

NEW ZEALAND **MARKETING**

ESSENTIAL MARKETING INTELLIGENCE

MEDIA KIT 2022



CONTENT PILLARS

NZ MARKETING IS ONE OF THE COUNTRY'S MOST TRUSTED PROFESSIONAL BUSINESS MAGAZINES.

Most recently winning the title of **Supreme Magazine** 2019 at the MPA Magazine Media Awards, NZ Marketing magazine is the go-to publication for marketing professionals. It is New Zealand's only publication targeted specifically to marketing-oriented executives and is required reading for marketers in this country.

Its highly practical editorial stance and in-depth examination of the latest marketing trends has earned the magazine a reputation for contributing to the lifting of marketing standards in New Zealand. Published quarterly in March, June, September and December, and endorsed by the NZ Marketing Association, *NZ Marketing* delivers marketing intelligence and best practice for marketers and their advertising, media and PR agency partners in a visually appealing, easy-to-read, contemporary style.

Across our print, digital, social and event channels - our mission is a simple one: to help marketers excel in their careers.

EDITORIAL FOCUS // Journalistic in approach the magazine covers marketing and communications disciplines in the wider sense, in-depth and practical with a focus on facts, people, case studies and data.

TARGET AUDIENCE // Those working in marketing, advertising, media and PR – the communications professionals who, combined, specify over \$2 billion per annum in marketing spend. As well as supporting sectors such as research & insights, marketing automation & martech, video production & post-production, and many more.

READER PROFILE // Our specialist editorial team is skilled and creative when it comes to producing high-quality, investigative editorial and commercial content across our multiple channels. Content that provides our reader-audience with the insight and expertise they need to make decisions and drive the industry forward; and for our advertising-clients, content written for an engaged industry audience - marketing professionals from all levels of industry - delivered across an array of channels and platforms to interact with them in innovative ways.



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THE NUMBERS

NZ Marketing has a strong subscription and distribution base, and is endorsed by the NZ Marketing Association. As such, all members are paid subscribers. The magazine is also distributed to advertising and media agencies.

KEY MARKETING, ADVERTISING AND MEDIA DECISION-MAKERS READ NZ MARKETING

MAGAZINE

Audited Circulation (subscribers)

2,175*

NZ Marketing Association members

650 COMPANIES

Retail copies (leading bookshops)

