



# NZHOUSE & GARDEN

2021 MEDIA KIT & DEADLINES

**stuff**

# NZHOUSE & GARDEN



*NZ House & Garden* is New Zealand's most-loved, highest read home magazine.



To have an informal chat about how we can assist your business, contact:  
**Elaine Millar** NZ House & Garden Advertising Manager E [elaine.millar@stuff.co.nz](mailto:elaine.millar@stuff.co.nz) M 027 498 3280

"*NZ House & Garden* is the authority on interiors, homes and gardens. This beloved title has a firm place in New Zealanders' hearts, delivering a captivating mix of homes and gardens that are both inspirational and aspirational. We cross the style boundaries — from the smallest, most beautifully crafted spaces to designer showstoppers, from clever courtyards to sweeping country gardens. Then there's the sumptuous food, carefully curated travel and all the latest homeware trends."

**Naomi Larkin**  
Editor, *NZ House & Garden*



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# NZHOUSE & GARDEN

AVERAGE ISSUE READERSHIP

# 393,000

FREQUENCY  
MONTHLY

## Core Demographic - affluent homeowners aged 35+

**Female**

252,000

**64%**  
OF READERS

**Homeowners**

291,000

**74%**  
OF READERS

**Main HH Shoppers**

233,000

**59%**  
OF READERS

**Mortgage Free**

139,000

**35%**  
OF READERS

**Metropolitan City  
dwellers\***

200,000

**51%**  
OF READERS

**Average HH Income**

\$112,201

**Average Age**

54 yrs

## Consumer Action

- **61%** say that the way their home looks is very important to them
- **55%** are planning home improvements in the next 12 months
- **40%** like to keep up to date with new ideas or improvements to their home.
- **55%** love reading new recipes and trying them out.
- **66%** of readers are wine drinkers.
- **79%** intend to go on holiday within NZ in the next 12 months
- **76%** have savings and investments
- **62%** are pet owners



