





"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

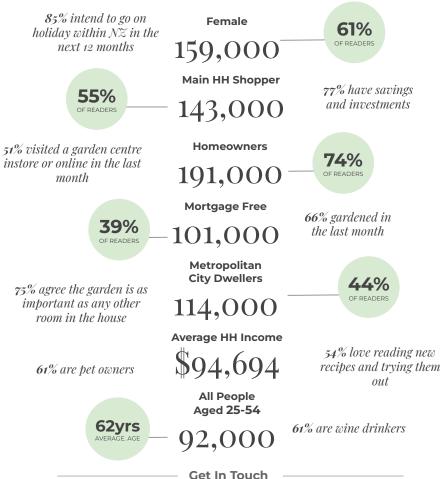


FREQUENCY

Monthly







For more details, contact your Stuff Account Manager or **Bev Drake** NZ Gardener Advertising Manager **E** <u>bev.drake@stuff.co.nz</u> **M** 027 203 6871

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



More than a magazine

It's a community of gardeners







Our Editorial Content

While $N \gtrsim Gardener$ is all about showcasing New Zealand's great gardening heritage we offer so much more every month

Seasonal advice, tips & tricks

Expert knowledge

Feature gardens

Seasonal recipes

Plant profiles

Houseplants

DIY projects

Cultural heritage

Regional columnists

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 Lucerne Shum, E magsupport@stuff.co.nz M 021 197 2075

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: <u>magsupport@stuff.co.nz</u>

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

DISPLAY ADVERTISING DATES 2023

ISSUE	ON-SALE DATE Note: Subscribers receive 4-5 days prior to on-sale date	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
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-Jun-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

GARDEN MARKET RA

Picture elements within your ad must be CMYK and a

minimum resolution of 300dpi. Bitmap line art images

All advertisements designed by Stuff Ltd is the property

of Stuff Ltd and reproduction in other publications

https://advertise.stuff.co.nz/advertising-terms-and-conditions/

should be 1200dpi to ensure sharpness.

without permission is not permitted.

Refer to terms and conditions

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



One Sixteenth

59mm x 44mm





Delivery & Contact Details

All material should be received before the material deadline and sent to Lucerne Shum, Advertising Coordinator E magsupport@stuff.co.nz M 021 197 2075

MATERIAL SPECIFICATIONS:

paths/outlines to avoid font issues.

To be supplied as high-resolution PDF (no less than 300dpi).

All fonts need to be embedded. Files created in Freehand or

*NOTE: Rates are per issue, exclude GST, in NZD and effective

April 2023. Cancellation after the booking deadline will result

No bleed needed - please create to fit the selected ad size.

Adobe Illustrator must have any type converted to

in a cancellation fee of 25% of the booking cost

Eighth Page Vertical 124mm x 44mm Small Square 275mm x 44mm

GARDEN MARKET DATES 2023

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MARCH 2023	27-FEB-23	19-Jan-23	20-Jan-23	25-Jan-23
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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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AUGUST 2023	31 JUL-23	22-Jul-23	23-Jun-23	28-Jun-23
SEPTEMBER 2023	28-AUG-23	19-Jul-23	21-Jul-23	26-Jul-23
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

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** <u>bev.drake@stuff.co.nz</u> **M** 027 203 6871

DIGITAL ADVERTISING

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



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 (W×H)	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 M 027 203 6871

GET GROWING **E-NEWSLETTER**

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



ADVERTISING RATES & SPECS

File size: 180kb. Image set to

NEW PRODUCT SPOT

Static only. 25 words max.

Horizontal Image size: 72dpi.

HORIZONTAL BANNER

File size: 180kb. Image set to

SPONSORED CONTENT

Vertical Image size: 72dpi.

Static only. 60 words max.

72dpi. Static jpg or gif.

72dpi. Static jpg or gif.

AD UNIT

MREC

Plus URI

Plus URI

Plus URL

Plus URL

Average monthly send



27,556*



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What to do in the garden this week

AD SIZE (W×H)	RATE	Find room for a save of chern lauriflowers Construy or emmitracidential Watch out for security volumes Watch out for security volumes Weed out the competition Weed out the competition Condening by the moon Cardening by the moon Cardening by the moon
300 x 250 px	\$750	Read more ->
N/A	\$750	Autory Mixe Based the Carley Mixe Autory Mixe Based the Carley Mix
600 x 270 px	\$950	READ OUR OCTOBER GARDENIN How tog Sweetcom Marchingon apain early ognowed
N/A	\$950	Read more

*Source: Adobe Analytics April 2023 / Adobe Campaign Stuff Newsletters Statistics Mar 2023



Roses - we love their romantic allure, fragrance and beauty but somehow they inspire terror in the hearts of gardeners fearful of gruning black spot and aphids. Questions about caring for roses are second only to, "What's wrong with my citrus?" in my inbox.

Help is at hand for those keen to learn more by joining rose societies around the country. The New Zealand Flose Society has recently launched the New Zealand Rose Experts Guidewritten by some of New Zealand's leading rose experts.

We're fortunate to have some experienced rosarians who have willingly shared their knowledge so that many others will benefit when they join rose groups," said Hayden

top tasks





Daltons

GET IN TOUCH

Businesses

Bev Drake Advertising Manager M 027 203 6871 E bev.drake@stuff.co.nz

Lucerne Shum Advertising Coordinator M 021 197 2075 E magsupport@stuff.co.nz

Address

Stuff - NZ Gardener Level 7, 4 Williamson Ave, Grey Lynn, Auckland 1021 PO Box 6341, Victoria Street West, Auckland 1142

Advertising Material E magsupport@stuff.co.nz

Agencies

Auckland/Australia

Laressa Marinovich National Sales Director M 021 627 738 E laressa.marinovich@stuff.co.nz

North Island

Vijai Raju Media Sales Director M 027 807 4812 E <u>vijai.raju@stuff.co.nz</u>

South Island

Andre Dons Media Sales Director M 027 208 5586 E andre.dons@stuff.co.nz

