



**NEW
ZEALAND
GARDENER**



NZ Gardener is the country's best-selling gardening magazine, and every issue features beautiful gardens all over New Zealand and the inspiring stories behind them. Plus each copy is packed with DIY projects, seasonal recipes and practical advice from local experts to help readers create the garden of their dreams.



"NZ Gardener is an indulgence our audience looks forward and a reference they know they can trust. 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:
Auckland: (09) 970 4000 Wellington: 04 7474 0487/04 474 0456 Or info@stuff.co.nz



new zealand gardener

DEMOGRAPHICS



Readership

289,000

People read New Zealand Gardener Magazine

Frequency

Monthly



Main Household Shopper



59%

Are main household shoppers

Home Ownership



68%

Own their Home

Shopping Trends



64%

Actually buy something seen



57%

Visit a website to find out more

Gender



66%

Female

34%

Male

Frequency of Gardening



50%

of readers do gardening every week



61%

of readers visit a hardware/building supplies store every month



26%

of readers visit a garden centre every month

stuff

PROGRAMME COVERAGE	ON SALE DATE	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
FEBRUARY 18	29 JAN 18	11 DEC 17	15 DEC 17	20 DEC 17	11 JAN 18
MARCH 18	5 MAR 18	24 JAN 18	31 JAN 18	7 FEB 18	15 FEB 18
APRIL 18	2 APR 18	21 FEB 18	28 FEB 18	7 MAR 18	15 MAR 18
MAY 18	30 APR 18	21 MAR 18	28 MAR 18	4 APR 18	12 APR 18
JUNE 18	28 MAY 18	18 APR 18	25 APR 18	2 MAY 18	10 MAY 18
JULY 18	2 JULY 18	23 MAY 18	30 MAY 18	6 JUN 18	14 JUN 18
AUGUST 18	30 JUL 18	20 JUN 18	27 JUN 18	4 JUL 18	12 JUL 18
SEPTEMBER 18	3 SEP 18	25 JUL 18	1 AUG 18	8 AUG 18	16 AUG 18
OCTOBER 18	1 OCT 18	22 AUG 18	29 AUG 18	5 SEP 18	13 SEP 18
NOVEMBER 18	29 OCT 18	19 SEP 18	26 SEP 18	3 OCT 18	11 OCT 18
DECEMBER 18	3 DEC 18	24 OCT 18	31 OCT 18	7 NOV 18	15 NOV 18
JANUARY 19	31 DEC 18	21 NOV 18	28 NOV 18	5 DEC 18	13 DEC 18

SIZE	CASUAL	3X	6X	9X	12X	PRODUCTION CHARGE**
DOUBLE PAGE SPREAD (DPS)	\$8,500	\$8,290	\$8,075	\$7,865	\$7,650	\$960
FULL PAGE	\$4,750	\$4,630	\$4,515	\$4,395	\$4,275	\$540
HALF PAGE	\$3,130	\$3,050	\$2,975	\$2,895	\$2,815	\$320
THIRD PAGE	\$1,980	\$1,930	\$1,880	\$1,830	\$1,780	\$320
INSIDE FRONT COVER	\$5,462					
OUTSIDE BACK COVER	\$5,462					
SPECIAL POSITIONS	+15%					

* All costs exclude gst and are in \$NZ. Refer to terms and conditions on the last page

** Advertorial production charges quoted on request

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:

Sara Hirst, Production Manager,

DDI 09 909 6848,

sara.hirst@stuff.co.nz

Inserts supplied to:

Webstar, 114 Swanson Road, Henderson.

CONTACTS

For advertising enquiries contact your Stuff account manager or

contact Garima Bajaj

09 374 7764

garima.bajaj@stuff.co.nz

AD UNIT	IMAGE AREA (HXW)	TRIM SIZE (HXW)	BLEED SIZE (HXW)
*DPS (SUPPLY AS TWO SINGLE PAGE PDFS)	244mm x 390mm	275mm x 420mm	285mm x 430mm
*Special care must be taken where any image runs across the centre of the spine. Only headings and baselines of extra large type can run across the gutter and must be arranged to clear the spine by a minimum of 5mm on each side of the spine.			
FULL PAGE	244mm x 180mm	275mm x 210mm	285mm x 220mm
HALF DPS	119mm x 390mm	135mm x 420mm	145mm x 430mm
HALF PAGE HORIZONTAL	244mm x 85mm	275mm x 102mm	285mm x 112mm
ONE THIRD VERTICAL	119mm x 180mm	135mm x 210mm	145mm x 220mm
ONE THIRD HORIZONTAL	244mm x 55mm	275mm x 70mm	285mm x 80mm
ONE THIRD VERTICAL	80mm x 180mm	93mm x 210mm	103mm x 220mm

*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 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. *Please refer to Acceptable Material regarding the supply of PDFs and proofs. Technical Specifications subject to change.



