

NEW ZEALAND **MARKETING**

ESSENTIAL MARKETING INTELLIGENCE

MEDIA KIT 2024



CONTENT PILLARS

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

Winner Best Trade Magazine, 2023 MPA Magazine Media Awards, NZ Marketing 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.

QUALITY CONTENT // 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

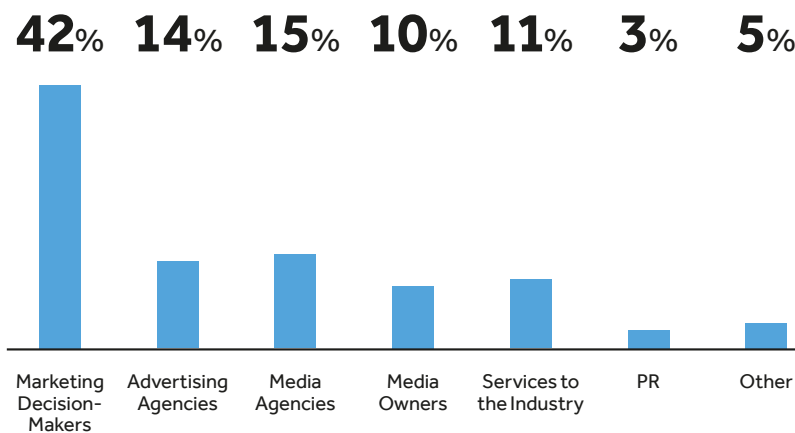
10,000

Air New Zealand Lounges copies

650

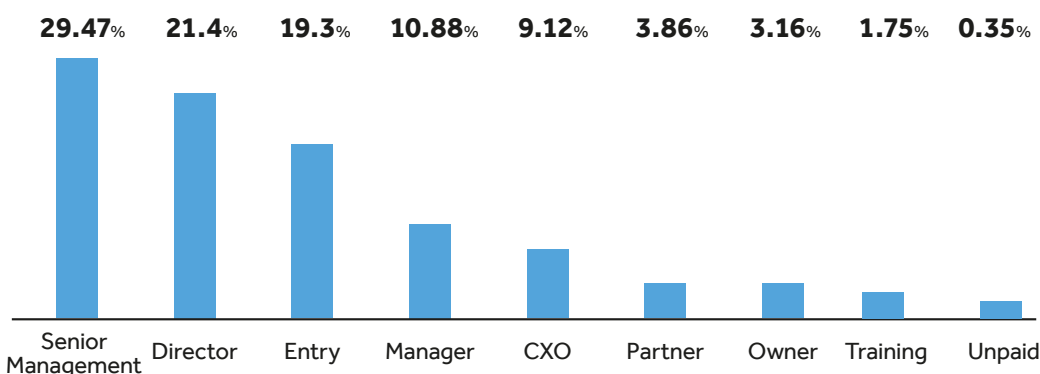
*Source: NZ Audited Bureau of Circulation

READER PROFILE



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

% of followers



WEBSITE

3,000

*average monthly unique visitors

6,300

*Average monthly unique Pageviews

1.44 minutes

*average time on page

35%

*Marketing Decision-Makers

750

**Weekly Newsletter Subscribers

Sources

*Google Analytics Jan-Dec 2023

**Campaign Monitor Nov 2022

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 Oct 2022 we have an average 5,800 monthly page views, +3000 average monthly unique visitors, with readers spending an average 1.44 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 +695 subscribers, a number which is growing weekly as we promote the site.

AWARDS & EVENTS



EVENTS // 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.

// The Future of Retail Marketing Conference held each July in Auckland.

