

NZHOUSE & GARDEN



Media Kit

2022 - 2023

Stuff



WELCOME

The #1 Monthly Home Magazine

“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 houses 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 with recipes you’ll really want to try, carefully curated travel and all the latest homeware and shopping trends. This is the lifestyle magazine that readers keep and refer to as a resource, long after each issue has gone off sale, and advertising is an integral part of it.”

Naomi Larkin
EDITOR

GET IN TOUCH

For more details contact your **STUFF ACCOUNT MANAGER** or
ELAINE MILLAR - NZ House & Garden Advertising Manager
elaine.millar@stuff.co.nz | 027 498 3280

THE READER

Core demographic - affluent homeowners aged 35+

77% have savings
and investments

60%

READERSHIP

394,000

94% say that the way
their home looks is very
important to them

FEMALE

238,000

64% are pet owners

HOMEOWNERS

279,000

70%

84% love reading new
recipes and trying
them out

ALL PEOPLE AGED 25-54YRS

192,000

49%

56%

MAIN HH SHOPPERS

221,000

61% of readers
are wine drinkers

AVERAGE HH INCOME*

\$141,543

49% are planning home
improvements in the
next 12 months

99,000 intend to travel
overseas within the next
12 months

METROPOLITAN
CITY DWELLERS**

199,000

51%

35%

MORTGAGE FREE

136,000

83% intend to go on
holiday within NZ in the
next 12 months

88% say their garden is as important as any other room in their home

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Source: Source: CMI Nielsen Q321 to Q222* Primary readers with HH \$60k+** (AK, HM, Wgn, CH, DN)



IT'S A COMMUNITY

NZ House & Garden is at the centre of a community of avid readers with a number of touchpoints

Stuff

STUFF / LIFE & STYLE

911,886*

Unique browsers each week

stuff.co.nz/life-style/nz-house-garden
is a dedicated channel within the country's largest news website, Stuff



MAGAZINE

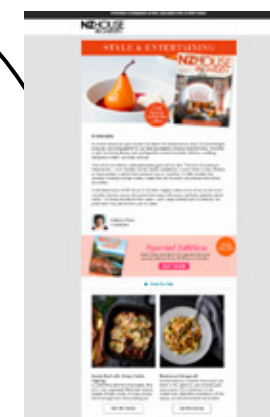
394,000*

AP 15+ average issue readership

EDM

34,998+

Average monthly send (30/8/22)



TOUCHPOINTS
360 DEGREE

HOUSE TOURS

9600+

Event visitors annually

Tour-goers get to step into the pages of the magazine, in sell-out events around the country



DIGITAL MAGAZINE

Available to subscribers
– anytime, anywhere

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TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

OUR EDITORIAL CONTENT

While inspiring homes and gardens
are at the core of the magazine,
we're about so much more...

NEWS

SHOPPING

TRENDS

BEAUTY

DECOR

FOOD

DRINK

TRAVEL

CULTURE

THEMED FEATURES

HOUSES

GARDENS

GET IN TOUCH

To have an informal chat about how we can assist your business, contact:
ELAINE MILLAR - *NZ House & Garden Advertising Manager*
elaine.millar@stuff.co.nz | 027 498 3280



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

DISPLAY ADVERTISING RATES

SIZE	1 ISSUE	6 ISSUES	12 ISSUES
Inside Front Cover (DPS)	\$17,900	-	-
Outside Back Cover (Single)	\$10,250	-	-
Double Page Spread (DPS)	\$15,555	\$14,000	\$13,222
Full Page	\$8,900	\$8,010	\$7,565
Half Page	\$5,100	\$4,590	\$4,335
Third Page	\$3,555	\$3,200	\$3,022
Special Positions	+15%	-	-

TECHNICAL SPECS

PRINT PROCESS Web Offset

BINDING METHOD Perfect Bound

MATERIAL DELIVERY

Files may be sent to Stuff Magazines via FTP transfer, via PageStore, Dropbox or email PDF to magsupport@stuff.co.nz

COLOUR REQUIREMENTS

No RGB images or spot colour (please only use CMYK)
 Details for FTP transfer can be obtained from the Advertising Coordinator.

SPECIFICATIONS

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)**.
All files must include bleed and crop marks.

