



New Zealand  
**gardener**  
Kaingaki Māra

**MEDIA KIT**

**2024**



**NZ GARDENER HAS BEEN CONTINUOUSLY PUBLISHED FOR 78 YEARS AND IS NEW ZEALAND'S MOST-LOVED, HIGHEST READ GARDENING MAGAZINE**

**256,000\***

**AVERAGE ISSUE READERSHIP  
PUBLISHED MONTHLY**

“*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*





## THE NZ GARDENER READER CORE DEMOGRAPHIC - AFFLUENT HOMEOWNERS AGED 45+

77% intend to go on holiday within NZ in the next 12 months

**FEMALE**  
155,000

61%

84%

**MAIN OR EQUAL HH SHOPPERS**  
216,000

80% have savings and investments

63% visited a garden centre instore or online in the last month

**HOMEOWNERS**  
189,000

74%

42%

**MORTGAGE FREE**  
107,000

65% gardened in the last month

91% agree the garden is as important as any other room in the house\*

**METROPOLITAN CITY DWELLERS**  
114,000

44%

62% are pet owners

**AVERAGE HH INCOME**  
\$96,781

89% love reading new recipes and trying them out\*

**61YRS**  
AVERAGE AGE

**ALL PEOPLE AGED 25-54**  
89,000

Source: Nielsen CMI Q322-Q223 AP 15+ Fused

\*Agree . tend to agree with statement

\*\* HH1 \$60K+

**NZ GARDENER IS AT THE CENTRE OF A COMMUNITY OF AVID READERS WITH A NUMBER OF TOUCHPOINTS**

**STUFF / LIFE & STYLE**

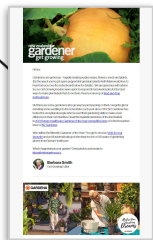
**1,399,000\*\***

\*\*Unique browsers each month in combination with magazine readership. nzgardener.co.nz houses articles from the magazine plus new content weekly under the lifestyle channel of Stuff.co.nz



**MAGAZINE**  
**256,000\***

AP 15+ average issue readership



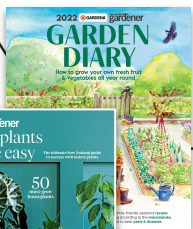
**GET GROWING EDM**

**28,043**

Average monthly send (Nov 23)

New Zealand **gardener** get growing

**360 DEGREE TOUCHPOINTS**



**SPECIAL EDITIONS**

Two or three produced every year - sold in retail outlets at \$16.20 each

Ave. print run 13,000



**DIGITAL MAGAZINE**

Available to subscribers - anytime, anywhere

**MORE THAN A MAGAZINE**

**IT'S A COMMUNITY OF GARDENERS**

\*Source: Nielsen CMI Q2 22 - Q2 23 AP 15+, Braze November 23

# 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 SPECIFICATIONS

**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](mailto: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 **E** [magsupport@stuff.co.nz](mailto:magsupport@stuff.co.nz)

# 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. **E** [magsupport@stuff.co.nz](mailto:magsupport@stuff.co.nz)

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

# DISPLAY ADVERTISING DATES 2024

COVER DATE	ON-SALE DATE <small>NOTE: SUBSCRIBERS RECEIVE 4-5 DAYS PRIOR TO ON-SALE DATE</small>	CANCELLATION	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
<b>JANUARY 2024</b>	04-JAN-24	22-Nov-23	29-Nov-23	6-Dec-23	17-Dec-23
<b>FEBRUARY</b>	29-JAN-24	08-Dec-23	11-Dec-23	15-Dec-23	11-Jan-24
<b>MARCH</b>	26-FEB-24	17-Jan-24	24-Jan-24	31-Jan-24	8-Feb-24
<b>APRIL</b>	01-APR-24	21-Feb-24	28-Feb-24	06-Mar-24	14-Mar-24
<b>MAY</b>	29-APR-24	20-Mar-24	27-Mar-24	03-Apr-24	11-Apr-24
<b>JUNE</b>	03-JUN-24	24-Apr-24	01-May-24	08-May-24	16-May-24
<b>JULY</b>	01-JUL-24	22-May-24	29-May-24	05-June-24	13-Jun-24
<b>AUGUST</b>	29-JUL-24	19-Jun-24	26-Jun-24	03-Jul-24	11-Jul-24
<b>SEPTEMBER</b>	02-SEP-24	24-Jul-24	31-Jul-24	07-Aug-24	15-Aug-24
<b>OCTOBER</b>	30-SEP-24	21-Aug-24	28-Aug-24	04-Sep-24	12-Sep-24
<b>NOVEMBER</b>	28-OCT-24	18-Sep-24	25-Sep-24	02-Oct-24	10-Oct-24
<b>DECEMBER</b>	02-DEC-24	23-Oct-24	30-Oct-24	06-Nov-24	14-Nov-24

