



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

2024 MEDIA KIT

ADVERTISING elaine.millar@stuff.co.nz

EDITORIAL naomi.larkin@stuff.co.nz

WELCOME TO THE #1 MONTHLY HOME, DECOR, LIFESTYLE MAGAZINE



“NZ House & Garden is the authority on interiors, homes and gardens. This beloved title has a firm place in New Zealanders' hearts, delivering a captivating mix of houses and gardens that are both inspirational and aspirational. We cross the style boundaries — from the smallest, most beautifully crafted spaces to designer showstoppers, from clever courtyards to sweeping country gardens. Then there's the sumptuous food with recipes you'll really want to try, carefully curated travel and all the latest homeware and shopping trends. This is the lifestyle magazine that readers keep and refer to as a resource, long after each issue has gone off sale, and advertising is an integral part of it.”

Naomi
EDITOR Naomi Larkin



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

Stuff



THE NZ HOUSE & GARDEN READER

CORE READERSHIP - AFFLUENT HOMEOWNERS AGED 35+

79% have savings
and investments

READERSHIP
379,000

92% say that the
way their home
looks is very
important to them*

64%

FEMALE
243,000

89% say their garden is
as important as any
other room in their
home*

63% are pet owners

HOMEOWNERS
264,000

69%

87% love reading new
recipes and trying
them out

ALL PEOPLE 25-54 YEARS
171,000

45%

86%

**MAIN OR EQUAL HH
SHOPPERS**
327,000

48% are planning home
improvements in the next
12 months

60% of readers are
wine drinkers

AVERAGE HH INCOME
\$143,447**

78% intend to go on holiday
within NZ in the next 12 months

163,000 intend to
travel overseas
within the next 12
months

**METROPOLITAN CITY
DWELLERS**
185,000

49%

35%

MORTGAGE FREE
127,000

Source: Nielsen CMI Q322-Q223 AP 15+ Fused

*Agree . tend to agree with statement

** HH \$60K+



IT'S A COMMUNITY

NZ HOUSE & GARDEN IS THE CENTRE OF A COMMUNITY OF READERS WITH MULTIPLE TOUCHPOINTS

STUFF / LIFE & STYLE
1,399,000*

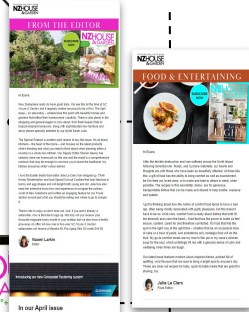
Unique browsers each month in combination with magazine readership

stuff.co.nz/life-style/nz-house-garden is a dedicated channel within the country's largest news website, Stuff



MAGAZINE
379,000*
 AP15+ average issue readership

EDM
38,594*
 Average monthly send (May 2023)



360 DEGREE TOUCHPOINTS

TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
 & GARDEN
tours
 Coloured by Resene
 the paint the professional use

HOUSE TOURS
9600+
 Event visitors annually

Tour-goers get to step into the pages of the magazine, in sell-out events around the country



DIGITAL MAGAZINE

Available to subscribers - anytime, anywhere



EDITORIAL CONTENT

While inspiring homes and gardens are at the core of the magazine, there is so much more...

NEWS

SHOPPING

TRENDS

BEAUTY

DECOR

FOOD

DRINK

TRAVEL

CULTURE

FEATURES

HOUSES

GARDENS





DISPLAY ADVERTISING RATES

ADVERTISEMENT	1 ISSUE	6 ISSUES	12 ISSUES
Inside Front Cover (DPS)	\$17,900	\$16,110	\$15,215
Outside Back Cover (Single)	\$10,250	\$9,225	\$8,713
Double page spread (DPS)	\$15,555	\$14,000	\$13,222
Full Page	\$8,900	\$8,010	\$7,565
Half page (Vertical or Horizontal)	\$5,100	\$4,590	\$4,335
Third page (V or H)	\$3,555	\$3,200	\$3,022
Special positions	+15%		

RATES ARE PER ISSUE, ARE IN NZD AND EXCLUDE GST.