NOTE: Rates are per issue, exclude GST and are in \$NZ. Sponsored content production charges are available on request. Refer to terms and conditions <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>

INSERT DELIVERY

Inserts should be delivered to Webstar:
 114 Swanson road, Henderson, Auckland 0610
 Stuff insert docket MUST accompany inserts.
Email: magsupport@stuff.co.nz

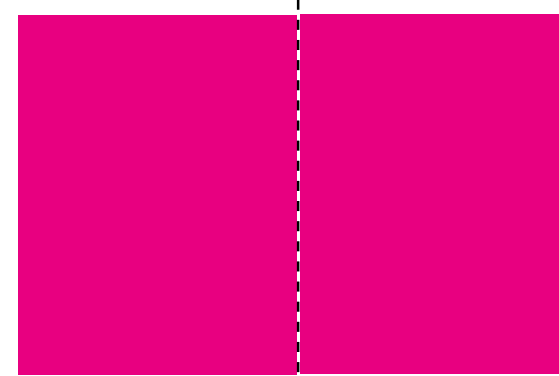
*INSIDE FRONT COVER & INSIDE BACK COVER SPREADS

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**).

Technical Specifications: Print 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.*

DISPLAY ADVERTISING SPECS

ALL FILES MUST INCLUDE BLEED AND SINGLE CROP MARKS.



DOUBLE PAGE SPREAD*

Image Area: 244mm (h) x 180mm (w)

Trim Size: 275mm (h) x 210mm (w)

Bleed Size: 280mm (h) x 220mm (w)

Notes: Supply as two single page pdfs.

In the 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**).

See technical specs (opposite) for further details.



FULL PAGE

Image Area:

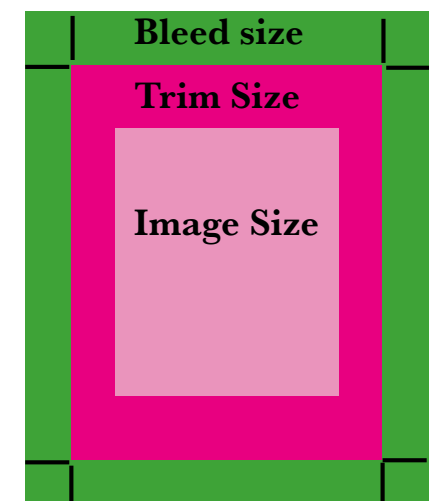
244mm (h) x 180mm (w)

Trim Size:

275mm (h) x 210mm (w)

Bleed Size:

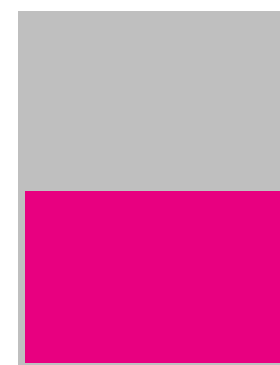
285mm (h) x 220mm (w)



Single crop marks to the trim. Do not use double crop marks.

Trim is where the page is cut to. **Bleed** is the part of the page that is cut off at trimming.

Image size means images and text must be within the image size to avoid being cut off when trimmed.



HALF PAGE HORIZONTAL

Image Area:

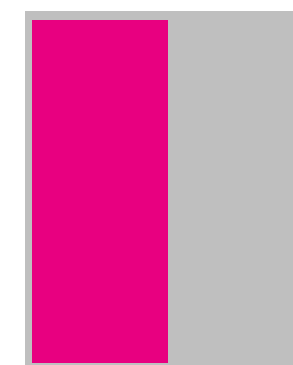
119mm (h) x 180mm (w)

Trim Size:

135mm (h) x 210mm (w)

Bleed Size:

145mm (h) x 220mm (w)



HALF PAGE VERTICAL

Image Area:

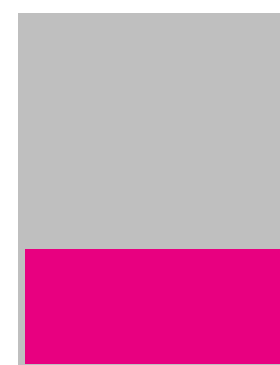
244mm (h) x 85mm (w)

Trim Size:

275mm (h) x 102mm (w)

Bleed Size:

285mm (h) x 112mm (w)



THIRD PAGE HORIZONTAL

Image Area:

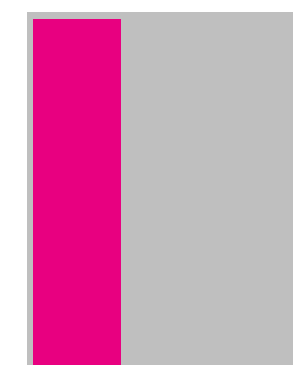
80mm (h) x 180mm (w)

