

new zealand gardener

2020 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 **M** 027 203 6871

Core Demographic - affluent homeowners aged 45+

Female
178,000

64%
OF READERS

Homeowners
202,000

72%
OF READERS

Main HH Shopper
169,000

62%
OF READERS

Mortgage Free
113,000

40%
OF READERS

Metropolitan/City Dwellers
126,000

45%
OF READERS

Average HH Income
\$86,485

Average Age
56

Consumer Action

- **65%** gardened in the last month
- **38%** are planning home improvements in the next 12 months
- **44%** love reading new recipes and trying them out
- **62%** cooked a meal from scratch in the last week
- **75%** would consider taking a cruise in the next 12 months
- **72%** have savings and investments
- **60%** 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)	\$5,462	-	-	-
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
M 027 203 6871

Advertising material and support to:
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
M 09 928 4221

Inserts supplied to:

Ovato, 122 Kerrs Road,
Wiri, Auckland, 2104

ISSUE	ON-SALE DATE <small>Note: Subscribers receive 4-5 days prior to on-sale date</small>	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
MARCH 2020	2-MAR-20	22-Jan-20	29-Jan-20	05-Feb-20	13-Feb-20
APRIL 2020	30-MAR-20	19-Feb-20	26-Feb-20	04-Mar-20	12-Mar-20
MAY 2020	27-APR-20	18-Mar-20	25-Mar-20	01-Apr-20	09-Apr-20
JUNE 2020	1-JUN-20	22-Apr-20	29-Apr-20	06-May-20	14-May-20
JULY 2020	29-JUN-20	20-May-20	27-May-20	03-Jun-20	11-Jun-20
AUGUST 2020	3-AUG-20	24-Jun-20	01-Jul-20	08-Jul-20	16-Jul-20
SEPTEMBER 2020	31-AUG-20	22-Jul-20	29-Jul-20	05-Aug-20	13-Aug-20
OCTOBER 2020	28-SEP-20	19-Aug-20	26-Aug-20	02-Sep-20	10-Sep-20
NOVEMBER 2020	02-NOV-20	23-Sep-20	30-Sep-20	07-Oct-20	15-Oct-20
DECEMBER 2020	30-NOV-20	21-Oct-20	28-Oct-20	04-Nov-20	12-Nov-20
JANUARY 2021	04-JAN-21	12-Nov-20	18-Nov-20	25-Nov-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



AD UNIT	IMAGE AREA (HXW)	TRIM SIZE (HXW)	BLEED SIZE (HXW)
**DOUBLE PAGE SPREAD (DPS) 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

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

Details for FTP transfer can be obtained from the Advertising Coordinator.

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

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.





NZ Gardener's stunning features and New Zealand's top house and garden content is showcased extensively on Stuff, particularly within the Homed section.

Stuff is the leading news and entertainment website in NZ. The digital environment is home to a growing and engaged audience: The Life & Style section is the top leisure news site in New Zealand, reaching a unique audience of 871,000 people each month and Homed attracts 517,000*

Take your advertisement from the glossy page of NZ Gardener to an interactive online environment and target Stuff audience with increased frequency of message.

ADVERTISING RATES & SPECS

AD UNIT	AD SIZE (WxH)	RATE CARD CPM
LEADERBOARD	728 x 90 px	\$20
TOP MEDIUM RECTANGLE	300 x 250 px	\$20
IN ARTICLE RECTANGLE	300 x 250 px	\$20
HALF PAGE	300 x 600 px	\$30

*Source: Nielsen Online ratings May 2020

GET GROWING E-ZINE



Edited by Barbara Smith providing weekly practical gardening advice & tips.

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*	8X*	12x*
DPS	\$840	\$805	\$770	\$700
FULL PAGE	\$540	\$518	\$495	\$450
VERTICAL STRIP	\$360	\$345	\$330	\$300

* Rates are per issue

AD UNIT	AD SIZE (HXW)
DPS	275 x 420 mm
FULL PAGE	275 x 210 mm
VERTICAL STRIP	275 x 74 mm

DESIGN GUIDELINES

- All adverts supplied as high resolution (300DPI)
- **JPEG** with NO bleed or cropmarks
- Advert to be supplied 1MB or bigger
- **No text smaller than 14 point**
- 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 clear images with few words including a "Call to Action" - work BEST. Use strong colours and change the creative if doing multiple weeks. Less is Best!

*Source: Adobe Campaign Stuff Newsletters Statistics 20 July 2020

SUBSCRIBERS

35,000

FREQUENCY

WEEKLY

EVERY FRIDAY
49 WEEKS OF THE YEAR

PAGE VIEWS

377,578

OPEN RATE

39%

TIME SPENT

READING

16:49

MINUTES
EVERY WEEK



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



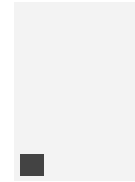
Eighth Page Horizontal
59mm x 92mm



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

*NOTE: Rates are per issue and inclusive of Get Growing ie. 1 print advert & 1 digital advert. 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 graphic with floral patterns.
- gubbins**: A small ad for garden furniture.
- foodia**: An ad for food-related products.
- MUSHROOMS**: An ad for mushroom cultivation.
- fitlock**: An ad for greenhouses and shadehouses, featuring a photo of a green structure. Text includes "www.fitlock.co.nz" and "FREE PHONE 0800 100 774".
- POLYNET**: An ad for polytunnel products, featuring a photo of a blue and white structure. Text includes "www.polygonet.co.nz".
- morrifield GREENHOUSES**: An ad for greenhouses, featuring a photo of a white structure. Text includes "www.morrifield.com" and "THE BEST QUALITY AND VALUE FOR MONEY GREENHOUSES".
- cosmic civilians**: An ad for pet-friendly accommodations.
- GET YOUR 'vets shop'**: An ad for pet supplies.
- PET FRIENDLY ACCOMMODATIONS**: An ad for pet-friendly travel.
- WAGENER Sparky CA**: An ad for pet products, featuring a photo of a dog.



Businesses

Bev Drake

Advertising Manager

M 027 203 6871

E bev.drake@stuff.co.nz

Shona Cribb

Advertising Coordinator

M 027 274 3720

E magsupport@stuff.co.nz

Agencies

• **Auckland / Wellington**

David Laterveer

Account Director - Print

M 027 223 1596

E david.laterveer@stuff.co.nz

Address

Stuff - NZ House & Garden

Level 7, 4 Williamson Ave,

Grey Lynn, Auckland 1021

PO Box 6341, Victoria St West

Auckland 1142

Australian Customers

Katrina Reinsfield

National Sales Director-

Auckland/Australia

P 021 834 231

E katrina.reinsfield@stuff.co.nz

Advertising Material

E magsupport@stuff.co.nz



For more information visit

advertise.stuff.co.nz