

The **TV GUIDE**

TE PUKAPUKA TAPERE

Enquire about TV Guide's 2026 Commercial Partnerships Opportunity
MEDIA INFORMATION 2026

Stuff

Welcome to New Zealand's biggest selling magazine

3 million copies sold annually

60% more than the second best selling magazine



With all the clutter in the TV landscape and the popularity of streaming services, an insight into the best TV has to offer has never been more valuable.

The TV Guide highlights the latest and greatest shows on free-to-air TV and Sky as well as digital services such as **Prime Video, Apple, Netflix, Acorn, Neon and Disney.**

Every issue is packed with TV-related news, celebrity interviews and puzzles for the whole family as well the weekly TV Listings.

We've been helping Kiwi families plan their television viewing for nearly 40 years — so why not let us help you reach them?"

Frances Morton
Editor, The TV Guide



The TV GUIDE

TE PUKAPUKA TAPERE

The TV Guide is New Zealand's biggest-selling weekly magazine aimed at people who love television as much as we do. Each issue gives readers an insight into the best television has to offer along with TV-related news, celebrity interviews, a bumper puzzle section and a kid's club just for the littlies.

With our dedicated team of TV journalists, we've been helping Kiwi families plan their television viewing for nearly 40 years.

281,000

Average Issue Readership

Source: Nielsen CMI Q3 24 - Q2 25 15+ population *Average HHI \$60K +

READER PROFILE

The TV Guide reaches a core demographic of middle income New Zealanders



Homeowners

151,000

54% of readers



Female

135,000

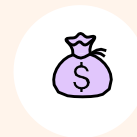
48% of readers



Main or Equal HH Shoppers

228,000

81% of readers



Mortgage Free

74,000

26% of readers



Metropolitan City Dwellers

166,000

59% of readers



25-54 Years

151,000

41% of readers



Average HH Income*

\$127,665



Average Age

56





READER PROFILE

Connect with a broad national audience

NETFLIX

63%

have a Netflix subscription 82%
have a paid tv subscription



76%

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



73%

would consider going on a cruise



74%

have savings and investments



63%

are pet owners



50%

drink wine



52%

have gardened in the last month

68

minutes

average time spent reading

The TV GUIDE

TE PUKAPUKA TAPERE

Frequency: Weekly

See page 6 for booking and material deadlines

Stuff

GET IN TOUCH

For advertising enquiries contact
your Stuff Account Manager

Or enquire at:
magsupport@stuff.co.nz

IMPORTANT NOTE: Due to agreements with Commercial Advertising Partnerships for 2026, there could be some restrictions on the availability of advertising space and some advertising categories.

Display Advertising Rates

SIZE	CASUAL	3x*	6x*	12x*
Double Page Spread (DPS)	\$8,500	\$7,650	\$7,225	\$6,375
Full Page	\$4,500	\$4,050	\$3,825	\$3,375
Half Page	\$2,400	\$2,160	\$2,040	\$1,800
Third Page	\$1,510	\$1,359	\$1,284	\$1,130
Inside Front Cover (DPS)	\$9,775	\$8,795	\$8,310	\$7,330
Outside Back Cover	\$5,175	\$4,658	\$4,400	\$3,880
Special Positions	+15%	-	-	-
Double Directory	\$670	\$603	\$570	\$500
Single Directory	\$420	\$378	\$357	\$315

*Note: Rates are per issue, exclude GST and are in NZD. Additional production charges may apply.
Refer to terms and conditions: <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>

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 Account Manager for a quote.

For specific insert specifications please contact:

Ian Walker (Webstar)
E.ian.walker@webstar.co.nz
M 021 735 734

Inserts supplied to:
North Island: Webstar
114 Swanson Road,
Henderson, Auckland, 0610

