

# new zealand gardener

2021 MEDIA KIT & DEADLINES





*NZ Gardener* is New Zealand's most-loved, highest read gardening magazine.



"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



To have an informal chat about how we can assist your business, contact:

**Bev Drake** NZ Gardener Advertising Manager **E** [bev.drake@stuff.co.nz](mailto:bev.drake@stuff.co.nz) **M** 027 203 6871

## Core Demographic - affluent homeowners aged 45+

Female

166,000

58%  
OF READERS

Homeowners

211,000

74%  
OF READERS

Main HH Shopper

166,000

58%  
OF READERS

Mortgage Free

116,000

41%  
OF READERS

Metropolitan/City Dwellers

127,000

45%  
OF READERS

Average HH Income

\$96,354

Average Age

58

## Consumer Action

- 67% gardened in the last month
- 55% visited a garden centre instore or online in the last month
- 71% agree the garden is as important as any other room in the house
- 52% love reading new recipes and trying them out
- 62% cooked a meal from scratch in the last week
- 78% intend to go on holiday within NZ in the next 12 months
- 72% have savings and investments
- 62% are pet owners

| SIZE                     | CASUAL* | 3x*     | 6x*     | 12x*    |
|--------------------------|---------|---------|---------|---------|
| DOUBLE PAGE SPREAD (DPS) | \$8,500 | \$8,290 | \$8,075 | \$7,650 |
| FULL PAGE                | \$4,750 | \$4,630 | \$4,515 | \$4,275 |
| HALF PAGE                | \$3,130 | \$3,050 | \$2,975 | \$2,815 |
| THIRD PAGE               | \$1,980 | \$1,930 | \$1,880 | \$1,780 |
| INSIDE FRONT COVER (DPS) | \$9,775 | -       | -       | -       |
| OUTSIDE BACK COVER       | \$5,462 | -       | -       | -       |
| SPECIAL POSITIONS        | +15%    | -       | -       | -       |

## Contact

For advertising enquiries contact your Stuff Account Manager

Or contact:

**Bev Drake**

NZ Gardener  
Advertising Manager

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

M 027 203 6871

Advertising material and support to:

[maqsupport@stuff.co.nz](mailto:maqsupport@stuff.co.nz)

### 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.**

### For specific insert specifications

please contact: Kristelle Perkins (Ovato)

E [kristelle.perkins@ovato.co.nz](mailto:kristelle.perkins@ovato.co.nz)

M 09 928 4221

### Inserts supplied to:

Ovato, 122 Kerrs Road,  
Wiri, Auckland, 2104

| ISSUE          | ON-SALE DATE<br><small>Note: Subscribers receive 4-5 days prior to on-sale date</small> | CANCELLATION | BOOKING DEADLINE | MATERIAL DEADLINE | INSERT DELIVERY DEADLINE |
|----------------|---|--------------|------------------|-------------------|--------------------------|
| JANUARY 2021   | 04-JAN-21   | 12-Nov-20    | 25-Nov-20        | 2-Dec-20          | 17-Dec-20                |
| FEBRUARY 2021  | 01-FEB-21   | 11-Dec-20    | 22-Dec-20        | 6-Jan-21          | 14-Jan-21                |
| MARCH 2021     | 01-MAR-21   | 20-Jan-21    | 27-Jan-21        | 03-Feb-21         | 11-Feb-21                |
| APRIL 2021     | 29-MAR-21   | 17-Feb-21    | 24-Feb-21        | 03-Mar-21         | 11-Mar-21                |
| MAY 2021       | 03-MAY-21   | 24-Mar-21    | 31-Mar-21        | 07-Apr-21         | 15-Apr-21                |
| JUNE 2021      | 31-MAY-21   | 21-Apr-21    | 28-Apr-21        | 05-May-21         | 13-May-21                |
| JULY 2021      | 28-JUN-21   | 19-May-21    | 26-May-21        | 02-Jun-21         | 10-Jun-21                |
| AUGUST 2021    | 02-AUG-21   | 23-Jun-21    | 30-Jun-21        | 07-Jul-21         | 15-Jul-21                |
| SEPTEMBER 2021 | 30-AUG-21   | 21-Jul-21    | 28-Jul-21        | 04-Aug-21         | 12-Aug-21                |
| OCTOBER 2021   | 27-SEP-21   | 18-Aug-21    | 25-Aug-21        | 01-Sep-21         | 09-Sep-21                |
| NOVEMBER 2021  | 01-NOV-21   | 22-Sep-21    | 29-Sep-21        | 06-Oct-21         | 14-Oct-21                |
| DECEMBER 2021  | 29-NOV-21   | 20-Oct-21    | 27-Oct-21        | 03-Nov-21         | 11-Nov-21                |
| JANUARY 2022   | 03-JAN-22   | 24-Nov-21    | 24-Nov-21        | 01-Dec-21         | 16-Dec-21                |





| AD UNIT  | IMAGE AREA (HXW) | TRIM SIZE (HXW) | BLEED SIZE (HXW) |
|--|------------------|-----------------|------------------|
| **DOUBLE PAGE SPREAD (DPS)<br>Supply as two single page pdfs | 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    |
| ONE THIRD VERTICAL   | 244mm x 55mm     | 275mm x 70mm    | 285mm x 80mm     |
| ONE THIRD HORIZONTAL   | 80mm x 180mm     | 93mm x 210mm    | 103mm x 220mm    |

**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](mailto:magsupport@stuff.co.nz)

**NO RGB IMAGES OR SPOT COLOUR (please only use CMYK)**

All files must include bleed and crop marks.