### JANUARY

BATHROOMS/LAUNDRIES +  
BATHROOM **SHOWCASE**

**ON-SALE** 21 Dec  
**BOOKING DEADLINE** 19 Nov  
**MATERIAL DEADLINE** 23 Nov  
**INSERT DEADLINE** 4 Dec



### FEBRUARY

WINDOWS & WALLS/ CURTAINS  
/BLINDS/WINDOWS/PAINT/  
WALLPAPER/WALL PANELS

**ON-SALE** 18 Jan  
**BOOKING DEADLINE** 17 Dec  
**MATERIAL DEADLINE** 18 Dec  
**INSERT DEADLINE** 1 Jan



### MARCH

KITCHENS & APPLIANCES +  
KITCHEN **SHOWCASE**

**ON-SALE** 22 Feb  
**BOOKING DEADLINE** 21 Jan  
**MATERIAL DEADLINE** 25 Jan  
**INSERT DEADLINE** 5 Feb



### APRIL

FURNITURE & LIGHTING  
UPDATE

**ON-SALE** 22 Mar  
**BOOKING DEADLINE** 18 Feb  
**MATERIAL DEADLINE** 22 Feb  
**INSERT DEADLINE** 5 Mar



### MAY

HEATING & WINTER STYLING

**ON-SALE** 19 Apr  
**BOOKING DEADLINE** 18 Mar  
**MATERIAL DEADLINE** 22 Mar  
**INSERT DEADLINE** 1 Apr



### JUNE

FABRICS FOR FURNISHING /  
CURTAINS / CUSHIONS

**ON-SALE** 17 May  
**BOOKING DEADLINE** 15 Apr  
**MATERIAL DEADLINE** 19 Apr  
**INSERT DEADLINE** 30 Apr



### JULY

FURNITURE – LIVING & DINING  
+ FURNITURE **SHOWCASE**

**ON-SALE** 21 Jun  
**BOOKING DEADLINE** 20 May  
**MATERIAL DEADLINE** 24 May  
**INSERT DEADLINE** 4 Jun



### AUGUST

FLOORING –  
RUGS/CARPET/HARD  
FLOORING/TILES/CONCRETE

**ON-SALE** 19 Jul  
**BOOKING DEADLINE** 17 Jun  
**MATERIAL DEADLINE** 21 Jun  
**INSERT DEADLINE** 2 Jul



### SEPTEMBER

BEDDING & BEDROOMS +  
BEDDING **SHOWCASE**

**ON-SALE** 23 Aug  
**BOOKING DEADLINE** 22 Jul  
**MATERIAL DEADLINE** 26 Jul  
**INSERT DEADLINE** 6 Aug



### OCTOBER

ENTERTAINING –  
INDOOR/OUTDOOR DINING

**ON-SALE** 20 Sep  
**BOOKING DEADLINE** 19 Aug  
**MATERIAL DEADLINE** 23 Aug  
**INSERT DEADLINE** 3 Sep



### NOVEMBER

OUTDOOR ROOMS & GARDEN  
DESIGN

**ON-SALE** 18 Oct  
**BOOKING DEADLINE** 16 Sep  
**MATERIAL DEADLINE** 20 Sep  
**INSERT DEADLINE** 1 Oct



### DECEMBER

CHRISTMAS GIFTS / SUMMER  
FUN + **GIFT GUIDE**

**ON-SALE** 22 Nov  
**BOOKING DEADLINE** 21 Oct  
**MATERIAL DEADLINE** 25 Oct  
**INSERT DEADLINE** 5 Nov

SIZE	1x*	6x*	12x*
DOUBLE PAGE SPREAD (DPS)	\$15,555	\$14,000	\$13,222
DOUBLE PAGE SPREAD HALF (DPS HALF)	\$11,700	\$10,530	\$9,945
FULL PAGE	\$8,900	\$8,010	\$7,565
HALF PAGE	\$5,100	\$4,590	\$4,335
THIRD PAGE	\$3,555	\$3,200	\$3,022
INSIDE FRONT COVER (DPS)	\$17,900		
OUTSIDE BACK COVER	\$10,250		
SPECIAL POSITIONS	+15%		

## Contact

For advertising enquiries contact your Stuff Account Manager

Or contact:

**Elaine Millar**

NZ House & Garden Advertising Manager

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

M 027 498 3280

Advertising material and support to:

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

\*NOTE: Rates are per issue, exclude gst and are in NZD. SPONSORED CONTENT production charges on request  
Refer to terms and conditions <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>



ISSUE	ON-SALE DATE <small>Note: Subscribers get copies 4-5 days prior to on-sale date</small>	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
JANUARY 2021	21 DEC 20	12 NOV 20	<b>19 NOV 20</b>	23 NOV 20	4 DEC 20
FEBRUARY 2021	18 JAN 21	10 DEC 20	<b>17 DEC 20</b>	18 DEC 20	1 JAN 21
MARCH 2021	22 FEB 21	14 JAN 21	<b>21 JAN 21</b>	25 JAN 21	5 FEB 21
APRIL 2021	22 MAR 21	11 FEB 21	<b>18 FEB 21</b>	22 FEB 21	5 MAR 21
MAY 2021	19 APR 21	11 MAR 21	<b>18 MAR 21</b>	22 MAR 21	1 APR 21
JUNE 2021	17 MAY 21	8 APR 21	<b>15 APR 21</b>	19 APR 21	30 APR 21
JULY 2021	21 JUN 21	13 MAY 21	<b>20 MAY 21</b>	24 MAY 21	4 JUN 21
AUGUST 2021	19 JUL 21	10 JUN 21	<b>17 JUN 21</b>	21 JUN 21	2 JUL 21
SEPTEMBER 2021	23 AUG 21	15 JUL 21	<b>22 JUL 21</b>	26 JUL 21	6 AUG 21
OCTOBER 2021	20 SEP 21	12 AUG 21	<b>19 AUG 21</b>	23 AUG 21	3 SEP 21
NOVEMBER 2021	18 OCT 21	9 SEP 21	<b>16 SEP 21</b>	20 SEP 21	1 OCT 21
DECEMBER 2021	22 NOV 21	14 OCT 21	<b>19 OCT 21</b>	22 OCT 21	5 NOV 21
JANUARY 2022	20 DEC 21	11 NOV 21	<b>18 NOV 21</b>	22 NOV 21	3 DEC 21
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MARCH 2022	21 FEB 22	13 JAN 22	<b>20 JAN 22</b>	24 JAN 22	4 FEB 22



AD UNIT	IMAGE AREA (HxW)	TRIM SIZE (HxW)	BLEED SIZE (HxW)
<b>DPS**</b> Supply as two single page pdfs	244mm x 390mm	275mm x 420mm	285mm x 430mm
<b>FULL PAGE</b>	244mm x 180mm	275mm x 210mm	285mm x 220mm
<b>HALF DPS</b>	119mm x 390mm	135mm x 420mm	145mm x 430mm
<b>HALF PAGE VERTICAL</b>	244mm x 85mm	257mm x 102mm	285mm x 112mm
<b>HALF PAGE HORIZONTAL</b>	119mm x 180mm	135mm x 210mm	145mm x 220mm
<b>ONE THIRD VERTICAL</b>	244mm x 55mm	275mm x 70mm	285mm x 80mm
<b>ONE THIRD HORIZONTAL</b>	80mm x 180mm	93mm x 210mm	103mm x 220mm

**PRINT PROCESS:**

Web Offset

**BINDING METHOD:**

Perfect Bound

**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 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 House & Garden's content is showcased extensively on Stuff, particularly within the Homed section, which sits under the Life & Style vertical.**

Stuff is the leading news and entertainment website in NZ. The digital environment is home to a growing and engaged audience: Life & Style reaches 820,105 unique browsers every week, Homed attracts 387,626 unique browsers every week\*.