Sponsored Content production charges are available on request. Refer to terms and conditions <https://advertise.stuff.co.nz/advertising-terms-and-conditions/>



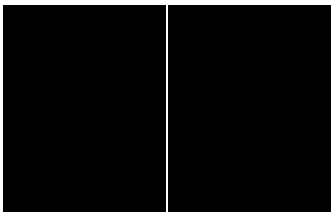
2024 DISPLAY ADVERTISING - KEY DATES

ISSUE DATE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE	CANCELLATION
JAN 2024	18 DEC	16 NOV	22 NOV	24 NOV	9 NOV
FEB 2024	22 JAN	12 DEC	15 DEC	27 DEC	8 DEC
MAR 2024	26 FEB	25 JAN	31 JAN	2 FEB	18 JAN
APRIL 2024	25 MAR	22 FEB	28 FEB	1 MAR	15 FEB
MAY 2024	22 APR	21 MAR	27 MAR	29 MAR	14 MAR
JUNE 2024	20 MAY	18 APR	24 APR	26 APR	11 APR
JULY 2024	24 JUN	23 MAY	29 MAY	31 MAY	16 MAY
AUG 2024	29 JUL	27 JUN	3 JUL	5 JUL	20 JUN
SEPT 2024	26 AUG	25 JUL	31 JUL	2 AUG	18 JUL
OCT 2024	23 SEPT	22 AUG	28 AUG	30 AUG	15 AUG
NOV 2024	21 OCT	19 SEPT	25 SEPT	27 SEPT	12 SEPT
DEC 2024	25 NOV	24 OCT	30 OCT	1 NOV	17 OCT
JAN 2025	23 DEC	21 NOV	27 NOV	29 NOV	14 NOV

Note: Subscribers get copies 3 - 4 days prior to on-sale date. Deadline subject to change.

DISPLAY ADVERTISING - SPECS

ALL FILES MUST INCLUDE BLEED AND SINGLE CROP MARKS



Double page spread

Image Area: 244mm (h) x 180mm (w)

Trim Size: 275mm (h) x 210mm (w)

Bleed Size: 280mm (h) x 220mm (w)

Note: Supply as two single page pdfs. In the first six pages of the magazine allow 6mm crossover per page (12mm total), and for run of magazine ads allow 4mm crossover per page (8mm total).

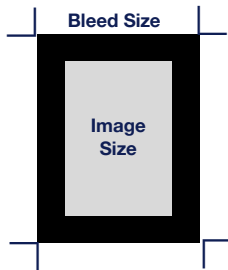


Full Page

Image Area: 244mm (h) x 180mm (w)

Trim Size: 275mm (h) x 210mm (w)

Bleed Size: 280mm (h) x 220mm (w)



Single crop marks to the trim. Do not use double crop marks. **Trim** is where the page is cut to. **Bleed** is the part of the page that is cut off at trimming. **Image Size** means images and text must be within the image size to avoid being cut off when trimmed.



Half Page Horizontal

Image Area:

119mm (h) x 180mm (w)

Trim Size:

135mm (h) x 210mm (w)

Bleed Size:

145mm (h) x 220mm (w)



Half Page Vertical

Image Area:

244mm (h) x 85mm (w)

Trim Size:

275mm (h) x 102mm (w)

Bleed Size:

285mm (h) x 112mm (w)



Third Page Horizontal

Image Area:

80mm (h) x 180mm (w)

Trim Size:

93mm (h) x 210mm (w)

Bleed Size:

103mm (h) x 220mm (w)



Third Page Vertical

Image Area:

244mm (h) x 55mm (w)

Trim Size:

275mm (h) x 70mm (w)

Bleed Size:

285mm (h) x 80mm (w)

PRINT PROCESS Web Offset

BINDING METHOD Perfect Bound

MATERIAL DELIVERY

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

COLOUR REQUIREMENTS

No RGB images or spot colour (please only use CMYK). Details for FTP transfer can be obtained from the Advertising Coordinator.