Trim Size:

93mm (h) x 210mm (w)

Bleed Size:

103mm (h) x 220mm (w)



THIRD PAGE VERTICAL

Image Area:

244mm (h) x 55mm (w)

Trim Size:

275mm (h) x 70mm (w)

Bleed Size:

285mm (h) x 80mm (w)

GET IN TOUCH

For any technical queries, please contact
MAG SUPPORT magsupport@stuff.co.nz

PDF JOB OPTIONS

To create PDFs for our technical specifications, magazine Distiller Job Options are available to load into InDesign's Adobe PDF Presets. Distiller Job Options can be downloaded from advertise.stuff.co.nz/user-guides-resources

DIRECTORY RATES

DIRECTORY	SIZE (HxW)	1x*	3x*	6x*	12x*
DIRECTORY SQUARE	124MM X 140MM	\$2,520	\$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.

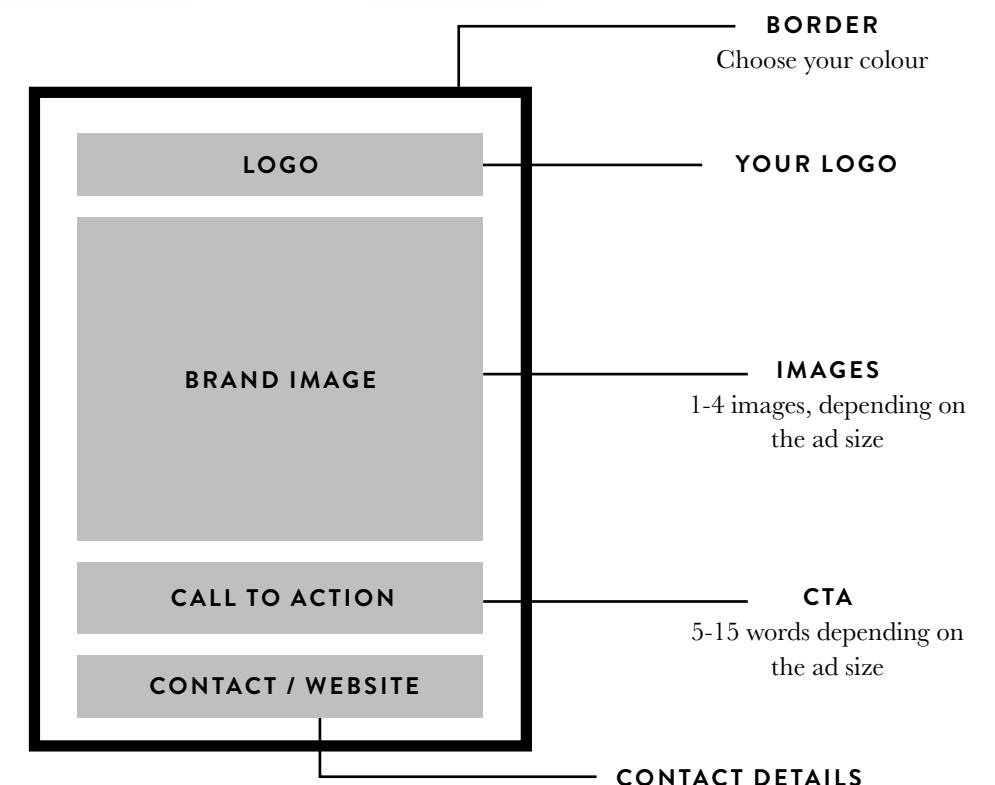


AD DESIGN GUIDELINE

For a cohesive look and feel, we have set templates for inhouse design. At right is the main structure which will be scaled depending on the ad size.

TECHNICAL 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.



FOR DIRECTORY - CONTACT

* Rates are per issue, exclude GST and are in \$NZ. 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/>

BRIDGIT HANNIGAN - *Directory Manager*
 bridgit.hannigan@stuff.co.nz | 021 315 103



