12 December

March '26 - House Tours
On sale from 23 Feb
Living + Dining Room Furniture
Booking deadline: 22 January
Material deadline: 28 January

Plus Furniture Showcase -
image & copy supply by 22
January

April '26
On sale from 23 March
Kitchens
Booking deadline: 19 Feb
Material deadline: 25 Feb

Plus kitchen Showcase -
image & copy supply by 19
February

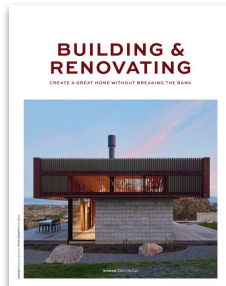
2026 Special Features Calendar



May '26
on sale from 20 April
Heating & Winter Styling
Booking deadline: 19 March
Material deadline: 25 March



June '26 - Winter issue
on sale from 25 May
Flooring
Booking deadline: 23 April
Material deadline: 29 April



July '26
on sale from 22 June
Building and Renovations
Booking deadline: 21 May
Material deadline: 27 May



August '26
on sale from 27 July
Fabrics for Home Furnishings, Curtains and Cushions
Booking deadline: 25 June
Material deadline: 1 July



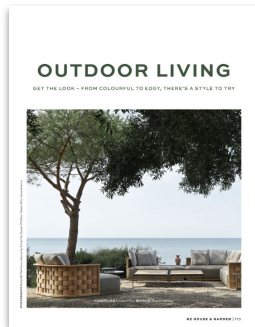
September '26
on sale from 24 August
Bedding and Bedrooms + Bedroom showcase - image & copy
Booking deadline: 23 July
Material deadline: 29 July



December '26 issue
on sale from 23 November
Christmas Celebrations / Gift Guide
Booking deadline: 22 October
Material deadline: 28 October



October '26 - Spring Issue
on sale from 21 September
Lighting
Booking deadline: 20 August
Material deadline: 26 August



November '26
on sale from 19 October
Outdoor Living and Furniture + Garden Design + Cruise Special
Booking deadline: 17 September
Material deadline: 23 September



AUDIENCE ENGAGEMENT OPTIONS

DISPLAY ADVERTISING IS JUST ONE WAY YOU CAN CONNECT WITH OUR READERS - TALK TO US ABOUT YOUR SPECIFIC MARKETING NEEDS

1 DISPLAY ADVERTISING PLACEMENT

We love beautiful ads gracing our pages every month! You can be assured you will be within the most premium magazine environment. 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.

2 BESPOKE CONTENT CREATION

Integrate your brand, product and messaging in a unique customised solution. This might be a fully styled photo shoot or an innovative use of print and digital.

BENEFITS

Unique to your brand or business, these assets can be promoted and leveraged across Stuff print and digital platforms and on your own business platforms (* production costs apply).

3 DIRECTORY & PRODUCT SHOWCASES

Our very popular Directory section offers advertisers smaller ad sizes and packages to ensure a regular presence across every issue. We also offer product showcases with Shop Window and some of our Special Features.

BENEFITS

Our readers read the magazine from cover to cover. Many hold onto their back issues for future reference, and also pass copies onto family and friends. This ensures your brands and products live well beyond the monthly sale period and readers can Easily find your business details.

4 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.

5 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 House & Garden*. 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.



TEMPLATE KIT
 ASK FOR THE FULL TEMPLATE KIT



SINGLE PAGE
 Customised content produced by the *NZ House & Garden* team. Choose from one of our many templates which allow for a variety of image and text combinations



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



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

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 - DIRECTORY MANAGER

M 027 206 2177 E ANNETTE.GO@STUFF.CO.NZ

ADVERTISING MATERIAL SUPPLY AND ENQUIRIES

E MAGSUPPORT@STUFF.CO.NZ

ADDRESS - STUFF - NZ HOUSE & GARDEN

LEVEL 7, 4 WILLIAMSON AVE, GREY LYNN, AUCKLAND 1021

PO BOX 6341 WELLESLEY STREET, AUCKLAND 1142

Stuff