



New Zealand
gardener
Kaingaki Māra

Media Kit
2022/23



“*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

NZ Gardener has been continuously published for 78 years and is New Zealand's most-loved, highest read gardening magazine

AVERAGE ISSUE READERSHIP

251,000

FREQUENCY

Monthly





The reader

*Core Demographic
affluent homeowners aged 45+*

84% intend to go on holiday within NZ in the next 12 months

57%
OF READERS

62% visited a garden centre instore or online in the last month

41%
OF READERS

88% agree the garden is as important as any other room in the house

61% are pet owners

Female

151,000

60%
OF READERS

Main HH Shopper

143,000

76% have savings and investments

Homeowners

182,000

73%
OF READERS

Mortgage Free

103,000

65% gardened in the last month

Metropolitan City Dwellers

108,000

43%
OF READERS

Average HH Income

\$97,558

85% love reading new recipes and trying them out

All People Aged 25-54

100,000

56% are wine drinkers

Get In Touch

For more details, contact your Stuff Account Manager or **Bev Drake** NZ Gardener Advertising Manager [E bev.drake@stuff.co.nz](mailto:bev.drake@stuff.co.nz) **M** 027 203 6871

NZ Gardener is at the centre of a community of avid readers with a number of touchpoints

STUFF / LIFE & STYLE*
911,886

Unique browsers each week
nzgardener.co.nz houses articles from the magazine plus new content weekly under the lifestyle channel of Stuff.co.nz



MAGAZINE*
251,000

AP 15+ average issue readership



GET GROWING EDM

27,454

Average monthly send (Sept 22)

New Zealand
gardener
get growing



SPECIAL EDITIONS

Three produced every year - sold in retail outlets at \$15.90 each

Ave. print run 12,000



DIGITAL MAGAZINE

Available to subscribers - anytime, anywhere

More than a
magazine

It's a community of gardeners

New Zealand
gardener
Kaitiaki Māori

*Source: Nielsen CMI Q3 21 - Q2 22 AP 15+, Adobe Analytics August 2022

DISPLAY ADVERTISING RATES

SIZE	1 ISSUE	6 ISSUES*	12 ISSUES*
DOUBLE PAGE SPREAD (DPS)	\$9,750	\$9,263	\$8,775
FULL PAGE	\$5,750	\$4,463	\$5,175
HALF PAGE	\$3,850	\$3,658	\$3,465
THIRD PAGE	\$2,250	\$2,138	\$2,025
INSIDE FRONT COVER (DPS)	\$11,212	-	-
OUTSIDE BACK COVER	\$6,612	-	-
SPECIAL POSITIONS	+15%	-	-

TECHNICAL SPECS

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

COLOUR REQUIREMENTS:

No RGB images or spot colour (CMYK only)

***NOTE:** Rates are per issue, exclude GST and in NZD. Sponsored Content production charges are available on request.

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

DOUBLE PAGE 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**)

Get In Touch

For technical queries, please contact **Shona Cribb, E** magsupport@stuff.co.nz **M** 027 274 3720

DISPLAY ADVERTISING SPECS

SIZE	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
THIRD PAGE VERTICAL	244mm x 55mm	275mm x 70mm	285mm x 80mm
THIRD PAGE HORIZONTAL	80mm x 180mm	93mm x 210mm	103mm x 220mm

SPECIFICATIONS CONTINUED:

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 are subject to change.