DISPLAY ADVERTISING - KEY DATES

ISSUE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE	CANCELLATION
November 2022	24 OCT	20 SEPT	26 SEPT	30 SEPT	12 SEPT
December 2022	21 NOV	18 OCT	24 OCT	28 OCT	10 OCT
January 2023	19 DEC	15 NOV	21 NOV	25 NOV	7 NOV
February 2023	23 JAN	15 DEC	21 DEC	30 DEC	8 DEC
March 2023	20 FEB	19 JAN	25 JAN	27 JAN	12 JAN
April 2023	20 MAR	16 FEB	22 FEB	24 FEB	9 FEB
May 2023	17 APR	16 MAR	22 MAR	24 MAR	9 MAR
June 2023	22 MAY	20 APR	26 APR	28 APR	13 APR
July 2023	19 JUN	18 MAY	24 MAY	26 MAY	11 MAY
August 2023	17 JUL	15 JUN	21 JUN	23 JUN	8 JUN
September 2023	21 AUG	20 JUL	26 JUL	28 JUL	13 JUL
October 2023	18 SEPT	17 AUG	23 AUG	25 AUG	10 AUG
November 2023	23 OCT	21 SEPT	27 SEPT	29 SEPT	14 SEPT
December 2023	20 NOV	19 OCT	25 OCT	27 OCT	12 OCT

Note: Subscribers get copies 3-4 days prior to on-sale date. Deadline subject to change.

GET IN TOUCH

For more details contact your **STUFF ACCOUNT MANAGER** or
ELAINE MILLAR - NZ House & Garden Advertising Manager
 elaine.millar@stuff.co.nz | 027 498 3280

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ISSUE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	CANCELLATION
November 2022	24 OCT	16 SEPT	20 SEPT	9 SEPT
December 2022	21 NOV	14 OCT	18 OCT	7 OCT
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March 2023	20 FEB	16 JAN	23 JAN	12 JAN
April 2023	20 MAR	1 FEB	20 FEB	9 FEB
May 2023	17 APR	13 MAR	20 MAR	9 MAR
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SPONSORED CONTENT TEMPLATE KIT

TEMPLATE KIT
Ask for the full template kit



AUDIENCE ENGAGEMENT OPTIONS

Display advertising is just one way you can connect with our readers – talk to us about your specific marketing needs

1 DISPLAY ADVERTISING PLACEMENT
We love beautiful ads gracing our pages every month! You can be assured you will be within the most premium magazine environment. Choose from a range of display advertising sizes from inside front cover and early double page spreads, full pages and part pages.

Benefits: Exposure to an affluent audience in a premium and highly engaging print environment. Premium positioning and placement near relevant content will put you ahead of your competitors – drink, beauty, decor, travel and more.

2 SPONSORED CONTENT CREATION
We have a selection of paid sponsored content templates created in both full page and double page formats to allow you to tell your story to our readers. Created by Stuff's award-winning content team in collaboration with *NZ House & Garden*. Consider repurposing the print piece to digital sponsored content on stuff.co.nz.

Benefits: We know what resonates with our readers and we can guide and advise you on the best ways to connect and relay your business to them in an engaging and integrated way.

3 BESPOKE CONTENT CREATION
Integrate your brand, product and messaging in a unique customised solution. This might be a fully styled photographed shoot or an innovative use of print and digital.

Benefits: Unique to your brand or business, these assets can be promoted and leveraged across Stuff print and digital platforms and on your own business platforms (* production costs apply).

4 DIRECTORY & PRODUCT SHOWCASES
Our very popular Directory section offers advertisers smaller ad sizes and packages to ensure a regular presence across every issue. We also offer product showcases with Shop Window and some of our Special Features.

Benefits: Our readers read the magazine from cover to cover. Many hold onto their back issues for future reference, and also pass copies onto family and friends. This ensures your brands and products live well beyond the monthly sale period and readers can easily find your business details.

5 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.
- Inserts are subject to availability and additional NZ Post charges may apply.



DOUBLE PAGE SPREAD
Increase the impact of your message with a larger Sponsored Content template



SINGLE PAGE
Customised content produced by the *NZ House & Garden* team. Choose from one of our many templates which allow for a variety of image and text combinations

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elaine.millar@stuff.co.nz | 027 498 3280

SHOP WINDOW & SHOWCASE



SHOP WINDOW

Shop Window offers an editorial style feature to present products to *NZ House & Garden* readers who are always on the lookout for inspirational ideas for their home and gifts for their family and friends.

Please note images supplied to be lifestyle focused, no packaging or brand logos please. These pages are designed to look like content as much as possible.

RATES*

\$1700 per double spot (approx 2/6th size)

\$1000 per single spot (approx 1/6th size)

* Discounted packages are available for multiple issues or as part of your overall advertising placement with *NZ House & Garden* and Stuff. Subject to availability.
Rates are per issue, exclude GST and are in \$NZ.