South Island: Inkwise
79 Izone Drive, Rolleston, 7614

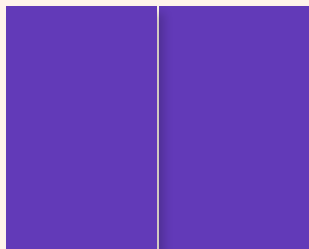


2026 Display Advertising Dates

On Sale Date	Programme Coverage	Cancellation Date	Booking Deadline	Material Deadline	Inserts Delivery Deadline
1 Jan (moved to 5 Jan)	10 Jan - 16 Jan	3 Dec	10 Dec	15 Dec	16 Dec
8 Jan	17 Jan - 23 Jan	5 Dec	12 Dec	17 Dec	18 Dec
15 Jan	24 Jan - 30 Jan	5 Dec	12 Dec	17 Dec	18 Dec
22 Jan	31 Jan - 6 Feb	31 Dec	7 Jan	12 Jan	13 Jan
29 Jan	7 Feb - 13 Feb	7 Jan	14 Jan	19 Jan	20 Jan
5 Feb	14 Feb - 20 Feb	14 Jan	21 Jan	26 Jan	27 Jan
12 Feb	21 Feb - 27 Feb	21 Jan	28 Jan	2 Feb	3 Feb
19 Feb	28 Feb - 6 Mar	28 Jan	4 Feb	9 Feb	10 Feb
26 Feb	7 Mar - 13 Mar	4 Feb	11 Feb	16 Feb	17 Feb
5 Mar	14 Mar - 20 Mar	11 Feb	18 Feb	23 Feb	24 Feb
12 Mar	21 Mar - 27 Mar	18 Feb	25 Feb	2 Mar	3 Mar
19 Mar	28 Mar - 3 Apr	25 Feb	4 Mar	9 Mar	10 Mar
26 Mar	4 Apr - 10 Apr	4 Mar	11 Mar	16 Mar	17 Mar
2 Apr	11 Apr - 17 Apr	11 Mar	18 Mar	23 Mar	24 Mar
9 Apr	18 Apr - 24 Apr	18 Mar	25 Mar	30 Mar	31 Mar
16 Apr	25 Apr - 1 May	25 Mar	1 Apr	6 Apr	7 Apr
23 Apr	2 May - 8 May	1 Apr	8 Apr	13 Apr	14 Apr
30 Apr	9 May - 15 May	8 Apr	15 Apr	20 Apr	21 Apr
7 May	16 May - 22 May	15 Apr	22 Apr	27 Apr	28 Apr
14 May	23 May - 29 May	22 Apr	29 Apr	4 May	5 May
21 May	30 May - 5 Jun	29 Apr	6 May	11 May	12 May
28 May	6 Jun - 12 Jun	6 May	13 May	18 May	19 May
4 Jun	13 Jun - 19 Jun	13 May	20 May	25 May	26 May
11 Jun	20 Jun - 26 Jun	20 May	27 May	1 Jun	2 Jun
18 Jun	27 Jun - 3 Jul	27 May	3 Jun	8 Jun	9 Jun
25 Jun	4 Jul - 10 Jul	3 Jun	10 Jun	15 Jun	16 Jun
2 Jul	11-Jul-17 Jul	10 Jun	17 Jun	22 Jun	23 Jun