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

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

DISPLAY ADVERTISING DATES 2022/23

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
NOVEMBER 2022	31-OCT-22	21-Sep-22	28-Sep-22	05-Oct-22	14-Oct-22
DECEMBER 2022	28-NOV-22	19-Oct-22	26-Oct-22	02-Nov-22	10-Nov-22
JANUARY 2023	05-JAN-23	23-Nov-22	30-Nov-22	07-Dec-22	15-Dec-22
FEBRUARY 2023	30-JAN-23	08-Dec-22	15-Dec-22	22-Dec-22	13-Jan-23
MARCH 2023	27-FEB-23	19-Jan-23	25-Jan-23	01-Feb-23	09-Feb-23
APRIL 2023	27-MAR-23	15-Feb-23	22-Feb-23	01-Mar-23	09-Mar-23
MAY 2023	01-MAY-23	22-Mar-23	29-Mar-23	05-Apr-23	13-Apr-23
JUNE 2023	29-MAY-23	19-Apr-23	26-Apr-23	03-May-23	11-May-23
JULY 2023	26 JUNE-23	17-May-23	24-May-23	31-May-23	08-Jun-23
AUGUST 2023	31 JUL-23	22-Jul-23	28-Jun-23	05-Jul-23	13-Jul-23
SEPTEMBER 2023	28-AUG-23	19-Jul-23	26-Jul-23	02-Aug-23	11-Aug-23
OCTOBER 2023	02-OCT-23	23-Aug-23	30-Aug-23	06-Sep-23	14-Sep-23
NOVEMBER 2023	30-OCT-23	20-Sep-23	27-Sep-23	04-Oct-23	13-Oct-23
DECEMBER 2023	27-NOV-23	18-Oct-23	25-Oct-23	01-Nov-23	09-Nov-23

Note: Deadlines subject to change

GARDEN MARKET RATES 2022/23

SIZE	SIZE (HXW)	1 ISSUE*	3 ISSUES*	6 ISSUES*	12 ISSUES*
QUARTER PAGE VERTICAL	124mm x 92mm	\$930	\$884	\$837	\$744
QUARTER PAGE HORIZONTAL	59mm x 188mm	\$930	\$884	\$837	\$744
EIGHTH PAGE HORIZONTAL	59mm x 92mm	\$525	\$499	\$473	\$420
EIGHTH PAGE VERTICAL	124mm x 44mm	\$525	\$499	\$473	\$420
ONE SIXTEENTH	59mm x 44mm	\$270	\$257	\$243	\$216
SMALL SQUARE	27.5mm x 44mm	\$135	\$128	\$122	\$108

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.

***NOTE:** Rates are per issue, exclude GST, in NZD and effective Sept 2022. Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost

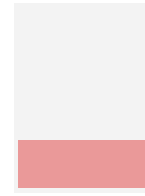
Picture elements within your ad must be CMYK and a minimum resolution of 300dpi. Bitmap line art images should be 1200dpi to ensure sharpness.

All advertisements designed by Stuff Ltd is the property of Stuff Ltd and reproduction in other publications without permission is not permitted.

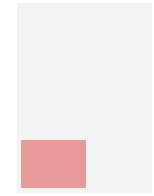
Refer to terms and conditions
<https://advertise.stuff.co.nz/advertising-terms-and-conditions/>



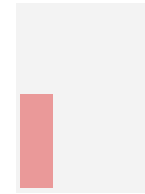
Quarter Page Vertical
124mm x 92mm



Quarter Page Horizontal
59mm x 188mm



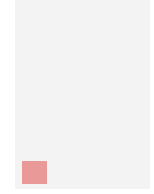
Eighth Page Horizontal
59mm x 92mm



Eighth Page Vertical
124mm x 44mm



One Sixteenth
59mm x 44mm



Small Square
27.5mm x 44mm

Delivery & Contact Details

All material should be received before the material deadline and sent to
Shona Cribb, Advertising Coordinator **E** magsupport@stuff.co.nz **M** 027 274 3720

GARDEN MARKET DATES 2022

ISSUE	ON-SALE DATE Note: Subscribers receive 4-5 days prior to on-sale date	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE
NOVEMBER 2022	31-OCT-22	21-Sep-22	23-Sep-22	28-Sep-22
DECEMBER 2022	28-NOV-22	19-Oct-22	21-Oct-22	26-Oct-22
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MAY 2023	01-MAY-23	22-Mar-23	24-Mar-23	29-Mar-23
JUNE 2023	29-MAY-23	19-Apr-23	21-Apr-23	26-Apr-23
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OCTOBER 2023	02-OCT-23	16-Aug-23	25-Aug-23	30-Aug-23
NOVEMBER 2023	30-OCT-23	20-Sep-23	22-Sep-23	27-Sep-23
DECEMBER 2023	27-NOV-23	18-Oct-23	20-Oct-23	25-Oct-23

Note: Deadlines subject to change

AUDIENCE ENGAGEMENT OPTIONS

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

DISPLAY ADVERTISING PLACEMENT

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.

