

Vintage brides • Scrumptious brookies • How to read a wine label



RĀTAPU

ROSE McIVER

New Zealand's own Hollywood
darling on gratitude, ghosts
and gutsing it out for success

31.07.22
SUNDAY STAR★TIMES

RĀTAPU SUNDAY

2022 MEDIA KIT

ADVERTISING jody.pearson@stuff.co.nz

EDITORIAL frances.morton@stuff.co.nz

Brought to you by **Stuff**

Welcome to Sunday

People, Style, Food, Life

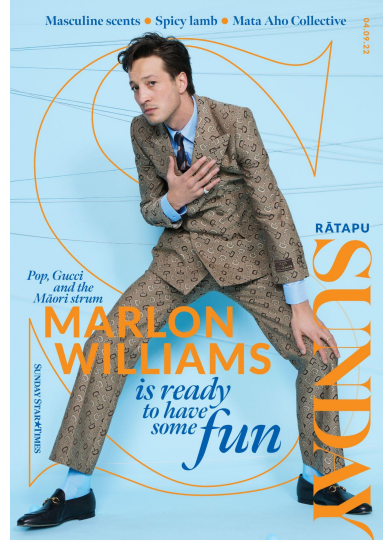
The best day of the week!



There is so much to celebrate and connect us in beautiful Aotearoa, yet in our busy lives sometimes we can forget to pause and appreciate. Sunday/Rātāpu is the day to do that. The best day of the week. No wonder we called our magazine after it.

Our pages aim to inform and inspire. We cover the people, places and ideas getting the nation talking right now, at home and across the cafe table. Our style section shares the latest insights on fashion, food writers serve up seasonal recipes and we peek inside great homes around the country. All wrapped up in a lusciously designed package. Settle in and savour your perfect Sunday read.

best
the
Frances
EDITOR Frances Morton



Reader Profile

Each week you'll find Sunday magazine nestled in the pages of the Sunday Star-Times.

It is a smart, stylish read that captures its audience at the perfect time, when they are relaxed and unhurried.

Our market-leading, personality-driven content has an emphasis on Home, Food, Wine, Style, Beauty, Design and Thought Leadership.

From recipes to fashion, we speak to a nationwide audience each weekend, creating a magazine to be poured over at Sunday brunch.



WINNER: BEST NEWSPAPER-INSERTED MAGAZINE 2020

voyager Media Awards
Celebrating excellence in journalism

Source: Nielsen CMI

Source:
Nielsen CMI Q2 21 - Q1 22 July 22
Fused - STUFF AP 15+



Content

Brand Pillars

People

Movers and shakers, up-and-comers and creative thinkers: *Sunday* speaks to people who don't just think outside the box, but live outside of it. Our conversations aren't superficial: we are more deep and meaningful than small talk.

Style

The latest serum, lovely shoes, loungey dresses: *Sunday* delivers shoppable style content, curated by our style editor Zoe Walker Ahwa, the founder of Ensemble.

Food

The *Sunday* reader likes to eat and drink well and entertain often. They seek the latest products to cook and tables to book. We inspire as well as inform, talking about wine, mocktails, recipes, food stories and kitchen personalities.

Life

From personal essays by engaging NZ writers to an insight into people's homes, gardens and lives; *Sunday* is a direct line into the thoughts and existences of some of the country's most interesting characters.



How to get engaged

1

Advertising Placement

Position your brand in a premium magazine-style environment. Choose from a range of display advertising sizes, from the inside front cover double page spread to a quarter page.

Benefits

Gain exposure with an affluent audience, in a credible and highly engaging environment. Premium positioning and relevant placement near Home, Food, Style, Beauty, Design and Wellbeing sections will put you ahead of your competitors.

3

'The Sunday Market'

Position your product and offering in a 20-30 word snapshot with a supporting image, giving your brand presence in our new 'Sunday Market' product page which is an upgraded, and slickerform of a directory.

Benefits

Sunday readers read the magazine from cover to cover, looking for inspiration and advice. 'The Sunday Market' gives your product and brand a dedicated product spot placement to ensure you are top of mind.

2

Sponsored Content Creation

Share your message through paid storytelling placement, created by Stuff's award-winning commercial content team and with input from the Sunday editor. Consider repurposing the print piece to digital sponsored content on Stuff.co.nz.