# GARDEN MARKET RATES (DIRECTORY SECTION)

SIZE	SIZE (HXW)	1 ISSUE*	3 ISSUES*	6 ISSUES*	12 ISSUES*
QUARTER PAGE VERTICAL	124mm x 92mm	\$930	\$884	\$837	\$744
QUARTER PAGE HORIZONTAL	60mm x 188mm	\$930	\$884	\$837	\$744
EIGHTH PAGE HORIZONTAL	60mm x 92mm	\$525	\$499	\$473	\$420
EIGHTH PAGE VERTICAL	124mm x 44mm	\$525	\$499	\$473	\$420
ONE SIXTEENTH	60mm x 44mm	\$270	\$257	\$243	\$216
SMALL SQUARE	28mm x 44mm	\$135	\$128	\$122	\$108

## MATERIAL SPECIFICATIONS:

To be supplied as high-resolution PDF (no less than 300dpi). No bleed needed - please create to fit 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.

**\*NOTE:** Rates are per issue, exclude GST, in NZD and effective April 2023. Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost

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 advertisements designed by Stuff Ltd is the property of Stuff Ltd and reproduction in other publications without permission is not permitted.

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



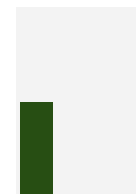
**Quarter Page Vertical**  
124mm x 92mm



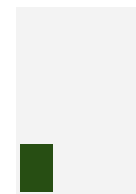
**Quarter Page Horizontal**  
60mm x 188mm



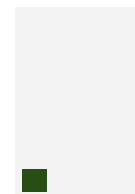
**Eighth Page Horizontal**  
60mm x 92mm



**Eighth Page Vertical**  
124mm x 44mm



**One Sixteenth**  
60mm x 44mm



**Small Square**  
28mm x 44mm

# GARDEN MARKET (DIRECTORY) DATES 2024

ISSUE	ON-SALE DATE NOTE: SUBSCRIBERS RECEIVE 4-5 DAYS PRIOR TO ON-SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	CANCELLATION DEADLINE
<b>JANUARY 2024</b>	04-JAN-24	22-Nov-23	29-Nov-23	22-Nov-23
<b>FEBRUARY</b>	29-JAN-24	08-Dec-23	11-Dec-23	08-Dec-23
<b>MARCH</b>	26-FEB-24	17-Jan-24	24-Jan-24	17-Jan-24
<b>APRIL</b>	01-APR-24	21-Feb-24	28-Feb-24	21-Feb-24
<b>MAY</b>	29-APR-24	20-Mar-24	27-Mar-24	20-Mar-24
<b>JUNE</b>	03-JUN-24	24-Apr-24	01-May-24	24-Apr-24
<b>JULY</b>	01-JUL-24	22-May-24	29-May-24	22-May-24
<b>AUGUST</b>	29-JUL-24	19-Jun-24	26-Jun-24	19-Jun-24
<b>SEPTEMBER</b>	02-SEP-24	24-Jul-24	31-Jul-24	24-Jul-24
<b>OCTOBER</b>	30-SEP-24	21-Aug-24	28-Aug-24	21-Aug-24
<b>NOVEMBER</b>	28-OCT-24	18-Sep-24	25-Sep-24	18-Sep-24
<b>DECEMBER</b>	02-DEC-24	23-Oct-24	30-Oct-24	23-Oct-24

## 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](http://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



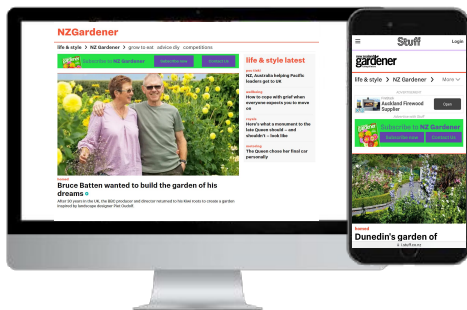
SINGLE PAGE  
Customised content produced by the NZ Gardener team. Choose from one of our many templates which allow for a variety of image and text combinations