450

Estimated readership

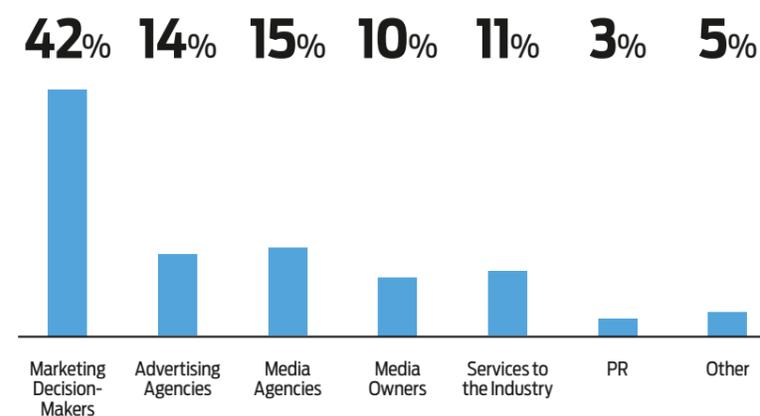
10,000

Total distribution

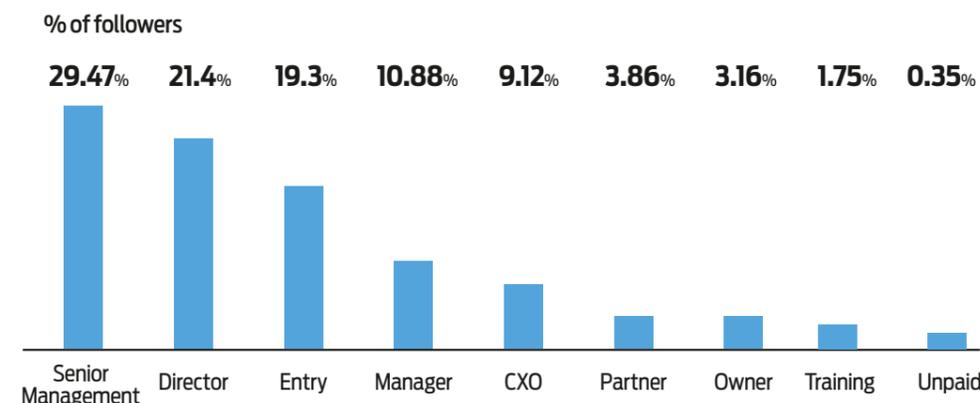
2,457

*Source: NZ Audited Bureau of Circulation

READER PROFILE



+75% OF NZ MARKETING MAGAZINE READERS ARE SENIOR MANAGEMENT OR HIGHER



WEBSITE

+2,000

average monthly unique visitors

1.56 minutes

average time on page

35%

audience who are marketing decision-makers

+400

weekly newsletter subscribers

*Google Analytics, Nov 2021

INSIDE THE MAG

▼ **ISSUES** // Investigations into the challenges facing the industry, including technological and business change, talent and HR management, economic trends, government regulation and business strategy



▲ **HOW TO** // Practical and experienced insight into the minutiae of marketing and communications, from marketing disciplines and strategy to campaigns, office politics and managing your boss



▲ **PERSONALITY PROFILES** // The back story and insights of our leading marketing and communications personalities



▲ **HORSE'S MOUTH** // The magazine provides strong opinion and insight into the core disciplines of marketing and communication



▲ **METRICS** // An intelligible summary of key data and trends about the market and industries

THE NZ MARKETING TEAM IS SKILLED AND CREATIVE WHEN IT COMES TO BRINGING EDITORIAL ALIVE ACROSS MULTIPLE MEDIUMS – PRINT, DIGITAL, SOCIAL, EVENTS - WHATEVER FITS THE AUDIENCE AND THE ESSENCE OF THE BRAND.

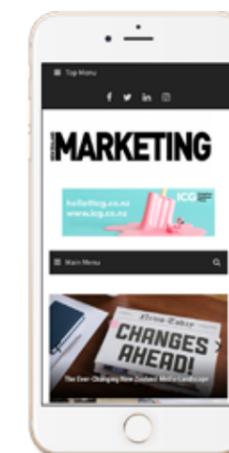
DESKTOP



DESKTOP // Long overdue, we launched www.nzmarketingmag.co.nz in late August 2020 with the aim of providing our audience up-to-date marketing trends, investigative features with deep dives into topical subjects, in-depth interviews with newsmakers, and practical guides across the full gamut of marketing disciplines in the wider sense, with a focus on facts, people, case studies and data. In Nov 2021 we have an average 4,700 monthly page views, +2000 average monthly unique visitors, with readers spending an average 2.12 minutes per page. Over time, the new site will also become an important and useful resource for marketers, archiving all content, and with a robust search functionality.

MOBILE

MOBILE // Our multi-format product portfolio, including the quarterly print edition, the website (updated as news breaks), the weekly eNewsletter plus the TVNZ NZ Marketing Awards delivers our audience the news, information and resources they want, when they want it and how they want it – whether it be bite-sized or in-depth, online – desktop or mobile, or in print.



EDM



EDM // Curated content from our website, packaged into a newsletter emailed out every Thursday. Currently we have +400 subscribers, a number which is growing weekly as we promote the site.

EVENT



EVENT // The Marketing Awards celebrate everything that makes marketing great in New Zealand. It's the only awards program dedicated to recognising and rewarding excellence and thought leadership in the essential business practice and discipline of marketing.

Not just execution, the whole kit and caboodle. The awards benchmark excellence across all aspects of marketing.

2022 THEMES, FEATURES AND TOPICS

MARCH/APRIL 2022

THE AGENCY ISSUE

ON SALE 28 MARCH 2022

Adland experienced significant changes during 2021 – this issue looks at some of the big issues creative and media agencies will be facing in 2022.

THE CONSULTANCY CONUNDRUM – The emergence of consulting firms in NZ’s advertising sector ramped up in recent months, with Accenture-owned The Monkeys and a Deloitte’s creative offering looking to disrupt the scene. Offering significant international resources across tech, data and creative integrations – we ask is this the agency of the future, one based on connected creativity? With several local agencies already progressing down this route, will the larger – perhaps more cumbersome – networks operating in the market need to rethink their operations or risk being left behind?

WHAT MATTERS: Harnessing the Creative Collective - On the back of the Axis Awards, NZ Marketing chats with big-brand marketers about their working relationships with their creative partners. What do they look for in a creative agency, what are some of the challenges these relationships face and what opportunities exist for producing better creative marketing?