SPECIFICATIONS

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.

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

*INSIDE FRONT COVER & INSIDE BACK COVER 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).

Technical Specifications: Print 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 - 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 subject to change.

DIRECTORY - RATES

DIRECTORY	SIZE (H X W)*	1X*	3X*	6X*	12X*
Directory Square	124mm x 140mm	\$2,520	\$2,394	\$2,268	\$2,142
Quarter Standard	124mm x 92mm	\$1,680	\$1,596	\$1,512	\$1,428
Quarter Horizontal*	60mm x 188mm	\$1,680	\$1,596	\$1,512	\$1,428
Quarter Vertical*	252mm x 44mm	\$1,680	\$1,596	\$1,152	\$1,428
3/16 Horizontal*	60mm x 140mm	\$1,250	\$1,187	\$1,125	\$1,062
3/16 Vertical	188mm x 44mm	\$1,250	\$1,187	\$1,125	\$1,062
Eighth Horizontal*	60mm x 92mm	\$836	\$795	\$752	\$710
Eighth Vertical	124mm x 44mm	\$836	\$795	\$752	\$710
One Sixteenth*	60mm x 44mm	\$420	\$399	\$378	\$357

* NOTE NEW SIZES EFFECTIVE FROM AUGUST 2023 ISSUE

RATES ARE PER ISSUE, ARE IN NZD AND EXCLUDE GST.

Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost. Refer to terms and conditions

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



DIRECTORY & PRODUCT SHOWCASES

Our very popular Directory section offers advertisers smaller ad sizes and packages to ensure a regular presence across every issue. We also offer product showcases with Shop Window and some of our Special Features.

BENEFITS

Our readers read the magazine from cover to cover. Many hold onto their back issues for future reference, and also pass copies onto family and friends. This ensures your brands and products live well beyond the monthly sale period and readers can easily find your business details.

FOR DIRECTORY - CONTACT

Bridgit Hannigan *Directory Manager*

M 021 315 103 **E** bridgit.hannigan@stuff.co.nz

DIRECTORY - AD DESIGN GUIDELINES

ISSUE DATE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	CANCELLATION
JAN 2024	18 DEC	13 NOV	15 NOV	13 NOV
FEB 2024	22 JAN	7 DEC	14 DEC	7 DEC
MAR 2024	26 FEB	11 JAN	18 JAN	11 JAN
APR 2024	25 MAR	8 FEB	15 FEB	8 FEB
MAY 2024	22 APR	7 MAR	15 MAR	7 MAR
JUNE 2024	20 MAY	12 APR	19 APR	12 APR
JULY 2024	24 JUN	10 MAY	17 MAY	10 MAY
AUG 2024	29 JUL	7 JUN	14 JUN	7 JUN
SEPT 2024	26 AUG	12 JUL	19 JUL	12 JUL
OCT 2024	23 SEPT	9 AUG	16 AUG	9 AUG
NOV 2024	21 OCT	13 SEPT	20 SEPT	13 SEPT
DEC 2024	25 NOV	11 OCT	18 OCT	11 OCT
JAN 2025	23 DEC	8 NOV	15 NOV	8 NOV

DIRECTORY - AD DESIGN GUIDELINES

For a cohesive look and feel, we have set templates for inhouse design. Above is the main structure which will be scaled depending on the ad size.

Rate for in house design \$100 + GST



YOUR LOGO BORDER

Choose your colour

IMAGES

1-4 images, depending on the ad size

Call To Action

5-15 words depending on the ad size

CONTACT DETAILS

TECHNICAL SPECIFICATIONS

- Logos and photos to be supplied as high resolution (300dpi) jpeg attachments and at 100% size.
- Logos should be supplied as vector graphics (files with the ending .ai or.eps) with all type converted to paths/outlines.
- We can accept original photographs in order to be scanned. Please ensure they are in focus and of good quality.

