

The

TV GUIDE

TE PUKAPUKA TAPERERE

Welcome to New Zealand's biggest selling magazine

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.

The TV Guide highlights the latest and greatest shows on free-to-air TV and Sky as well as digital services such as **Prime Video, Apple, Netflix, Acorn, Neon and Disney.**

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 — so why not let us help you reach them?”

Julie Eley
Editor, The TV Guide



The **TV GUIDE** TE PUKAPUKA TAPERE

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.


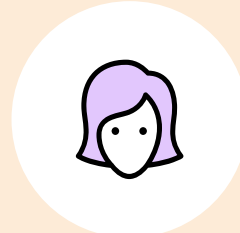





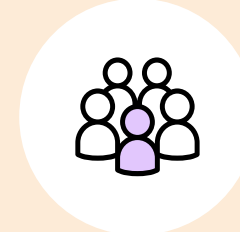
354,000

Average Issue Readership

Source: Nielsen CMI Q3 22 - Q2 23 August 23 Fused : STUFF. Weighted by: Population. The Nielsen Company.

READER PROFILE

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

 <p>Homeowners 196,000 55% of readers</p>	 <p>Female 165,000 46% of readers</p>	 <p>Main HH Shoppers 190,000 53% of readers</p>	 <p>Mortgage Free 108,000 30% of readers</p>
 <p>City Dwellers 188,000 53% of readers</p>	 <p>25-54 Years 157,000 44% of readers</p>	 <p>Average HH Income \$89,601</p>	 <p>Average Age 54</p>





READER PROFILE

Connect with a broad national audience



NETFLIX

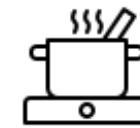
55%

have a Netflix subscription



78%

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



72%

love reading new recipes and trying them out



57%

have savings and investments



49%

are pet owners



50%

drink wine



49%

have gardened in the last month

Source:
Nielsen CMI Q3 22 - Q2 23
August 23 Fused : STUFF.
Weighted by: Population.
The Nielsen Company.





Frequency: Weekly

See page 7 for booking and material deadlines



GET IN TOUCH

For advertising enquiries contact your Stuff Account Manager

Or enquire at:
magsupport@stuff.co.nz

Display Advertising Rates

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:

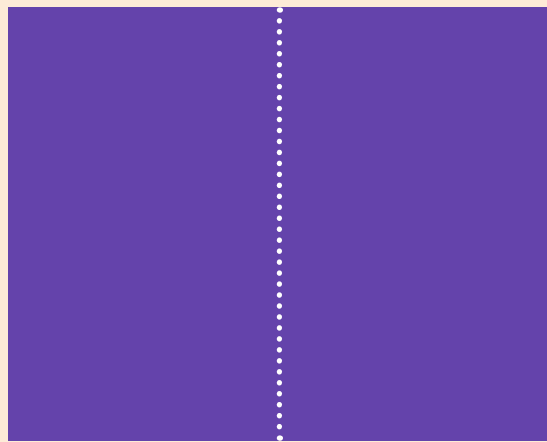
Ian Walker (Webstar)
E ian.walker@webstar.co.nz
M 021 735 734

Inserts supplied to:
North Island: Webstar
 114 Swanson Road, Henderson, Auckland, 0610

