

FULL WRAP AND FALSE COVER ADVERTISING RATES

Metropolitan and Regional newspapers

Stuff

Rates effective March 2023. All prices exclude GST.

WAIKATO TIMES The Post THE PRESS Manawatū Standard

TARANAKI DAILY NEWS Nelson Mail The Timaru Herald The Southland Times

FULL WRAPS

Metro Newspaper	Compact (Mon - Fri)
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The Press	\$31,104
The Post	\$31,104
Waikato Times	\$28,416

Regional Newspaper	
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The Southland Times	\$19,968
The Timaru Herald	\$11,520
Nelson Mail	\$14,592
Manawatū Standard	\$15,360
Taranaki Daily News	\$24,960

Metro Newspaper	Broadsheet (Weekend)
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The Press	POA
The Post	POA
Waikato Times	POA

FALSE COVERS

Metro Newspaper	Compact (Mon - Fri)
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The Press	\$20,736
The Post	\$20,736
Waikato Times	\$18,944

Regional Newspaper	
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The Southland Times	\$13,312
The Timaru Herald	\$7,680
Nelson Mail	\$9,728
Manawatū Standard	\$10,240
Taranaki Daily News	\$16,640

Metro Newspaper	Broadsheet (Weekend)
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The Press	POA
The Post	POA
Waikato Times	POA

BOOKINGS

Please contact your Stuff Account Manager or refer to the relevant publication contact at advertise.stuff.co.nz/brands/print

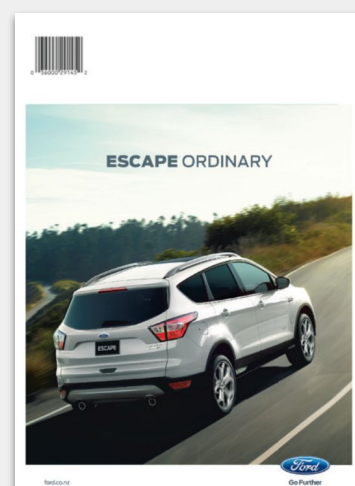
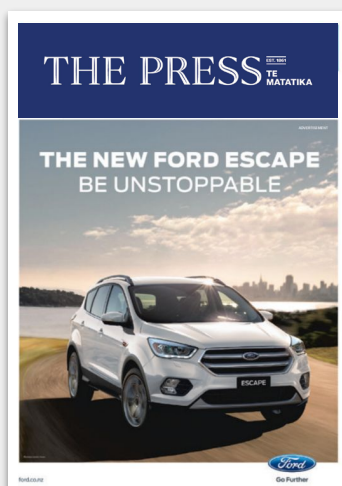
ARTWORK APPROVAL AND MATERIAL DEADLINES

A wrap or false cover of Stuff's metropolitan and regional newspapers is a premium environment — usually reserved for the day's most important news.

As a result, wrap and false cover artwork must be approved by the relevant Editor and Commercial Director prior to publication.

Print ready artwork must be submitted 5 days prior to publication to allow for the approval process.

FULL WRAP EXAMPLES



FULL WRAP AND FALSE COVER

Compact Metropolitan and Regional newspapers (Mon-Fri)

Stuff

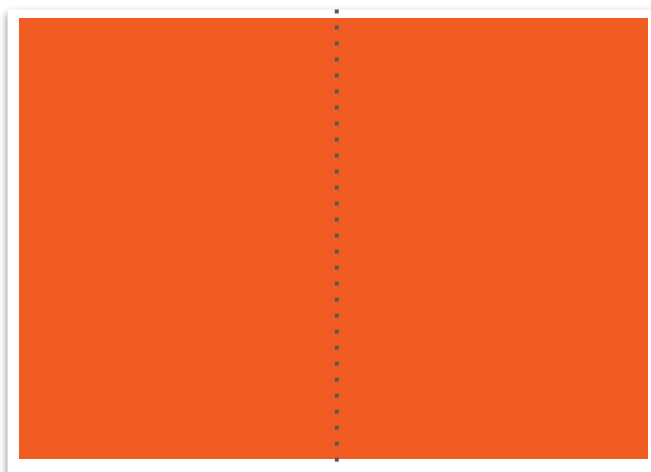
Specifications apply to The Post, The Press, Waikato Times, Taranaki Daily News, Manawatu Standard, Wairarapa Times-Age (including Saturday), Nelson Mail, The Timaru Herald and The Southland Times.

