

The **TE PUKAPUKA TAPERE** PROGS **SEPT 3 – 9**

TV GUIDE

**From
killer to
cowgirl**

**Change of scene
for Shortland
Street favourite**

**TREASURE HUNTERS FIGHT
FOR THEIR CHARITIES**

The TV GUIDE

2023 MEDIA KIT

ADVERTISING

bev.drake@stuff.co.nz

027 203 6871

Brought to you by **Stuff**

Welcome to The TV Guide

The TV Guide is New Zealand's biggest selling magazine with 3 million copies sold annually - 60% more than the second best selling magazine



"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.

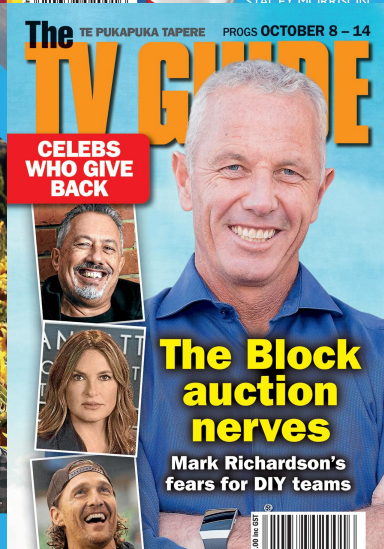
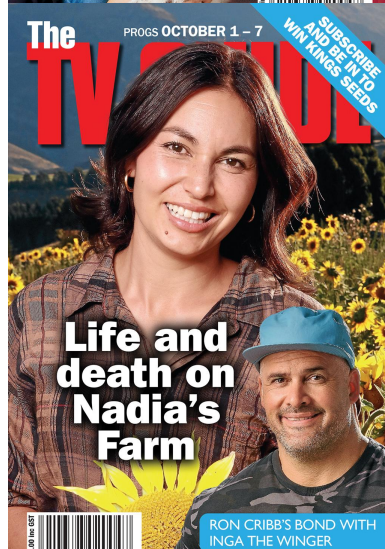
TV Guide highlights the latest and greatest shows on free-to-air TV and Sky as well as Amazon, Netflix and Neon.

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

We've been helping Kiwi families plan their television viewing for nearly 40 years - there's no better place."

Julie Eley

Editor, The TV Guide



Reader Profile

The TV Guide is New Zealand's biggest-selling weekly magazine aimed at people who love television as much as we do. Each issue gives readers an insight into the best television has to offer along with TV-related news, celebrity interviews, a bumper puzzle section and a kid's club just for the littlies.

With our dedicated team of TV journalists, we've been helping Kiwi families plan their television viewing for nearly 40 years.

353,000
AVERAGE ISSUE
READERSHIP

The TV Guide reaches a core demographic of middle income New Zealanders aged 50+



Homeowners

210,000

59% of readers



Female

171,000

48% of readers



Main HH Shoppers

180,000

51% of readers



Mortgage Free

110,000

31% of readers



City Dwellers

183,000

52% of readers



25-54 Years

169,000

48% of readers



Average HH Income

110,000



Average Age

55

81% have a paid TV subscription

76% have a Smart TV or Freeview integrated.

53% have a Netflix subscription

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

81% love reading new recipes and trying them out

72% have savings and investments

58% are pet owners

52% drink wine

43% have gardened in the last month

Source: Nielsen CMI Q3 21 - Q2 22 Jun 2022
TV/Online Base All People 15+



Display Advertising Rates

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

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	\$8,795	\$8,310	\$7,330
Outside Back Cover	\$5,175	\$4,658	\$4,400	\$3,880
Special Positions	+15%	-	-	-
Double Directory	\$670	\$603	\$570	\$500
Single Directory	\$420	\$378	\$357	\$315

*NOTE: Rates are per issue, exclude gst and are in NZD. Additional production charges may apply
Refer to terms and conditions <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>

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 Account Manager for a quote.

For specific insert specifications
please contact: Shayne Williams (Webstar)

E shayne.williams@webstar.co.nz
M 021 544 416

Inserts supplied to:
North Island: Webstar, 114 Swanson Road, Henderson, Auckland, 0610
South Island: Inkwise, 79 Izone Drive, Rolleston, 7614