MATERIAL SPECIFICATIONS

- To be supplied as high resolution PDF (no less than 300dpi).
- No bleed needed - please create fit to 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.
- 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 finished ads must be accompanied with a contract colour proof. If no proof is supplied, we do not accept responsibility for reproduction.
- The artistic copyright of all advertisements designed by Stuff is the property of Stuff and reproduction in other publications without permission from Stuff is not permitted.

FOR DIRECTORY - CONTACT

Bridgit Hannigan *Directory Manager*

M 021 315 103 E bridgit.hannigan@stuff.co.nz



SHOP WINDOW (MAXIMUM OF 8 SPOTS PER ISSUE)

Shop Window offers an editorial style feature to present products to NZ House & Garden readers who are always on the lookout for inspirational ideas for their home and gifts for their friends and family.

Please note images supplied to be lifestyle focused, no packaging or brand logos please. These pages are designed to look like content as much as possible. LIMITED AVAILABILITY. Editorial has the right to request alternative shots if required.

RATES*

\$2,520 large MAX OF 8 SPOTS PER ISSUE

\$1,250 small

*Discounted packages are available for multiple issues or as part of your overall advertising placement with NZ House & Garden and Stuff. Subject to availability. Rates are per issue, exclude GST and are in \$NZ.



SPECIAL FEATURES SHOWCASE (MAX OF 8 SPOTS) NOT EVERY ISSUE*

For selected special features across the year, we provide additional showcase pages for relevant advertisers to present their products. *ONLY – Kitchens (April), Bathrooms (January), Furniture (March), Kitchens (April) Bedding and Bedrooms (Sept), Christmas Gifts (Dec). We will promote the issues when this opportunity is available. Rates (at left) apply.

MATERIAL SUPPLY: Client to supply 40 words of copy (including contact details) plus a suitable professionally photographed image. Images must be CMYK with a minimum resolution of 300dpi; TIFF, JPEG or EPS. Images must not contain extra channels or transfer curves or compression. No spot colours are to be used. Items showcased should be professionally photographed and in a styled lifestyle setting relating to home, garden or lifestyle relevant to NZ House & Garden readers.

Product shots/ branded packaging and company logos are not allowed on these pages. Editorial has the right to request alternative shots if required.

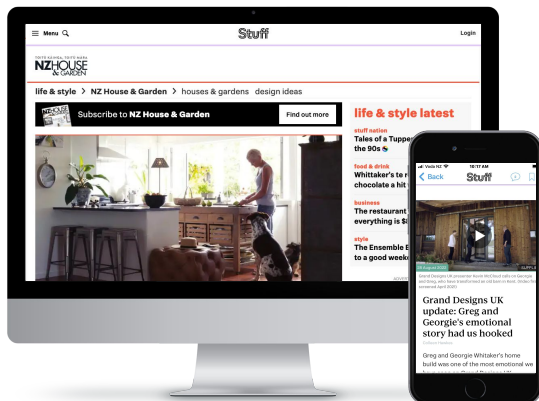
SEND TO: magsupport@stuff.co.nz

DIGITAL ADVERTISING

NZ House & Garden's content is showcased on Stuff within the Life & Style section, Stuff is the leading news and entertainment website in NZ. The digital environment is home to a growing and engaged audience.

STUFF/ LIFE & STYLE REACHES MORE THAN 997,000*
UNIQUE AUDIENCE MONTHLY. ADD IN NZ HOUSE & GARDEN PRNT
AND THAT INCREASES TO 1,399,000!

MAXIMISE YOUR PRINT ADVERTISING IN NZ HOUSE & GARDEN WITH DIGITAL ADVERTISING AND
TARGET OUR STUFF AUDIENCE WITH INCREASED FREQUENCY OF MESSAGE.



ADVERTISING TERMS & CONDITIONS

Please refer to terms and conditions
<https://advertise.stuff.co.nz/advertising-terms-and-conditions/>
*Check latest numbers on Stuff Digital with your sales representative.