PRINT PROCESS Web Offset
 BINDING METHOD Perfect Bound
 MATERIAL DELIVERY Files may be sent to Stuff Magazines via FTP transfer, on CD, via Quickcut (Pagestore), via adsend.org.nz or emailed to cuisineads@stuff.co.nz and contract proof sent to Cuisine Advertising Coordinator, Stuff, Cider Building, 4 Williamson Avenue, Ponsonby, Auckland 1021, New Zealand.
 Details for FTP transfer can be obtained from the Advertising Coordinator.
 INSERT DELIVERY Inserts should be delivered to Webstar, 114 Swanson Road, Henderson.

ONLINE ADVERTISING



The NZ Gardener site is located as a sub-section in the popular Stuff – Life & Style section, appearing alongside complementary sections such as Home and Property. Showcasing NZ Gardener’s stunning features, delivering innovative tips and knowledge of New Zealand Gardens. Stuff’s Life & Style section is the top Leisure news site in New Zealand, reaching a unique audience of 837,000 people each month. Take your advertisement from the glossy page to an interactive online environment, allowing you to target the Stuff audience and increase frequency of message, creating lucrative advertising opportunities.

ADVERTISING RATES AND SPECS

AD UNIT	AD SIZE (pixels WxH)	RATE CARD CPM
LEADERBOARD	728x90	\$30
TOP MEDIUM RECTANGLE	300x250	\$30
LOWER MEDIUM RECTANGLE	300x250	\$24
HALF PAGE	300x600	\$45

ADVERTISING TERMS & CONDITIONS

Advertising terms and conditions are available here:

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

For detailed ad specs, please visit the stuff link below: advertise.stuff.co.nz/advertising-specs-rates-deadlines/

GET GROWING E-ZINE



Edited by Lynda Hallinan, Rachel Oldham and their team to provide weekly gardening advice. Offering advertisers the opportunity for their brands to come alive with interactive technology such as video and web links - with instant results.

ADVERTISING RATES & SPECS*

SIZE	CASUAL	4X	6X	12X	AD CREATION
DPS	\$840	\$805	\$770	\$700	\$80 PH
FP	\$540	\$518	\$495	\$450	
VERTICAL STRIP	\$360	\$345	\$330	\$300	

AD UNIT	AD SIZE (WXH)
DPS	420mm x 275mm
FP	210mm x 275mm
VERTICAL STRIP	74mm x 275mm

DESIGN GUIDELINES • All adverts supplied as High Resolution (300DPI) JPG with no Bleed or Cropmarks • Advert Size to be supplied 1MB or bigger • Adverts need to be print quality, advert size is in mm NOT pixels! • No Text Smaller than 14 Point - as it won't be readable; Less is Best! • Text should be sharp, fonts embedded or turned into outlines • All text should be readable on screen at 100% • All colours to be converted to RGB • We have found from experience, that Less is Best! • Clear images with a few words including a "Call to Action - work BEST! • Use Strong Colours and if doing multiple weeks - change the images out each time. • We can prepare your Creative for an extra charge of \$80 per hour if required.

NZ Gardener E-NEWSLETTER

SUBSCRIBERS

28,644

FREQUENCY WEEKLY
EVERY FRIDAY
50 WEEKS OF THE YEAR

PAGE VIEWS
553,704

OPEN RATE
44%

UNIQUE VIEWERS
11,992

TIME SPENT READING
7:18
MINUTES EVERY WEEK

Get in touch

advertise.stuff.co.nz

AGENCIES

akl
09 909 6800

wgtn
04 474 0487

Chch
04 474 0456

BUSINESSES

Email your Stuff Media Sales
Consultant or email
info@stuff.co.nz

AUSTRALIAN CUSTOMERS

Australian Sales Director
Chris Williams
(+61) 040 791 3324
chriswilliams@fairfaxmedia.com.au

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