RESPONSIBLE MEDIA AND MESSAGING – As consumers become more conscious of their health and wellbeing, and that of the environment around them, so too are brands finding the need to better align their messaging with content and channels that support such socially responsible branding. In this feature we discover what media companies are doing to channel this mindset through the content they produce and platforms they utilise – and in turn how media planners are responding.

OVERHAULING THE PITCH PROCESS – To pitch or not to pitch, or simply no-pitch appointments? We lift the secret veil on the process for securing work in the advertising industry. Are pitches a waste of time and money – Meridian Energy thinks so? Should agencies be paid for their time? Or should brands simply go on an agency’s track record? We explore...

THE DIVERSITY DILEMMA - New Zealand is an increasingly diverse country, and our creative output should reflect this. However, in the bid to become global success stories are our creative agencies forgetting their local roots and what makes Kiwi advertising so special – its people and culture? In this deep dive into the state of creative output in New Zealand we ask

award-winning creatives how they are stepping up to showcase Kiwiana of the future.

HOW TO: GENERATE MORE LEADS IN 2022- HubSpot’s State of Marketing report 2021 indicates that “Generating more leads” is a top priority for marketers. With privacy protocols and updates to search, social, and display/native platforms, and a hunger for more content across a diverse number of channels, how can marketers strategically go about generating better leads in 2022?

TOP TIPS FOR TRAINING YOUR STAFF - Marketing is becoming an increasingly diverse industry. From managing media strategy and integrating MarTech stacks to bringing customer journey maps to life – how are CMOs managing their teams and training needs? What are the challenges and opportunities facing the upskilling of the industry? Agency Map – we’re updating our popular Agency Map – an overview of Adland in New Zealand – a useful resource for marketers, especially those new to the scene.

DEADLINES:

Advertorial (copy & images supplied) - Booking 21 Jan 2022; Copy & Images 9 Feb 2022; Final 3 March 2022

Brand ads (finished material supplied) – Booking 9 Feb 2022, Material 3 March 2022

JUNE/JULY 2022

THE OMNICHANNEL ISSUE

ON SALE 27 JUNE 2022

As retailers look to increase their capabilities across new and exciting channels using the latest tools and tech, marketing will be essential in bringing these evolving retailers to their customers in ways that are relevant, targeted and creative.

Content in this issue will focus around exploring the connection between marketing channels and better CX, with a strong retail marketing focus, and discuss how retailers can be at the top of their game if they offer a consistent experience to customers across different touchpoints.

DEADLINES:

Advertorial (copy & images supplied) - Booking 29 April 2022; Copy & Images 13 May 2022; final approval 3 June 2022.

Brand ads (finished material supplied) – Booking 11 May 2022, Material 3 June 2022

SEPTEMBER/OCTOBER 2022

THE TVNZ-NZ MARKETING AWARDS 2022 & THE MARTECH ISSUE

ON SALE 26 SEPT 2022

This issue includes write-ups on all the TVNZ-NZ Marketing Awards 2022 winners, as well as exclusive interviews with marketers and marketing companies at the top of their game.

The 2022 edition of the Awards will include new marketing technology categories that interrogate brand strategy regarding CRM & Data Management; Customer & Market Insight; and Media and/or Channel Utilisation.

As such, the overarching theme of this issue will be around tech trends shaping marketing, from programmatic to data management, and will include a feature on effectively using MarTech to deliver better CX.

DEADLINES:

Advertorial (copy & images supplied) - Booking 29 July 2022; Copy & Images 12 Aug 2022; Final Approval 2 Sept 2022

Brand ads (finished material supplied) – booking 10 August 2022, Material 2 Sept 2022

DECEMBER/JANUARY 2022

THE ON-DEMAND ISSUE

ON SALE 12 DEC 2022

If retail marketing is about that omnichannel approach, then it’s safe to say digital marketing is about brands being available on demand. And not just always “on,” but also always relevant, responsive to the consumer’s desire for marketing that cuts through the noise with pinpoint delivery.

This issue will explore marketing in an era of on-demand culture, and discover how media companies are using digital technologies to reach audiences wherever they are.

At the same time will speak to brands who are making use of the latest in mobile marketing dynamic digital displays to maintain that always on presence.