FEATURES SHOWCASE

For selected special features that run across the year, we provide additional showcase pages for relevant advertisers to present their products. For example – Kitchens, Bathrooms, Furniture, Bedding and Bedroom, Christmas Gifts. We will promote the issues when this opportunity is available.

MATERIAL SUPPLY

Client to supply 35 words of copy (including contact details) plus a suitable professionally photographed image.

Images must be CMYK with a minimum resolution of 300 dpi; TIFF, JPEG or EPS.

Images must not contain extra channels or transfer curves or compression. No spot colours are to be used.

Items showcased should be professionally photographed and preferably in a styled lifestyle setting relating to home, garden or lifestyle relevant to *NZ House & Garden* readers.

Product shots/ branded packaging and company logos are not allowed on these pages.

Editorial has the right to request alternative shots if required.

SEND TO:
magsupport@stuff.co.nz

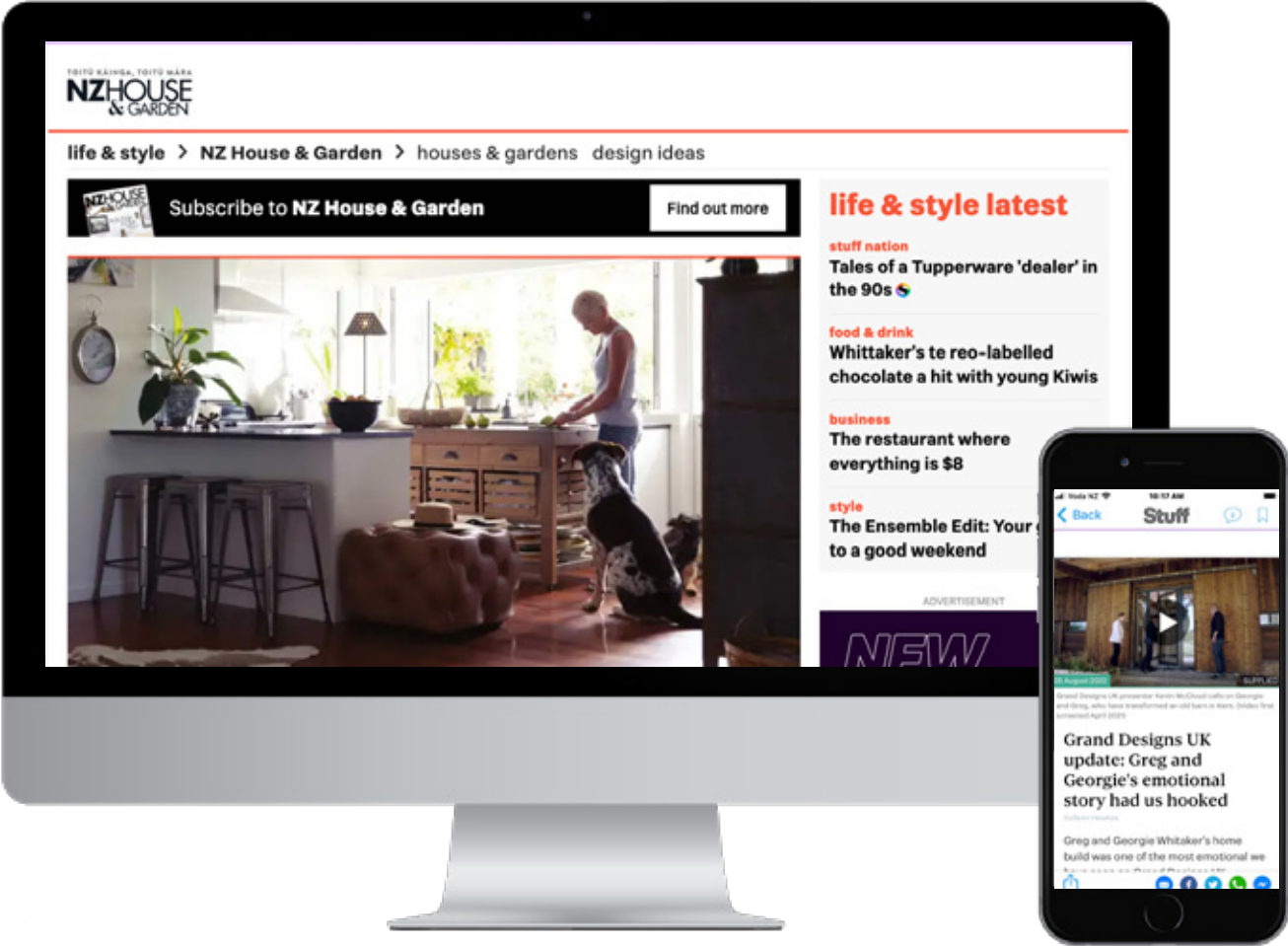
All rates are + GST and commission bearing.