Display Advertising Dates 2022

Note: Deadlines subject to change

Programme Coverage	Onsale Date	Cancellation	Booking Deadline	Material Deadline	Insert Delivery Deadline
10 Sep - 16 Sep	1-Sep	12-Aug	17-Aug	22-Aug	23-Aug
17 Sep - 23 Sep	8-Sep	19-Aug	24-Aug	29-Aug	30-Aug
24 Sep - 30 Sep	15-Sep	26-Aug	31-Aug	5-Sep	6-Sep
1 Oct - 7 Oct	22-Sep	2-Sep	7-Sep	12-Sep	13-Sep
8 Oct - 14 Oct	29-Sep	9-Sep	14-Sep	19-Sep	20-Sep
15 Oct - 21 Oct	6-Oct	16-Sep	21-Sep	26-Sep	27-Sep
22 Oct - 28 Oct	13-Oct	23-Sep	28-Sep	3-Oct	4-Oct
29 Oct - 4 Nov	20-Oct	30-Sep	5-Oct	10-Oct	11-Oct
5 Nov - 11 Nov	27-Oct	7-Oct	12-Oct	17-Oct	18-Oct
12 Nov - 18 Nov	3-Nov	14-Oct	19-Oct	24-Oct	25-Oct
19 Nov - 25 Nov	10-Nov	21-Oct	26-Oct	31-Oct	1-Nov
26 Nov - 2 Dec	17-Nov	28-Oct	2-Nov	7-Nov	8-Nov
3 Dec - 9 Dec	24-Nov	4-Nov	9-Nov	14-Nov	15-Nov
10 Dec - 16 Dec	1-Dec	11-Nov	16-Nov	21-Nov	22-Nov
17 Dec - 23 Dec	8-Dec	18-Nov	23-Nov	28-Nov	29-Nov
24 Dec - 30 Dec	15-Dec	25-Nov	24-Nov	29-Nov	6-Dec
31 Dec - 6 Jan 2023	22-Dec	2-Dec	30-Nov	05-Dec	13-Dec
7 Jan 2023 - 13 Jan 2023	29-Dec	9-Dec	02-Dec	08-Dec	20-Dec



Display Advertising Dates 2023

Note: Deadlines subject to change

Programme Coverage	Onsale Date	Cancellation	Booking Deadline	Material Deadline	Insert Delivery Deadline
14 Jan - 20 Jan	5-Jan	16-Dec-22	14-Dec-22	21-Dec-22	23-Dec-22
21 Jan - 27 Jan	12-Jan	23-Dec-22	21-Dec-22	23-Dec-22	23-Dec-22
28 Jan - 3 Feb	19-Jan	6-Jan	6-Jan	9-Jan	10-Jan
4 Feb - 10 Feb	26-Jan	6-Jan	11-Jan	16-Jan	17-Jan
11 Feb - 17 Feb	2-Feb	13-Jan	18-Jan	23-Jan	24-Jan
18 Feb - 24 Feb	9-Feb	20-Jan	25-Jan	31-Jan	31-Jan
25 Feb - 3 Mar	16-Feb	27-Jan	1-Feb	6-Feb	7-Feb
4 Mar - 10 Mar	23-Feb	3-Feb	8-Feb	13-Feb	14-Feb
11 Mar - 17 Mar	2-Mar	10-Feb	15-Feb	20-Feb	21-Feb
18 Mar - 24 Mar	9-Mar	17-Feb	22-Feb	27-Feb	28-Feb
25 Mar - 31 Mar	16-Mar	24-Feb	1-Mar	6-Mar	7-Mar
1 Apr - 7 Apr	23-Mar	3-Mar	8-Mar	13-Mar	14-Mar
8 Apr - 14 Apr	30-Mar	10-Mar	15-Mar	20-Mar	21-Mar
15 Apr - 21 Apr	6-Apr	17-Mar	22-Mar	27-Mar	28-Mar
22 Apr - 28 Apr	13-Apr	24-Mar	29-Mar	3-Apr	4-Apr
29 Apr - 5 May	20-Apr	31-Mar	5-Apr	11-Apr	11-Apr
6 May - 12 May	27-Apr	7-Apr	12-Apr	17-Apr	18-Apr
13 May - 19 May	4-May	14-Apr	19-Apr	26-Apr	21-Apr
20 May - 26 May	11-May	21-Apr	26-Apr	1-May	2-May
27 May - 2 Jun	18-May	28-Apr	3-May	8-May	9-May
3 Jun - 9 Jun	25-May	5-May	10-May	15-May	16-May



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17 Jun - 23 Jun	8-Jun	19-May	24-May	29-May	30-May
24 Jun - 30 Jun	15-Jun	26-May	31-May	6-Jun	6-Jun
1 Jul - 7 Jul	22-Jun	2-Jun	7-Jun	12-Jun	13-Jun
8 Jul - 14 Jul	29-Jun	9-Jun	14-Jun	19-Jun	20-Jun
15 Jul - 21 Jul	6-Jul	16-Jun	21-Jun	26-Jun	27-Jun
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4 Nov - 10 Nov	26-Oct	6-Oct	11-Oct	16-Oct	17-Oct



Technical Specifications - Print

Print Process:

Web Offset

Binding Method:

Saddle stitched

Material Delivery:

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

No RGB images or spot colour

(please only use CMYK)

All files must include bleed and crop marks, except directory sizes

Insert Delivery:

Inserts should be delivered to,

North Island: Webstar, 114 Swanson Road, Henderson, Auckland, 0610

South Island: Inkwise, 79 Izone Drive, Rolleston, 7614

Stuff Insert docket MUST accompany inserts.

Email: magsupport@stuff.co.nz

Please allow 3% for spoils.

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	-	-

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.

The TV GUIDE

We can't wait to work with you!

Address

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Stuff