DEADLINES:

Advertorial (copy & images supplied) - Booking 14 Oct 2022, Copy & Images 28 Oct 2022, Final approval 17 Nov 2022

Brand ads (finished material supplied) – Booking 26 Oct 2022, Material 17 Nov 2022

COMMERCIAL OPPORTUNITIES

NZ Marketing regularly commissions specialist writers and exclusive research to publish marketing related surveys, features and guides. These provide advertising and sponsorship options to align your brand with. Ask Vernene Medcalf about these – vernene.medcalf@icg.co.nz

PAID CONTENT (ADVERTORIAL)

Our audience wants to read articles that cover marketing, advertising and media topics, and are also:

NEW // What can you tell our readers that they haven't heard before?

DISTINCTIVE // Do you have an unusual perspective on something?

HUMAN STORIES // Readers love hearing about personal stories - real responses to well-loved brands, things that touch the emotions.

USEFUL ADVICE // Do you have expertise in an area marketers/advertisers struggle with? What can you advise?

This option provides advertisers an opportunity to tell stories and deliver complex messages in a high quality advertorial-style format. Can be company profiles, case-studies, expert opinion/thought-leadership - either prepared by the advertiser or, for an extra cost, written by NZ Marketing journalists.

This type of content allows advertisers to contract our editorial team to use their judgement and skill to tell our readers your story in a compelling way, appropriate to our channels.

The content can be published in the magazine only, or also on **StopPress.co.nz** and/or **nzmarketingmag.co.nz**

If you're looking to educate this sector about an industry issue or comment on an ongoing marcomms conversation this is an opportunity to deepen marketers' and agencies' understanding of trends and developments which may affect their businesses.

STOPPRESS - website, newsletters and events – the hub for New Zealand's communications industry, provides essential news and intelligence.

Informative and interactive, StopPress website is updated daily, providing readers a forum for lively commentary and opinion on industry trends, movers/shakers, job opportunities and more.

Website has an average 82,000 monthly pageviews, 32,000 monthly unique visitors, and digital newsletters are emailed to 7,000 subscribers every Tuesday and Friday.

If you're looking to directly introduce your brand to this audience, and maintain high awareness, this is the place.

PAID CONTENT OPTIONS

- **INTERVIEW** Tap into our editorial skills. Our writers will work with the advertiser to find angles which align with our audiences' interests. Interviews can be face-to-face or via phone or email.
- **Q&A** Our editorial team will provide the advertiser with a series of questions to answer – usually via email.
- **ADVERTISER SUPPLIED** – Advertiser writes the article, and our editorial team will sub-edit and work into our style.

TOPIC SERIES

When you want to delve deep into a topic or sector - anything from millennials' TV viewing habits to the current thinking on marketing tech/ programmatic advertising and everything in-between. Our writers will work with you to find the best angles.

IMAGES enhance the content, and we ask the advertiser to provide these. Can be people pics, graphs/ infographics, product shots, etc.. Size requirements depend on how the image is to be used. A standard picture running across two columns of text should be 150 x 90mm or larger. Usually though we can work with any size. Images need to be high-resolution (300dpi or more) and sent in **.jpg or .tif** format please. Photography can be arranged at an additional cost.

RATES & DEADLINES 2022

MAGAZINE - DISPLAY (BRAND) ADVERTISING

Outside Back Cover	230mm wide x 275mm high	\$3,500
Inside Front Cover	230mm wide x 275mm high	\$3,500
Inside Front Cover & Page 1 - DPS	460mm wide x 275mm high	\$5,000
Double Page Spread	460mm wide x 275mm high	\$4,700
Full page	230mm wide x 275mm high	\$3,000
Half page Vertical	100mm wide x 235mm high	\$1,800
Half page Horizontal	205mm wide x 120mm high	\$1,800

Advertiser to supply finished, camera-ready artwork as high resolution (300dpi or more) PDF file

MAGAZINE - INSERTS AND TIP-ONS

Inserts within the magazine are a popular way to deliver promotional material direct to our readers

promotional material direct to our primary readers		
Quantity to supply	\$3,000	
Standard rate - A4 size		\$1,800
Non-standard size		POA
<i>Tip-ons can be attached to the cover or inside the mag</i>		POA

MAGAZINE - PAID CONTENT (ADVERTORIAL) RATES

Rates include interview, writing, design, production and media space. Subject to specific requirements.