Benefits

Our team of content creators know how to connect and engage with Kiwis. This is our sweet spot, and we will work with you to ensure that your USP and messaging is delivered in an engaging, integrated way.

4

Bespoke Sponsorship

Integrate your brand presence, messaging and product exposure across key sections. We are actively looking for foundation partners who are keen to form new, innovative partnerships.

Benefits

Forge a deeper relationship with our editorial and commercial teams, ensuring that together we create a compelling, larger sponsorship solution that will set you apart from the rest.



Booking Deadlines

Bookings deadline:

Tuesday, 10am week prior
(12 days prior to publication date)

Print ready material:

Tuesday, 2.30pm (week of publication date)

Sponsored content:

Requires a 10 working day period, from the time of receiving the brief, in advance of the print ready material deadline.

Publication deadlines:

For booking, artwork and publishing deadlines refer to advertise.stuff.co.nz/advertising-specs-rates-deadlines. Advertisements cancelled after the booking deadline will incur a cancellation fee. Deadlines will vary around public holidays.

Cancellation fees:

Depending on the time of cancellation, a cancellation fee of up to 100% of the advertisement cost applies to any advertisements cancelled after the booking deadline has passed.



Pricing

Sponsored Content requires an additional \$1,000 per full page or \$500 per half page.

Bespoke imagery is an additional cost.

Advertisement	Casual
Inside Front Cover (DPS)	\$16,000
Double page spread (DPS)	\$12,800
Full Page	\$7,000
Half Page	\$4,300
Third Page	\$3,000
Quarter Page	\$2,000
Outside Back Cover (OBC)	\$7,700

PRICING IS IN NZD AND EXCLUDES GST.

Commission of 10% is payable on the above rates to agencies accredited with PMAA

*Advertisements include bleed



Page Specs

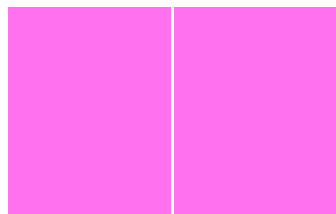
Sunday magazine uses a modular advertising system with units based on 8 x 8 grid.

The ad sizes illustrated are available in Sunday magazine.

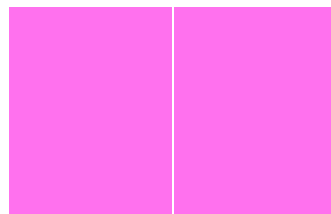
Note:

Final trimmed page is **385mm x 270mm**

Gutter: 20mm



8 x 16 Double page spread
366mm x 529mm



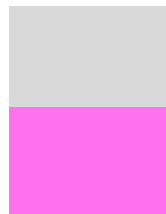
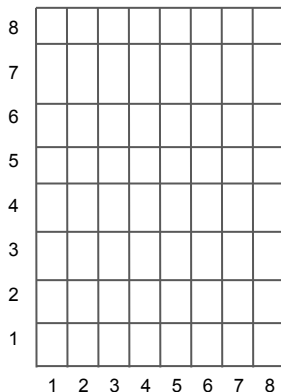
8 x 16 Double page spread
With bleed 395mm x 550 mm



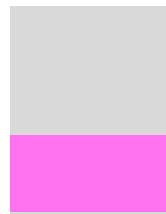
8 x 8 Full page
366mm x 254mm



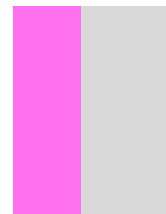
8 x 8 Full page with bleed
With bleed 395mm x 280mm



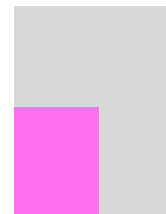
4 x 8 Half page (H)
182mm x 254mm



3 x 8 Third page
136mm x 254mm



8 x 3 Third page (V)
366mm x 94mm



4 x 4 Quarter page
182mm x 126mm

Technical specs:

For technical artwork and delivery specifications refer to advertise.stuff.co.nz/user-guides-resources

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



RĀTAPU SUNDAY

We can't wait to work with you!

For more information please contact
Jody Pearson for advertising and Frances Morton for Editorial

jody.pearson@stuff.co.nz
frances.morton@stuff.co.nz

Stuff