On Sale Date	Programme Coverage	Cancellation Date	Booking Deadline	Material Deadline	Inserts Delivery Deadline
9 Jul	18 Jul - 24 Jul	17 Jun	24 Jun	29 Jun	30 Jun
16 Jul	25 Jul - 31 Jul	24 Jun	1 Jul	6 Jul	7 Jul
23 Jul	1 Aug - 7 Aug	1 Jul	8 Jul	13 Jul	14 Jul
30 Jul	8 Aug - 14 Aug	8 Jul	15 Jul	20 Jul	21 Jul
6 Aug	15 Aug - 21 Aug	15 Jul	22 Jul	27 Jul	28 Jul
13 Aug	22 Aug - 28 Aug	22 Jul	29 Jul	3 Aug	4 Aug
20 Aug	29 Aug - 4 Sep	29 Jul	5 Aug	10 Aug	11 Aug
27 Aug	5 Sep - 11 Sep	5 Aug	12 Aug	17 Aug	18 Aug
3 Sep	12 Sep - 18 Sep	12 Aug	19 Aug	24 Aug	25 Aug
10 Sep	19 Sep - 25 Sep	19 Aug	26 Aug	31 Aug	1 Sep
17 Sep	26 Sep - 2 Oct	26 Aug	2 Sep	7 Sep	8 Sep
24 Sep	3 Oct - 9 Oct	2 Sep	9 Sep	14 Sep	15 Sep
1 Oct	10 Oct - 16 Oct	9 Sep	16 Sep	21 Sep	22 Sep
8 Oct	17 Oct - 23 Oct	16 Sep	23 Sep	28 Sep	29 Sep
15 Oct	24 Oct - 30 Oct	23 Sep	30 Sep	5 Oct	6 Oct
22 Oct	31 Oct - 6 Nov	30 Sep	7 Oct	12 Oct	13 Oct
29 Oct	7 Nov - 13 Nov	7 Oct	14 Oct	19 Oct	20 Oct
5 Nov	14 Nov - 20 Nov	14 Oct	21 Oct	26 Oct	27 Oct
12 Nov	21 Nov - 27 Nov	21 Oct	28 Oct	2 Nov	3 Nov
19 Nov	28 Nov - 4 Dec	28 Oct	4 Nov	9 Nov	10 Nov
26 Nov	5 Dec - 11 Dec	4 Nov	11 Nov	16 Nov	17 Nov
3 Dec	12 Dec - 18 Dec	11 Nov	18 Nov	23 Nov	24 Nov
10 Dec	19 Dec - 25 Dec	18 Nov	25 Nov	27 Nov	30 Nov
17 Dec	26 Dec - 1 Jan	25 Nov	2 Dec	7 Dec	8 Dec
24 Dec	2 Jan - 8 Jan	27 Nov	4 Dec	9 Dec	15 Dec
31 Dec	9 Jan - 15 Jan	30 Nov	4 Dec	11 Dec	18 Dec
7 Jan 2027	16 Jan- 22 Jan	4 Dec	11 Dec	16 Dec	18 Dec
14 Jan 2027	23 Jan - 29 Jan	9 Dec	16 Dec	18 Dec	18 Dec

Display Advertising Specifications



Double Page Spread

Image area: 180×242mm

Trim area: 208×260mm

Bleed size: 218×270mm



Full Page

Image area: 180×112mm

Trim area: 208×130mm

Bleed size: 218×140mm



Half Page Vertical

Image area: 180×54mm

Trim area: 208×63mm

Bleed size: 218×73mm

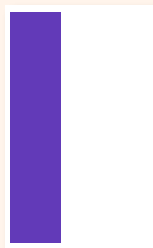


Half Page Horizontal

Image area: 92×112mm

Trim area: 102×130mm

Bleed size: 112×140mm



One Third Vertical

Image area: 180×31mm

Trim area: 208×45mm

Bleed size: 218×55mm

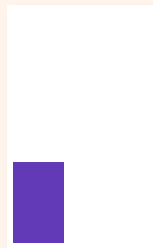


One Third Horizontal

Image area: 60×112mm

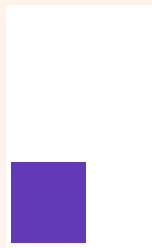
Trim area: 74×130mm

Bleed size: 84×140mm



Single Directory

Image area: 60×37mm



Double Directory

Image area: 60×73mm

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). Special care must be taken where any image runs through the spine. Only headings and baselines of extra large type can run across gutter and must be arranged to clear the spine by a minimum of 5mm on each side of the spine. 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.

Print Process:

Web Offset

Binding Method:

Saddle stitched

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 or spot colour to be used. CMYK only.

Crops and Bleed:

All files must include bleed and crop marks, except directory sizes.

The TV GUIDE

TE PUKAPUKA TAPERE

Advertising Contacts

Contact your Stuff NZ representative

Melisa Sinclair

Advertising Manager

[E melisa.sinclair@stuff.co.nz](mailto:melisa.sinclair@stuff.co.nz)

Advertising Material Supply and Enquiries

[E magsupport@stuff.co.nz](mailto:magsupport@stuff.co.nz)

See page 6 for specifications and delivery

Stuff

Stuff - TV Guide, Level 7, 4 Williamson Ave, Grey Lynn, Auckland
1021 PO Box 6341, Victoria Street West, Auckland 1142