South Island: Inkwise
 79 Izone Drive, Rolleston, 7614



Display Advertising Specifications



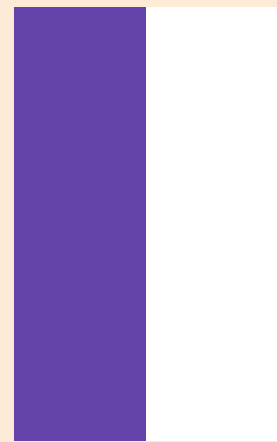
Double Page Spread

Image area: 180x242mm
 Trim area: 208x260mm
 Bleed size: 218x270mm



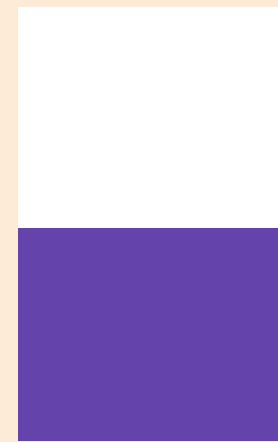
Full Page

Image area: 180x112mm
 Trim area: 208x130mm
 Bleed size: 218x140mm



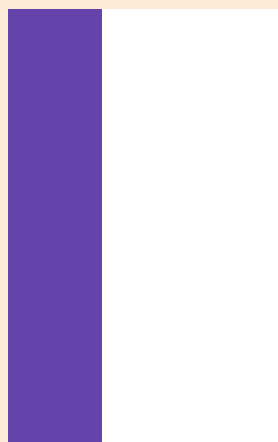
Half Page Vertical

Image area: 180x54mm
 Trim area: 208x63mm
 Bleed size: 218x73mm



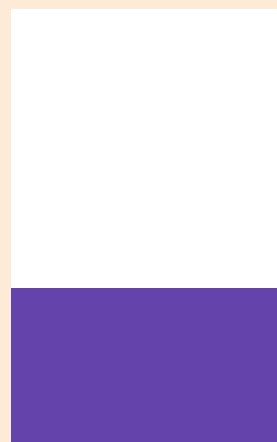
Half Page Horizontal

Image area: 92x112mm
 Trim area: 102x130mm
 Bleed size: 112x140mm



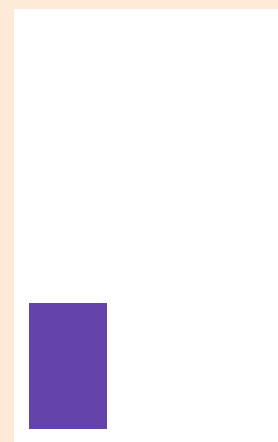
One Third Vertical

Image area: 180x31mm
 Trim area: 208x45mm
 Bleed size: 218x55mm



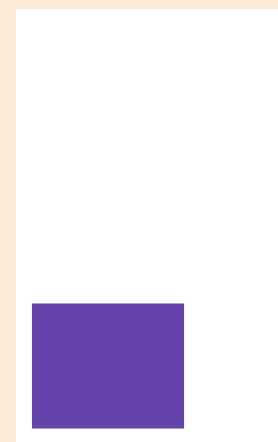
One Third Horizontal

Image area: 60x112mm
 Trim area: 74x130mm
 Bleed size: 84x140mm



Single Directory

Image area: 60x37mm



Double Directory

Image area: 60x73mm

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.

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

Colour Requirements:

No RGB or spot colour to be used. CMYK only.

Crops and Bleed:

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



Display Advertising Dates 2024

ON SALE DATE	PROGRAMME COVERAGE	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERTS DELIVERY DEADLINE
4 Jan	Jan 13 - Jan 19	1 Dec	7 Dec	12 Dec	26 Dec
11 Jan	Jan 20 - Jan 26	7 Dec	12 Dec	17 Dec	2 Jan
18 Jan	Jan 27 - Feb 02	10 Dec	14 Dec	19 Dec	9 Jan
25 Jan	Feb 03 - Feb 09	5 Jan	10 Jan	15 Jan	16 Jan
1 Feb	Feb 10 - Feb 16	12 Jan	17 Jan	22 Jan	23 Jan
8 Feb	Feb 17 - Feb 23	19 Jan	24 Jan	29 Jan	30 Jan
15 Feb	Feb 24 - Mar 01	26 Jan	31 Jan	5 Feb	6 Feb
22 Feb	Mar 02 - Mar 08	2 Feb	7 Feb	12 Feb	13 Feb
29 Feb	Mar 09 - Mar 15	9 Feb	14 Feb	19 Feb	20 Feb
14 Mar	Mar 23 - Mar 29	23 Feb	28 Feb	4 Mar	5 Mar
21 Mar	Mar 30 - Apr 05	1 Mar	6 Mar	11 Mar	12 Mar
28 Mar	Apr 06 - Apr 12	8 Mar	13 Mar	18 Mar	19 Mar
4 Apr	Apr 13 - Apr 19	15 Mar	20 Mar	25 Mar	26 Mar
11 Apr	Apr 20 - Apr 26	22 Mar	27 Mar	1 Apr	2 Apr
18 Apr	Apr 27 - May 03	29 Mar	3 Apr	8 Apr	9 Apr
25 Apr	May 04 - May 10	5 Apr	10 Apr	15 Apr	16 Apr
2 May	May 11 - May 17	12 Apr	17 Apr	22 Apr	23 Apr
9 May	May 18 - May 24	19 Apr	24 Apr	29 Apr	30 Apr
16 May	May 25 - May 31	26 Apr	1 May	6 May	7 May
23 May	Jun 01 - Jun 07	3 May	8 May	13 May	14 May
30 May	Jun 08 - Jun 14	10 May	15 May	20 May	21 May
6 Jun	Jun 15 - Jun 21	17 May	22 May	27 May	28 May
13 Jun	Jun 22 - Jun 28	24 May	29 May	3 Jun	4 Jun
20 Jun	Jun 29 - Jul 05	31 May	5 Jun	10 Jun	11 Jun
27 Jun	Jul 06 - Jul 12	7 Jun	12 Jun	17 Jun	18 Jun