DIGITAL ADVERTISING

NZ House & Garden’s content is showcased on Stuff within 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 more than 911,000 unique browsers every week.
(Source: Adobe Analytics April 2022)

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

Stuff



ADVERTISING TERMS & CONDITIONS

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

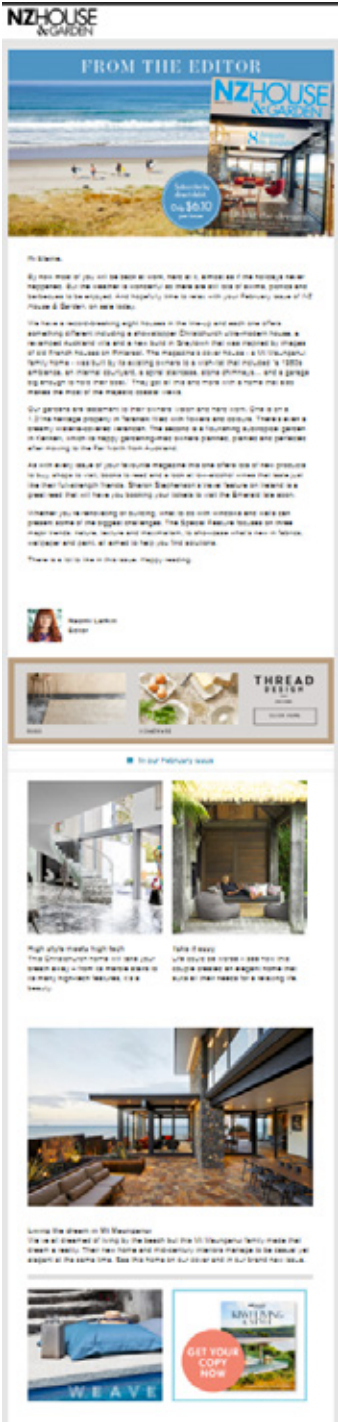
* Check latest numbers on Stuff Digital with your sales representative

E-NEWSLETTERS

NZ House & Garden has a fortnightly e-newsletter. The first, written by editor Naomi Larkin, is sent out on the magazine’s on-sale date. The second newsletter has a key focus on Style & Entertainment and is written by food editor Julie Le Clerc.

NZ HOUSE & GARDEN E-NEWSLETTER	STYLE & ENTERTAINMENT E-NEWSLETTER
AVG. MONTHLY SEND 34,926	AVG. MONTHLY SEND 34,998
AVG. OPEN RATE 33.87%	AVG. OPEN RATE 34.13%
FREQUENCY Monthly - On Sale Date	FREQUENCY Monthly - Mid Month

AD UNIT	IMAGE SIZE (W X H)	RATE
SPONSORED CONTENT File size: 72dpi. Static jpg or gif. 60 words max. Plus URL link.	300 X 300 PX	\$950
HORIZONTAL BANNER File size: between 148kb and 200kb and image set to 72dpi. Static jpg or gif. Plus URL link.	600 X 160 PX	\$700
MREC File size: between 148kb and 200kb and image set to 72dpi. Static jpg or gif. Plus URL link.	300 X 250 PX	\$700



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GET IN TOUCH

The #1 Monthly Home Magazine

Direct

ELAINE MILLAR

Advertising Manager

M 027 498 3280 **E** elaine.millar@stuff.co.nz

BRIDGIT HANNIGAN

Directory Manager

M 021 315 103 **E** bridgit.hannigan@stuff.co.nz

MELISA SINCLAIR

Advertising Consultant

M 027 579 6247 **E** melisa.sinclair@stuff.co.nz

Agencies

LARESSA MARINOVICH

National Sales Director - Auckland/Australia

M 021 627 738 **E** laressa.marinovich@stuff.co.nz

VIJAI RAJU

National Sales Director - Northern

M 027 807 4812 **E** vijai.raju@stuff.co.nz

ANDRE DONS

Media Sales Director - Southern

M 027 208 5586 **E** andre.dons@stuff.co.nz

Advertising Material

ATHULYA MOHANDAS

M 027 368 2856 **E** 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