FULL WRAP - COMPACT



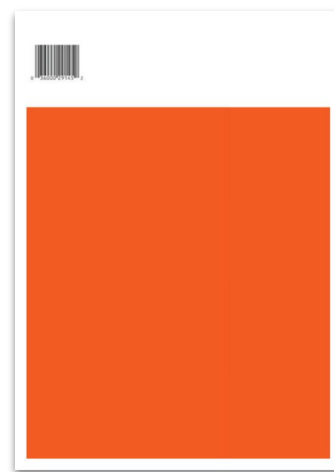
Page 1:
Front Cover

Artwork size:
290mm (H) x 254mm (W)



Page 2 and 3:
Inside front cover and inside back cover

Artwork size:
Through the gutter
366mm (H) x 531mm (W)
or
As two separate pages with gutter
Each page 366mm (H) x 254mm (W)



Page 4:
Back Cover

Artwork size:
307mm (H) x 254mm (W)

FALSE COVER - COMPACT



Page 1:
Front Cover

Artwork size:
290mm (H) x 254mm (W)



Page 2:
Inside front cover

Artwork size:
366mm (H) x 254mm (W)

Page 3

FULL WRAP AND FALSE COVER

Broadsheet Metropolitan and Regional newspapers
(Saturday)

Stuff

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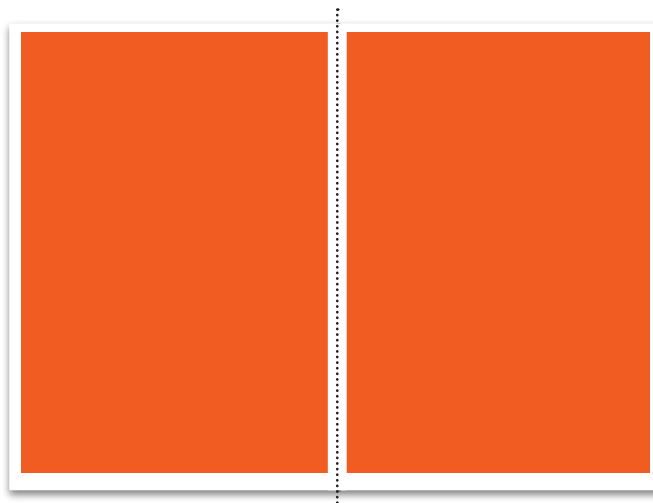
FULL WRAP - BROADSHEET



Page 1:
Front Cover

Artwork size:

Section A
390mm (H) x 382mm (W)
Section B
550mm (H) x 382mm (W)



Page 2 and 3:
Inside front cover and inside back cover

Artwork size:

As two separate pages with gutter
Each page 550mm (H) x 382mm (W)



Page 4:
Back Cover

Artwork size:

550mm (H) x 382mm (W)

FALSE COVER - BROADSHEET



Page 1:
Front Cover

Artwork size:

390mm (H) x 382mm (W)



Page 2:
Inside front cover

Artwork size:

550mm (H) x 382mm (W)

Page 3

Stuff

FULL WRAP AND FALSE COVER

Metropolitan and Regional newspapers

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Specifications apply to The Post, The Press, Waikato Times, Taranaki Daily News, Manawatu Standard, Wairarapa Times-Age, Nelson Mail, The Timaru Herald and The Southland Times.

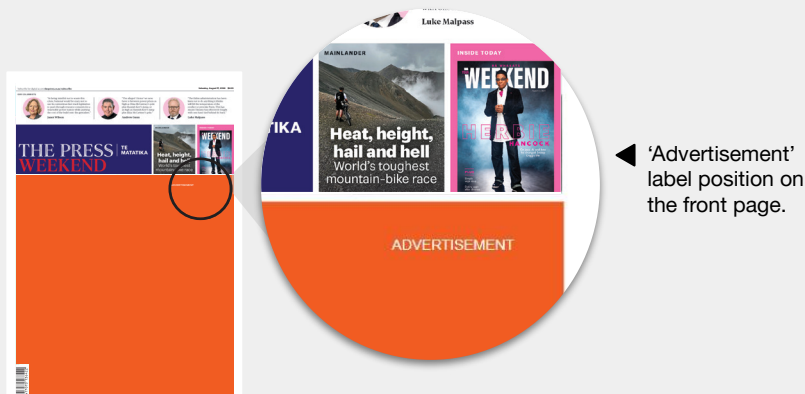
ADDITIONAL SECTION A REQUIREMENTS

Applies to both Full Wrap and False Cover Artwork

'Advertisement' labelling

An 'ADVERTISEMENT' label must be included at the top of all front page wrap artwork.

This must be clearly legible.



Space provision for barcode: Saturday Broadsheet only

Front page artwork must make provision for a barcode to be included. This barcode is used for retail sales of our newspapers.

The barcode is located on the bottom left and corner of the front page. Please do not include any live type/content close to this area as the barcode will overlay it.

Stuff will place the barcode after your artwork has been submitted.

Where:

Page 1, bottom left hand corner

Size:

60mm (H) x 23mm (W)



▲ Barcode example (100\$)

▲ Barcode position on page