



RĀ WHAKATĀ

YOUR WEEKEND

2022 MEDIA KIT

ADVERTISING
EDITORIAL

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

Brought to you by

Stuff

WELCOME TO YOUR WEEKEND



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/Rātapu 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



THE WEEKEND



READER PROFILE

Your Weekend is a stylish, well-written, topical weekly magazine that is inserted into The Dominion Post, The Press and the Waikato Times every Saturday. It combines thought provoking and intelligent features and profiles with easy-reading, aspirational lifestyle and entertainment content.

For businesses, the magazine offers a range of opportunities to connect with an audience that are financially stable and motivated shoppers. Key life and style categories are supported through regular content focused on home, food, drinks, fashion & beauty, art, gardening, film, TV and books.

Readership	Average Household Income	Main Household Shopper	Own a property	Say Magazines are their time out	Actually buy something they've seen in a magazine	Talk to someone about something they've read in a magazine	Like to keep up with the latest fashion	Intend to go on holiday in the next 12 months
Total 321,000 Male: 177,000 Female: 144,000 Average Age: 52	\$112,751 Personal Income of \$100k+: 65,000	162,000	231,000	63,000	127,000	188,000	73,000	Within NZ: 271,000 Overseas (4+ nights): 75,000
The Press 113,000 Male: 63,000 Female: 50,000 Average Age: 55	\$101,614 Personal Income of \$100k+: 21,000	54,000	85,000	25,000	48,000	74,000	18,000	Within NZ: 95,000 Overseas (4+ nights): 28,000
The Dominion Post 139,000 Male: 76,000 Female: 63,000 Average Age: 49	\$123,615 Personal Income of \$100k+: 33,000	75,000	99,000	28,000	53,000	78,000	40,000	Within NZ: 122,000 Overseas (4+ nights): 28,000
Waikato Times 76,000 Male: 42,000 Female: 34,000 Average Age: 48	\$109,913 Personal Income of \$100k+: 12,000	38,000	51,000	11,000	29,000	40,000	18,000	Within NZ: 61,000 Overseas (4+ nights): 20,000

CONTENT

CONVERSATIONS



ENTERTAINMENT



LIFE & STYLE



FOOD & DRINK



HOME & GARDENING



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

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.

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 *Your Weekend* 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.



PRICING

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

Bespoke imagery is an additional cost.

PRICING IS IN NZD AND EXCLUDES GST.

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

*Advertisements include bleed

Size/Position	National	The Press & The Dominion Post	Waikato Times
Full Page (8x8)	\$8,000	\$4,000	\$2,000
Half Page Horizontal (4x8)	\$5,280	\$2,640	\$1,320
Third Page Vertical (8x3)	\$3,850	\$1,925	\$1,100
Third Page Horizontal (3x8)	\$3,850	\$1,925	\$1,100
Quarter Page Vertical (4x4)	\$2,600	\$1,300	\$750
Quarter Page Horizontal (2x8)	\$2,600	\$1,300	\$750
Eighth Page Vertical (4x2)	\$1,412	\$706	\$403
Eighth Page Horizontal (4x2)	\$1,412	\$706	\$403
3 x 4	\$2,112	\$1,056	\$591
3 x 3	\$1,584	\$792	\$444
3 x 2	\$1,080	\$540	\$302
Double Page Spread (DPS 8x16)*	\$14,800	\$7,400	\$3,500
Full Page Inside Front Cover*	\$9,200	\$4,600	\$2,300
Full Page Outside Back Cover*	\$9,200	\$4,600	\$2,300



BOOKING DEADLINES

Bookings deadline:

Friday, 12.30pm week prior

Print ready material:

Thursday 10.30am (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.



