

The TV GUIDE

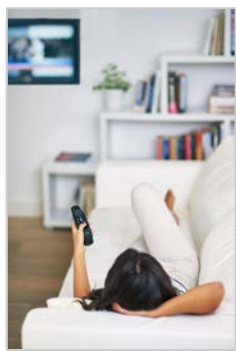
2020 MEDIA KIT & DEADLINES



The TV GUIDE



The TV Guide is New Zealand's biggest-selling magazine



To have an informal chat about how we can assist your business, contact:
Bev Drake TV Guide Advertising Manager [E bev.drake@stuff.co.nz](mailto:bev.drake@stuff.co.nz) **M** 027 203 6871

"With all the clutter in the TV landscape and the popularity of streaming services, an insight into the best TV has to offer has never been more valuable.

TV Guide highlights the latest and greatest shows on free-to-air TV and Sky as well as Amazon, Netflix and Neon.

Every issue is packed with TV-related news, celebrity interviews and puzzles for the whole family as well as the weekly TV Listings.

We've been helping Kiwi families plan their television viewing for more than 30 years - there's no better place."



Julie Eley

Editor, The TV Guide



Core Demographic - Middle income New Zealanders aged 50+

Female
176,000

59%
OF READERS

Homeowners
190,000

63%
OF READERS

Main HH Shoppers
157,000

52%
OF READERS

Mortgage Free
123,000

40%
OF READERS

Metropolitan/City Dwellers
152,000

51%
OF READERS

Average HH Income
\$69,180

Average Age
57

Consumer Action

- **42%** subscribe to a streaming service
- **38%** go online to compare products and brands
- **71%** Intend to take an NZ holiday in the next 12 months
- **53%** cooked a meal from scratch in the last week
- **56%** are pet owners
- **52%** agree it's important to plan their future finances



SIZE	CASUAL	3x*	6x*	12x*
DOUBLE PAGE SPREAD (DPS)	\$8,500	\$7,650	\$7,225	\$6,375
FULL PAGE	\$4,500	\$4,050	\$3,825	\$3,375
HALF PAGE	\$2,400	\$2,160	\$2,040	\$1,800
THIRD PAGE	\$1,510	\$1,359	\$1,284	\$1,130
INSIDE FRONT COVER (DPS)	\$9,775	-	-	-
OUTSIDE BACK COVER	\$5,462	-	-	-
SPECIAL POSITIONS	+15%	-	-	-
DOUBLE DIRECTORY	\$670	\$603	\$570	\$500
SINGLE DIRECTORY	\$420	\$378	\$357	\$315

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.

Contact

For advertising enquiries contact your Stuff account manager

Or contact:

Bev Drake

TV Guide
Advertising Manager
E bev.drake@stuff.co.nz
M 027 203 6871

Advertising material and support to:
magsupport@stuff.co.nz

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,
Wir, 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/>



Note: Deadlines subject to change

PROGRAMME COVERAGE	ONSALE DATE	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
21 Mar - 27 Mar	12-Mar	21-Feb	26-Feb	2-Mar	3-Mar
28 Mar - 3 Apr	19-Mar	28-Feb	4-Mar	9-Mar	10-Mar
4 Apr - 10 Apr	26-Mar	6-Mar	11-Mar	16-Mar	17-Mar
11 Apr - 17 Apr	2-Apr	13-Mar	18-Mar	23-Mar	24-Mar
18 Apr - 24 Apr	9-Apr	20-Mar	25-Mar	30-Mar	31-Mar
25 Apr - 1 May	16-Apr	27-Mar	1-Apr	6-Apr	7-Apr
2 May - 8 May	23-Apr	3-Apr	8-Apr	13-Apr	14-Apr
9 May - 15 May	30-Apr	10-Apr	15-Apr	20-Apr	21-Apr
16 May - 22 May	7-May	17-Apr	22-Apr	27-Apr	28-Apr
23 May - 29 May	14-May	24-Apr	29-Apr	4-May	5-May
30 May - 5 Jun	21-May	1-May	6-May	11-May	12-May
6 Jun - 12 Jun	28-May	8-May	13-May	18-May	19-May
13 Jun - 19 Jun	4-Jun	15-May	20-May	25-May	26-May
20 Jun - 26 Jun	11-Jun	22-May	27-May	1-Jun	2-Jun
27 Jun - 3 Jul	18-Jun	29-May	3-Jun	8-Jun	9-Jun
4 Jul - 10 Jul	25-Jun	5-Jun	10-Jun	15-Jun	16-Jun
11 Jul - 7 Jul	2-Jul	12-Jun	17-Jun	22-Jun	23-Jun
18 Jul - 24 Jul	9-Jul	19-Jun	24-Jun	29-Jun	30-Jun
25 Jul - 31 Jul	16-Jul	26-Jun	1-Jul	6-Jul	7-Jul
1 Aug - 7 Aug	23-Jul	3-Jul	8-Jul	13-Jul	14-Jul
8 Aug - 14 Aug	30-Jul	10-Jul	15-Jul	20-Jul	21-Jul