ON SALE DATE	PROGRAMME COVERAGE	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERTS DELIVERY DEADLINE
4 Jul	Jul 13 - Jul 19	14 Jun	19 Jun	24 Jun	25 Jun
11 Jul	Jul 20 - Jul 26	21 Jun	26 Jun	1 Jul	2 Jul
18 Jul	Jul 27 - Aug 02	28 Jun	3 Jul	8 Jul	9 Jul
25 Jul	Aug 03 - Aug 09	5 Jul	10 Jul	15 Jul	16 Jul
1 Aug	Aug 10 - Aug 16	12 Jul	17 Jul	22 Jul	23 Jul
8 Aug	Aug 17 - Aug 23	19 Jul	24 Jul	29 Jul	30 Jul
22 Aug	Aug 31 - Sep 06	2 Aug	7 Aug	12 Aug	13 Aug
29 Aug	Sep 07 - Sep 13	9 Aug	14 Aug	19 Aug	20 Aug
5 Sep	Sep 14 - Sep 20	16 Aug	21 Aug	26 Aug	27 Aug
12 Sep	Sep 21 - Sep 27	23 Aug	28 Aug	2 Sep	3 Sep
19 Sep	Sep 28 - Oct 04	30 Aug	4 Sep	9 Sep	10 Sep
26 Sep	Oct 05 - Oct 11	6 Sep	11 Sep	16 Sep	17 Sep
3 Oct	Oct 12 - Oct 18	13 Sep	18 Sep	23 Sep	24 Sep
10 Oct	Oct 19 - Oct 25	20 Sep	25 Sep	30 Sep	1 Oct
17 Oct	Oct 26 - Nov 01	27 Sep	2 Oct	7 Oct	8 Oct
24 Oct	Nov 02 - Nov 08	4 Oct	9 Oct	14 Oct	15 Oct
31 Oct	Nov 09 - Nov 15	11 Oct	16 Oct	21 Oct	22 Oct
7 Nov	Nov 16 - Nov 22	18 Oct	23 Oct	28 Oct	29 Oct
14 Nov	Nov 23 - Nov 29	25 Oct	30 Oct	4 Nov	5 Nov
21 Nov	Nov 30 - Dec 06	1 Nov	6 Nov	11 Nov	12 Nov
28 Nov	Dec 07 - Dec 13	8 Nov	13 Nov	18 Nov	19 Nov
5 Dec	Dec 14 - Dec 20	15 Nov	20 Nov	25 Nov	26 Nov
12 Dec	TBC	TBC	TBC	TBC	TBC
19 Dec	TBC	TBC	TBC	TBC	TBC
26 Dec	TBC	TBC	TBC	TBC	TBC



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TE PUKAPUKA TAPERE

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See page 6 for specifications and delivery



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