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



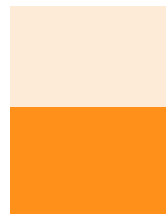
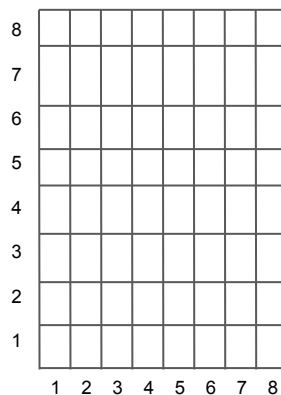
8 x 16 Double page spread
With bleed 395mm x 550 mm



8 x 8 Full page
366mm x 254mm



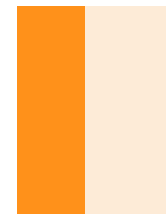
8 x 8 Full page with bleed
With bleed 395mm x 280mm



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



3 x 8 Third page (H)
136mm x 254mm



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



4 x 4 Quarter page
182mm x 126mm



2 x 4
90mm x 126mm



4 x 2
182mm x 62mm

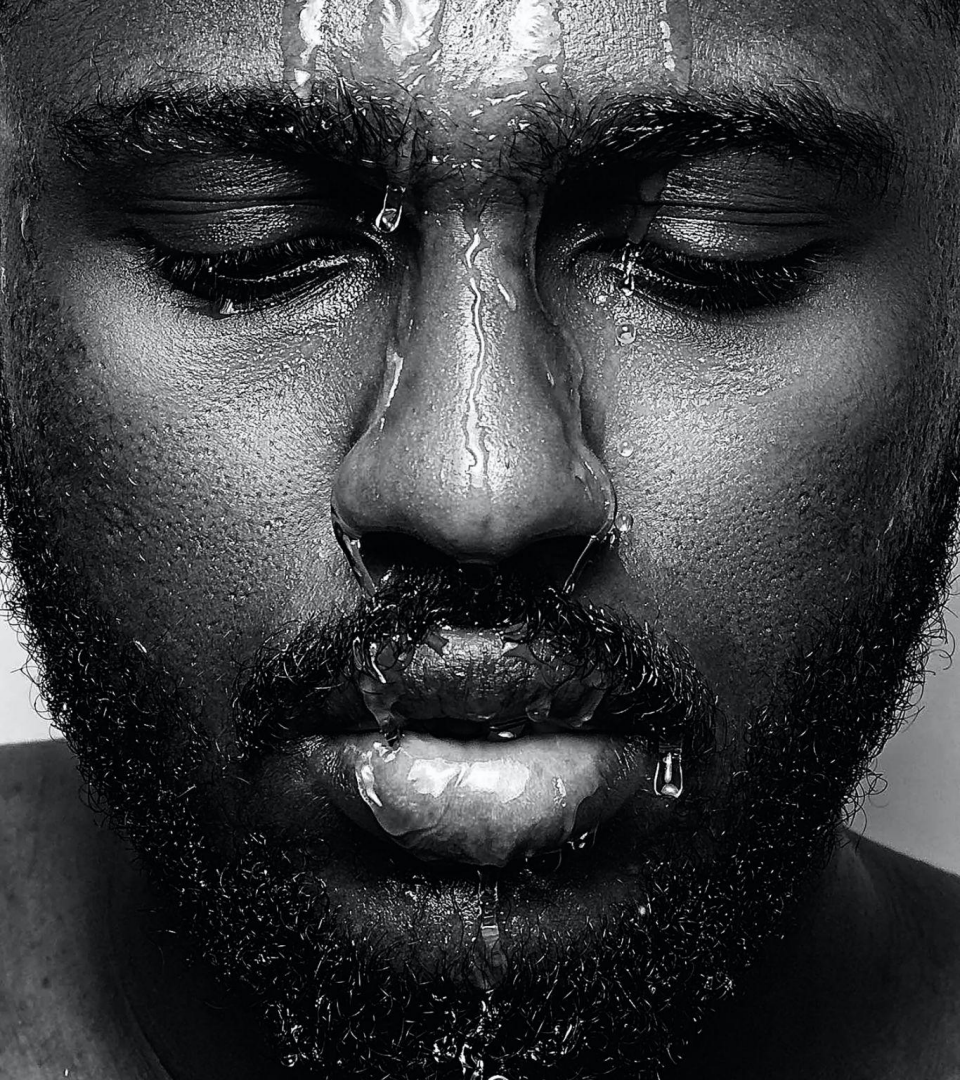
Technical specs:

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





RĀ WHAKATĀ
YOUR WEEKEND

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