Source: Nielsen CMI Q322-Q223 AP 15+ Fused

Stuff

E - NEWSLETTERS

NZ House & Garden's has a fortnightly e-newsletter. The first, written by editor Naomi Larkin, is sent out on the magazine's on-sale date. The second newsletter has a key focus on Style & Entertaining and is written by food editor Julie Le Clerc.

NZ HOUSE & GARDEN E-NEWSLETTER	NZ HOUSE & GARDEN STYLE & ENTERTAINING EDM
AVG. MONTHLY SEND 38,594	AVG. MONTHLY SEND 38,594
AVG. OPEN RATE 33.87%	AVG. OPEN RATE 33.87%
FREQUENCY MONTHLY - ON SALE DATE	FREQUENCY MONTHLY - MID MONTH



AD UNIT	IMAGE SIZE (W X H)	RATE
SPONSORED CONTENT FILE SIZE: 720P1. STATIC JPG OR GIF. 60 WORDS MAX. PLUS URL LINK.	300 X 300 PX	\$1,200
HORIZONTAL BANNER FILE SIZE: BETWEEN 148KB AND 200KB AND IMAGE SET TO 720P1. STATIC JPG OR GIF. PLUS URL LINK.	600 X 160 PX	\$ 950
MREC FILE SIZE: BETWEEN 148KB AND 200KB AND IMAGE SET TO 720P1. STATIC JPG OR GIF. PLUS URL LINK.	300 X 250 PX	\$ 950

AUDIENCE ENGAGEMENT OPTIONS

DISPLAY ADVERTISING IS JUST ONE WAY YOU CAN CONNECT WITH OUR READERS - TALK TO US ABOUT YOUR SPECIFIC MARKETING NEEDS

1 DISPLAY ADVERTISING PLACEMENT

We love beautiful ads gracing our pages every month! You can be assured you will be within the most premium magazine environment. 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.

2 BESPOKE CONTENT CREATION

Integrate your brand, product and messaging in a unique customised solution. This might be a fully styled photographed shoot or an innovative use of print and digital.

BENEFITS

Unique to your brand or business, these assets can be promoted and leveraged across Stuff print and digital platforms and on your own business platforms (* production costs apply).

3 DIRECTORY & PRODUCT SHOWCASES

Our very popular Directory section offers advertisers smaller ad sizes and packages to ensure a regular presence across every issue. We also offer product showcases with Shop Window and some of our Special Features.

BENEFITS

Our readers read the magazine from cover to cover. Many hold onto their back issues for future reference, and also pass copies onto family and friends. This ensures your brands and products live well beyond the monthly sale period and readers can Easily find your business details.

4 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.

5 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 House & Garden*. 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.



TEMPLATE KIT
 ASK FOR THE FULL TEMPLATE KIT



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



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



TOITŪ KĀINGA, TOITŪ MĀRA
NZHOUSE
& GARDEN

CONTACT

ELAINE MILLAR - ADVERTISING MANAGER

M 027 498 3280 E ELAINE.MILLAR@STUFF.CO.NZ

BRIDGIT HANNIGAN - DIRECTORY MANAGER

M 021 315 103 E BRIDGIT.HANNIGAN@STUFF.CO.NZ

MELISA SINCLAIR ADVERTISING CONSULTANT

M 027 579 6247 E MELISA.SINCLAIR@STUFF.CO.NZ

SHONA CRIBB ADVERTISING COORDINATOR / MATERIAL

M 027 274 3720

E MAGSUPPORT@STUFF.CO.NZ

AGENCY AND REGIONAL CONTACTS

LARESSA MARINOVICH

NATIONAL SALES DIRECTOR - AUCKLAND/AUSTRALIA

M 021 627 738

E LARESSA.MARINOVICH@STUFF.CO.NZ

VIJAI RAJU DIRECTOR - METRO MARKETS

M 027 807 4812 E VIJAI.RAJU@STUFF.CO.NZ

BRONWYN HAWKINS SALES DIRECTOR -

CHRISTCHURCH DIRECT M 027 487 3031

E BRONWYN.HAWKINS@STUFF.CO.NZ

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