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 Gardener. 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.

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.

DIRECTORY & GIFT GUIDES

Our very popular Directory section offers advertisers smaller ad sizes and packages to ensure a regular presence across every issue

SPONSORED CONTENT TEMPLATE KIT

TEMPLATE KIT
Ask for the full template kit



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



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

Get In Touch

For more details, contact your Stuff Account Manager or
Bev Drake NZ Gardener Advertising Manager [E bev.drake@stuff.co.nz](mailto:bev.drake@stuff.co.nz) **M** 027 203 6871

DIGITAL ADVERTISING

NZ Gardener's content is showcased on Stuff, within the Lifestyle vertical



Stuff
LIFE & STYLE
911,866*
Unique browsers
each week

Stuff is the leading news and entertainment website in NZ. Maximise and amplify your print advertising in NZ Gardener with digital advertising 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

Get In Touch

For more details, contact your Stuff Account Manager or

Bev Drake NZ Gardener Advertising Manager [E bev.drake@stuff.co.nz](mailto:bev.drake@stuff.co.nz) **M** 027 203 6871

GET GROWING E-NEWSLETTER

Get Growing answers readers' questions & provides weekly practical gardening advice, tips & competitions

Frequency
Weekly
EVERY FRIDAY
49 weeks of the year

Subscribers
27,454*
Open rate
37%

ADVERTISING RATES & SPECS

AD UNIT	AD SIZE (WxH)	RATE
MREC File size: 180kb. Image set to 72dpi. Static jpg or gif. Plus URL	300 x 250 px	\$750
NEW PRODUCT SPOT Horizontal Image size: 72dpi. Static only. 25 words max. Plus URL	N/A	\$750
HORIZONTAL BANNER File size: 180kb. Image set to 72dpi. Static jpg or gif. Plus URL	600 x 270 px	\$950
SPONSORED CONTENT Vertical Image size: 72dpi. Static only. 60 words max. Plus URL	N/A	\$950



Hi,

Please welcome the new article, tips and advice on how to grow this year's best in the best of gardeners' growing black spot and aphids. Questions about growing for women-focused only is 'What's wrong with my...?' Every time.

Help in all the best of the gardeners' growing tips and advice on the new 'The New Zealand Garden Society' monthly newsletter 'The New Zealand Garden Society' for the year of New Zealand's 150th anniversary.

What's new in the gardeners' growing tips and advice on the new 'The New Zealand Garden Society' for the year of New Zealand's 150th anniversary.

top tasks



Brought to you by



What to do in the garden this week

- Find out the best of the gardeners' growing tips and advice on the new 'The New Zealand Garden Society' for the year of New Zealand's 150th anniversary.
- Check out the new 'The New Zealand Garden Society' for the year of New Zealand's 150th anniversary.
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[Read more →](#)



READ OUR OCTOBER GARDENING TIPS HERE >



How to grow

Sweetcorn

How to grow sweetcorn in the garden. Sweetcorn is a summer crop that is easy to grow and can be eaten fresh or frozen.

[Read more →](#)

*Source: Adobe Analytics August 2022 / Adobe Campaign Stuff Newsletters Statistics Sept 2022

GET IN TOUCH

Businesses

Bev Drake

Advertising Manager

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E bev.drake@stuff.co.nz

Shona Cribb

Advertising Coordinator

M 027 274 3720

E magsupport@stuff.co.nz

Address

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Andre Dons

Media Sales Director

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