**INSERT DELIVERY:**

Inserts should be delivered to Ovato, 122 Kerrs Road, Wiri, Auckland 2104  
 Stuff insert docket MUST accompany inserts.  
 Email: [magsupport@stuff.co.nz](mailto:magsupport@stuff.co.nz)

**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). 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).

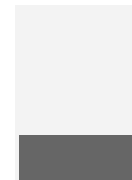
Only headings and baselines of extra large type can run across gutter and must be arranged to clear the spine by a maximum of 4mm to 6mm on each side. Due to the variable nature of the binding process, we can accept no responsibility for any lack of alignment of type or images that cross the gutter. Technical Specifications subject to change.



| AD UNIT                 | SIZE (HXW)    | CASUAL* | 3x*   | 6x*   | 12x*  |
|-------------------------|---------------|---------|-------|-------|-------|
| QUARTER PAGE VERTICAL   | 124mm x 92mm  | \$830   | \$788 | \$747 | \$664 |
| QUARTER PAGE HORIZONTAL | 59mm x 188mm  | \$830   | \$788 | \$747 | \$664 |
| EIGHTH PAGE HORIZONTAL  | 59mm x 92mm   | \$500   | \$475 | \$450 | \$400 |
| EIGHTH PAGE VERTICAL    | 124mm x 44mm  | \$500   | \$475 | \$450 | \$400 |
| ONE SIXTEENTH           | 59mm x 44mm   | \$265   | \$251 | \$238 | \$212 |
| SMALL SQUARE            | 27.5mm x 44mm | \$95    | \$90  | \$85  | \$76  |



**Quarter Page Vertical**  
124mm x 92mm



**Quarter Page Horizontal**  
59mm x 188mm



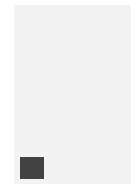
**Eighth Page Horizontal**  
59mm x 92mm



**Eighth Page Vertical**  
124mm x 44mm



**One Sixteenth**  
59mm x 44mm



**Small Square**  
27.5mm x 44mm

## 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.
- 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.

**DELIVERY & CONTACT DETAILS:** All material should be received before the material deadline and sent to Advertising Coordinators at Stuff Magazines via [magsupport@stuff.co.nz](mailto:magsupport@stuff.co.nz)

\*NOTE: Rates are per issue. Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost. Rates are effective June 2020. All costs exclude gst and are in NZD. Refer to terms and conditions <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>

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The collage features several advertisements:

- GARDEN MARKET with gardener**: A pink and white logo for the market.
- Fitlock**: Advertisement for greenhouses with the website [www.fitlock.co.nz](http://www.fitlock.co.nz) and phone number 0800 100 774.
- POLYNET PRODUCTS**: Advertisement for polytunnels with the website [www.polygonet.co.nz](http://www.polygonet.co.nz).
- MUSHROOMS**: Advertisement for mushroom growing kits.
- Cosmic Clivins**: Advertisement for a business opportunity.
- GET YOUR 'one stop shop' SAFE inside!**: Advertisement for a safe.
- PET FRIENDLY ACCOMMODATION Around New Zealand**: Advertisement for pet-friendly accommodation.
- WAGENER Sparky CA**: Advertisement for a pet product.
- morrifield GREENHOUSES**: Advertisement for greenhouses with the website [www.morrifield.com](http://www.morrifield.com).





## Businesses

**Bev Drake**

*Advertising Manager*

**M** 027 203 6871

**E** [bev.drake@stuff.co.nz](mailto:bev.drake@stuff.co.nz)

**Shona Cribb**

*Advertising Coordinator*

**M** 027 274 3720

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

## Agencies

• **Wellington**

David Laterveer

*Account Director*

**M** 027 223 1596

**E** [david.laterveer@stuff.co.nz](mailto:david.laterveer@stuff.co.nz)

• **Auckland**

Laurissa Hollis

*National Sales Director*

**M** 021 828 344

**E** [laurissa.hollis@stuff.co.nz](mailto:laurissa.hollis@stuff.co.nz)

## Australian Customers

**Tyson Jemmett**

*Account Director- Australia*

**P** 021 834 231

**E** [tyson.jemmett@stuff.co.nz](mailto:tyson.jemmett@stuff.co.nz)

## Advertising Material

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



For more information visit  
[advertise.stuff.co.nz](https://advertise.stuff.co.nz)