Maximise your print advertising in *NZ House & Garden* with digital advertising and target our Stuff audience with increased frequency of message.

## ADVERTISING RATES & SPECIFICATIONS

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

**ADVERTISING TERMS & CONDITIONS** Please refer to: [advertise.stuff.co.nz/advertising-terms-and-conditions](https://advertise.stuff.co.nz/advertising-terms-and-conditions)

Source: \*Adobe Analytics November 2020 / Adobe Campaign Stuff Newsletters Statistics 20 Nov 2020

## E- NEWSLETTERS

*NZ House & Garden* has a fortnightly e-newsletter. The first is sent out on the magazine's on-sale date. It is written by Editor, Naomi Larkin, with the second newsletter focusing on Style & Entertainment, written by our Food Editor Julie Le Clerc.



## ADVERTISING RATES & SPECIFICATIONS

AD UNIT	IMAGE SIZE (WxH)	RATE
<b>ADVERTORIAL</b> File size: 72dpi. Static jpg or gif. 60 words max. Plus, URL link. 2 Available	300 x 300 px	\$950
<b>HORIZONTAL BANNER</b> File size: between 148kb and 200kb and image set to 72dpi. Static jpg or gif. Plus URL link. 1 Available.	600 x 160 px	\$700
<b>MREC</b> File size: between 148kb and 200kb and image set to 72dpi. Static jpg or gif. Plus URL link. 2 Available	300 x 250 px	\$700



### NZ HOUSE & GARDEN E-NEWSLETTER

AVG. MONTHLY SEND

**33,724**

FREQUENCY:

**FORTNIGHTLY**

AVG. OPEN RATE:

**33.87%**

### STYLE & ENTERTAINMENT E-NEWSLETTER

AVG. MONTHLY SEND

**33,913**

FREQUENCY:

**FORTNIGHTLY**

AVG. OPEN RATE:

**34.13%**





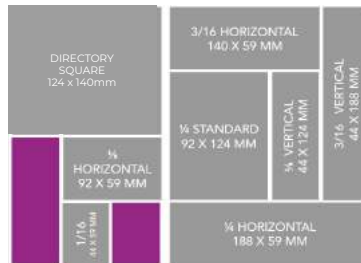
Note: Deadlines subject to change

DIRECTORY	SIZE (HxW)	1x*	3x*	6x*	12x*
DIRECTORY SQUARE	124mm x 140mm	\$2,525	\$2,394	\$2,268	\$2,142
QUARTER STANDARD	124mm x 92mm	\$1,680	\$1,596	\$1,512	\$1,428
QUARTER HORIZONTAL	59mm x 188mm	\$1,680	\$1,596	\$1,512	\$1,428
QUARTER VERTICAL	254mm x 44mm	\$1,680	\$1,596	\$1,512	\$1,428
3/16 HORIZONTAL	59mm x 140mm	\$1,250	\$1,187	\$1,125	\$1,062
3/16 VERTICAL	188mm x 44mm	\$1,250	\$1,187	\$1,125	\$1,062
EIGHTH HORIZONTAL	59mm x 92mm	\$836	\$795	\$752	\$710
EIGHTH VERTICAL	124mm x 44mm	\$836	\$795	\$752	\$710
ONE SIXTEENTH	59mm x 44mm	\$420	\$399	\$378	\$357

## 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.



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



## CONTACT

**Melisa Sinclair**  
Magazine Directory Consultant  
M 0275 796 247  
[melisa.sinclair@stuff.co.nz](mailto:melisa.sinclair@stuff.co.nz)



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## INHOUSE DESIGN SPECIFICATIONS

- Logos and photos to be supplied as high resolution (300dpi) JPEG attachments and at 100% size. Website images cannot be used.
- Logos should be supplied as vector graphics (files with the ending ".ai" or ".eps") with all type converted to paths/outlines.
- We can accept original photographs in order to be scanned. Please ensure they are in focus and of good quality.
- Please supply a detailed design brief including any layout, font and colour preferences.

## CONTACT

**Melisa Sinclair**  
Magazine Directory Consultant  
M 0275 796 247  
[melisa.sinclair@stuff.co.nz](mailto:melisa.sinclair@stuff.co.nz)



### Businesses

**Elaine Millar**

*Advertising Manager*

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**Melisa Sinclair**

*Advertising Consultant and Directory*

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

**Athulya Mohandas**

*Advertising Coordinator*

**M** 027 368 2856

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

### Address

**Stuff - NZ House & Garden**

*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)

### Advertising Material

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



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