Note: Deadlines subject to change

PROGRAMME COVERAGE	ONSALE DATE	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
15 Aug - 21 Aug	6-Aug	17-Jul	22-Jul	27-Jul	28-Jul
22 Aug - 28 Aug	13-Aug	24-Jul	29-Jul	3-Aug	4-Aug
29 Aug - 4 Sep	20-Aug	31-Jul	5-Aug	10-Aug	11-Aug
5 Sep - 11 Sep	27-Aug	7-Aug	12-Aug	17-Aug	18-Aug
12 Sep - 18 Sep	3-Sep	14-Aug	19-Aug	24-Aug	25-Aug
19 Sep - 25 Sep	10-Sep	21-Aug	26-Aug	31-Aug	1-Sep
26 Sep - 2 Oct	17-Sep	28-Aug	2-Sep	7-Sep	8-Sep
3 Oct - 9 Oct	24-Sep	4-Sep	9-Sep	14-Sep	15-Sep
10 Oct - 16 Oct	1-Oct	11-Sep	16-Sep	21-Sep	22-Sep
17 Oct - 23 Oct	8-Oct	18-Sep	23-Sep	28-Sep	29-Sep
24 Oct - 30 Oct	15-Oct	25-Sep	30-Sep	5-Oct	6-Oct
31 Oct - 6 Nov	22-Oct	2-Oct	7-Oct	12-Oct	13-Oct
7 Nov - 13 Nov	29-Oct	9-Oct	14-Oct	19-Oct	20-Oct
14 Nov - 20 Nov	5-Nov	16-Oct	21-Oct	26-Oct	27-Oct
21 Nov - 27 Nov	12-Nov	23-Oct	28-Oct	2-Nov	3-Nov
28 Nov - 4 Dec	19-Nov	30-Oct	4-Nov	9-Nov	10-Nov
5 Dec - 11 Dec	26-Nov	6-Nov	11-Nov	16-Nov	17-Nov
12 Dec - 18 Dec	3-Dec	13-Nov	18-Nov	23-Nov	24-Nov
19 Dec - 25 Dec	10-Dec	20-Nov	25-Nov	30-Nov	1-Dec
26 Dec - 1 Jan 2021	17-Dec	27-Nov	2-Dec	7-Dec	8-Dec
2 Jan - 8 Jan 2021	24-Dec	4-Dec	9-Dec	14-Dec	15-Dec
9 Jan - 15 Jan 2021	31-Dec	11-Dec	16-Dec	21-Dec	22-Dec



AD UNIT	IMAGE AREA (HXW)	TRIM SIZE (HXW)	BLEED SIZE (HXW)
**DOUBLE PAGE SPREAD (DPS) Supply as two single page pdfs	180mm x 242mm	208mm x 260mm	218mm x 270mm
FULL PAGE	180mm x 112mm	208mm x 130mm	218mm x 140mm
HALF PAGE VERTICAL	180mm x 54mm	208mm x 63mm	218mm x 73mm
HALF PAGE HORIZONTAL	92mm x 112mm	102mm x 130mm	112mm x 140mm
ONE THIRD VERTICAL	180mm x 31mm	208mm x 45mm	218mm x 55mm
ONE THIRD HORIZONTAL	60mm x 112mm	74mm x 130mm	84mm x 140mm
DOUBLE DIRECTORY	60mm x 73mm	-	-
SINGLE DIRECTORY	60mm x 37mm	-	-

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,
North Island: Ovato, 122 Kerrs Road, Wiri, Auckland
South Island: Ovato, 30 Birmingham Drive, Middleton, Christchurch

Stuff Insert docket MUST accompany inserts.
 Email: magsupport@stuff.co.nz
 Please allow 3% for spoils.

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. Only headings and baselines of extra large type can run across gutter and must be arranged to clear the spine by a minimum of 5mm on each side of the spine.

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.



Businesses

Bev Drake

Advertising Manager

M 027 203 6871

E bev.drake@stuff.co.nz

Athulya Mohandas

Advertising Coordinator

M 027 368 2856

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