### GET IN TOUCH

For more details, contact your Stuff Account Manager or **Elaine Millar ( Acting )** NZ Gardener Advertising Manager **E** [elaine.millar@stuff.co.nz](mailto:elaine.millar@stuff.co.nz) **M** 027 4983 280

NZ GARDENER'S CONTENT IS SHOWCASED ON STUFF, WITHIN THE LIFESTYLE VERTICAL



STUFF/ LIFE & STYLE  
1,399,000\*\*

\*\*This is the potential audience you reach when combining digital advertising on Stuff/ Life & Style and magazine advertising

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 & SPECIFICATIONS - WE HAVE A RANGE OF DIGITAL OPPORTUNITIES WE CAN DISCUSS WITH YOU TO ENSURE YOU ARE REACHING THE RIGHT AUDIENCE WITH THE RIGHT MESSAGING

### Get In Touch

For more details, contact your Stuff Account Manager or Elaine Millar (Acting) NZ Gardener Advertising Manager E [elaine.millar@stuff.co.nz](mailto:elaine.millar@stuff.co.nz) M 027 4983 280

# GET GROWING E-NEWSLETTER

GET GROWING ANSWERS READERS' QUESTIONS & PROVIDES WEEKLY PRACTICAL GARDENING ADVICE, TIPS & COMPETITIONS

FREQUENCY  
**WEEKLY**  
EVERY FRIDAY  
@49 WEEKS OF THE YEAR

AVERAGE MONTHLY SEND  
**28,043\***  
OPEN RATE  
**51%**

### GET GROWING ADVERTISING RATES & SPECIFICATIONS

#### AD UNIT

#### MREC

File size: 180kb. Image set to 72dpi. Static jpg or gif. Plus URL

#### HORIZONTAL BANNER

File size: 180kb. Image set to 72dpi. Static jpg or gif. Plus URL

#### SPONSORED CONTENT

Image size: 255 x 289 px. Static only. 50 words max. Plus URL

#### AD SIZE (WXH)

300 x 250 px

600 x 160 px

300 x 300 px

#### RATE

\$950

\$950

\$1,200



Hi Shona,

How do you know when it's the right time to plant veges in your garden? Most of us tend to follow the traditional convention of relying on calendar dates such as September 1 for spring and October's Labour Weekend for planting tomatoes. There are also the cues each of us recognise in our own gardens. For me it's the first flush of blooms on our Christmas plum tree, the new leaf growth on the passionfruit vine and the dropped return of kikuyu in the lawn. What are some of the signs you rely on to inform and advise your planting regime? Share your tips and photos at [inbox@getgrowing.co.nz](mailto:inbox@getgrowing.co.nz)

This week we also share some ideas on successful seed sowing and seedling care. And we have some tips for younger growers on how to germinate and grow a sunflower, often their first experience of propagation, and with spectacular results.

Happy gardening! Share your best crops, photos and feedback by emailing [inbox@getgrowing.co.nz](mailto:inbox@getgrowing.co.nz)



### DIY project



#### Make your own unique mini water feature

Jana Horne takes us through eight easy steps to make this water feature for the outdoor deck, patio or balcony.

[See the instructions →](#)

#### Keep leaves and debris out of your drains



#### Sponsored content

##### New Marley Curve twin pack

Introducing the new Curve twin pack from Marley because most houses need more than just one Curve to keep unwelcome leaves and debris out of downpipes, drains and tanks! Keep a look out for these convenient (and sustainable!) new packs at your local building or plumbing store and grab your Curve twin pack. Thoughtfully designed and made in New Zealand.

[Read more →](#)

\*Source: Braze November 2023

# GET IN TOUCH

## ADVERTISING + DIRECT BUSINESS

### ADVERTISING MANAGER (ACTING)

M 027 498 3280

E [ELAINE.MILLAR@STUFF.CO.NZ](mailto:ELAINE.MILLAR@STUFF.CO.NZ)

### MAGAZINE SUPPORT

E [MAGSUPPORT@STUFF.CO.NZ](mailto: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](mailto: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](mailto:LARESSA.MARINOVICH@STUFF.CO.NZ)

### VIJAI RAJU DIRECTOR - METRO MARKETS

M 027 807 4812 E [VIJAI.RAJU@STUFF.CO.NZ](mailto:VIJAI.RAJU@STUFF.CO.NZ)

### BRONWYN HAWKINS SALES DIRECTOR -

CHRISTCHURCH DIRECT M 027 487 3031

E [BRONWYN.HAWKINS@STUFF.CO.NZ](mailto:BRONWYN.HAWKINS@STUFF.CO.NZ)