Images to be supplied by advertiser

Style/Format	One Page	Two pages
	600 words plus 2 images	1200 words plus up to 5 images
Interview	\$4,000	\$5,000
Q&A	\$3,700	\$4,700
Advertiser to write	\$3,300	\$4,300
3 or 4 page options also available		POA

Add \$1000 to also publish on NZ Marketing and StopPress (digital)

Article series (includes Intro) 5 pages in NZ Marketing mag - \$8000

Include digital (NZMarketingMag.co.nz or StopPress.co.nz) - \$10,000

DEADLINES - MAGAZINE DISPLAY (BRAND) ADVERTISING

Issue	Booking	Material	Loose inserts	On-sale date
March	09 Feb	3 Mar	10 Mar	28 Mar
June	11 May	3 June	10 June	27 June
Sept	10 Aug	2 Sept	9 Sept	26 Sep
Dec	26 Oct	17 Nov	24 Nov	12 Dec

DEADLINES - MAGAZINE PAID CONTENT (ADVERTORIAL)

Issue	Booking	Copy & Images	Final Approval	On-sale date
March	21 Jan	9 Feb	3 Mar	28 Mar
June	29 Apr	13 May	3 June	27 June
Sept	29 July	12 Aug	2 Sept	26 Sep
Dec	14 Oct	28 Oct	17 Nov	12 Dec

WEBSITE AND EDM - BRAND ADVERTISING (BANNERS)

Rates are for 7 days on website only	Pixels	Weekly Rate
Megaheader	1920x480	\$1,000
Homepage background skins	1980x1000	\$3,500
Large Tower	300x5600	\$700

Rates are for 7 days on website plus also in weekly eDM

Leaderboard (supply 3 sizes)	728x90, 320x100, 600x200	\$700
Medium Rectangle 1 (MREC 1)	300x250	\$600
Medium Rectangle 2 (MREC 2)	300x250	\$400

SOLUS EDM - ONE OFF SEND

Advertiser's undiluted message emailed directly to 400+ subscribers	\$1,000
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Deadlines

Supply assets plus URL click-throughs 3 working days prior to live date

· All rates are subject to NZ Marketing's standard conditions of sale	
· All rates are quoted exclusive of GST	
· GST does not apply to non-New Zealand advertisers	
· All invoices to be paid in NZ Dollars	
· All rates are Agency commission bearing	

TERMS AND CONDITIONS

Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by ICG Media Ltd.

Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material

- a All advertising material shall be delivered to the Publisher without expense to the Publisher
- b Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- c Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- d Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection

Should advertising rates change, Advertisers on a current contract with ICG Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

Terms

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months

shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

Tax and levies

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General

- a The Publisher reserves the right to decline the insertion of any advertisement
- b The placement of an advertisement is at the Publisher's discretion - except where a preferred position loading has been paid
- c Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- d While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- a is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- b is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- c is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that ICG Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

AD SIZES, SHAPES AND TECHNICAL DATA

Mechanical

Size: 230w x 275h
 Binding: Perfect bound
 Colour: CMYK

Sizes

Full page

Trim: 230w x 275h
 Bleed: 236w x 281h

DPS - Double Page Spread

Trim: 460w x 275h
 Bleed: 466w x 281h

DPS - Inside Front Cover (IFC), Inside Back Cover (IBC) and opposing pages

Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

Single page image area:

230w x 275h (deep)
 Bleed: 236w x 281h

Back cover

Full page portrait

Material format

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

Using Acrobat Distiller

- 1 Print document to file by selecting PostScript® File printer option in the print dialogue window
- 2 Select Adobe PDF or Acrobat Distiller PPD
- 3 Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- 4 Select crop marks
- 5 Select composite CMYK output
Include all fonts
- 6 Set transparency flattening options to high resolution
- 7 Save to create the PostScript® file
- 8 Launch Adobe Acrobat Distiller
- 9 Select PDF/X1a as the default job options
- 10 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

Exporting from InDesign

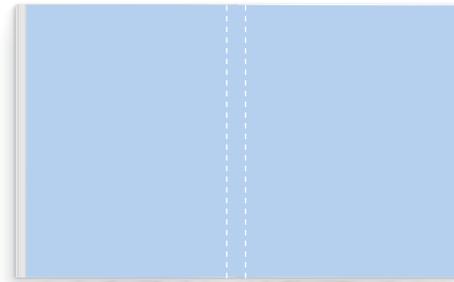
- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

Screen

175 lpi (screen ruling)

Proofs

A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.



Spread (double page)

Trim size: 460mm x 275mm
 + 3mm bleed all round
 Clear: 20mm in spine



Single (full page)

Trim size: 230mm x 275mm
 + 3mm bleed all round



Half page horizontal

Trim size: 205mm x 120mm



Half page vertical

Trim size: 100mm x 235mm
 + 3mm bleed all round

ICG Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz>. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479. The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.