2024 THEMES, FEATURES AND TOPICS

Inside every issue of NZ Marketing, and via our digital platform NZMarketingMag.co.nz – readers can look forward to these thought-provoking reads:

- **INDUSTRY INSIGHTS** Unique insights on the latest happenings and hot topics consuming the marcomms community.
- **MEDIA MOVER:** An interview with a media personality making waves, to hear about their own work, as well as thoughts on the wider industry.
- **ADVERTISING UP-&-COMER:** Each issue we ask a young ad exec to reflect on their career to date and give us their take on the industry.
- **CREATIVE CLOSER:** Delves into the minds some of the industry-leading creatives who have left an impact both in New Zealand and on a global level. We speak to visionaries, problem-solvers, and passionate creatives who are making an impression, to learn more about what makes them tick, what inspires them, and what ignites their creative spark.
- **BEHIND THE SCENES:** A look at what goes into making a standout and/or award worthy advertising campaign
- **SOCIAL MEDIA COLUMN:** A social media expert highlights key trends and talking points from the metaverse.
- **BRANDS TO WATCH:** Who's doing great brand work in NZ? Leading brand strategists share their views - from Barbie to The Warriors and the next hot thing.
- **TOP 10 ADS ANALYSIS:** Our partners at TRA and ThinkTV regularly ask a nationally representative sample of over 1,000 New Zealanders what their current favourite TV ad is
- **COMMS COUNCIL PARTNERSHIP:** Axis, Beacons, Pressies, EFFIES 2024 –We'll shine a light on the winners in 2024.
- **SEPTEMBER:** NZ Marketing Awards Winners – We profile all 2024 winners.
- **DECEMBER:** Trend Alert – Industry-wide thought leaders share details on marketing trends they expect to impact brand work in 2025.

MARCH/APRIL 2024

ON SALE 1 APRIL 2023

DEADLINES:

Advertorial (copy & images supplied)

- Booking 2 Feb 2024
- Copy & Images 16 Feb 2024
- Final Approval 1 March 2024

Brand ads (finished material supplied)

- Booking 16 Feb 2024
- Material 1 March 2024

JUNE/JULY 2024

ON SALE 1 JULY 2024

DEADLINES:

Advertorial (copy & images supplied)

- Booking 3 May 2024
- Copy & Images 17 May 2024
- Final Approval 131 May 2024

Brand ads (finished material supplied)

- Booking 17 May 2024
- Material 31 May 2024

SEPTEMBER/OCTOBER 2024

ON SALE 9 SEPTEMBER 2024

DEADLINES:

Advertorial (copy & images supplied)

- Booking 12 July 2024
- Copy & Images 26 July 2024
- Final Approval 9 Aug 2024

Brand ads (finished material supplied)

- Booking 26 July 2024
- Material 9 Aug 2024

DECEMBER/JANUARY 2024/25

ON SALE 9 DECEMBER 2024

DEADLINES:

Advertorial (copy & images supplied)

- Booking 11 Oct 2024
- Copy & Images 25 Oct 2024
- Final approval 8 Nov 2024

Brand ads (finished material supplied)

- Booking 25 Oct 2024
- Material 9 Nov 2024

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@scg.net.nz +64 21 628 200](mailto:vernene.medcalf@scg.net.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 **NZMarketingmag.co.nz** and **StopPress.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.

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 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 2024

MAGAZINE - DISPLAY (BRAND) ADVERTISING

Outside Back Cover	210mm wide x 275mm high	\$3,500
Inside Front Cover	210mm wide x 275mm high	\$3,500
Inside Front Cover & Page 1 - DPS	420mm wide x 275mm high	\$5,000
Double Page Spread	420mm wide x 275mm high	\$4,700
Full page	210mm wide x 275mm high	\$3,000
Half page Horizontal	205mm wide x 126.5mm high	\$1,800
Half page Vertical	95mm wide x 265mm 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

Quantity to supply	\$2,500	
Standard rate - A4 size		\$1,800
Non-standard size		POA
Tip-ons can be attached to the cover or inside the mag		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	\$8,000	
Include digital (NZMarketingMag.co.nz or StopPress.co.nz)	\$10,000	

PRINT

DISPLAY (BRAND) ADVERTISING

Issue	Booking	Material	Loose inserts	On-sale date
March	16 Feb	01 Mar	09 Mar	1 April
June	17 May	31 May	08 June	1 July
Sept	26 July	9 Aug	07 Sept	9 Sep
Dec	25 Oct	9 Nov	8 Nov	9 Dec

DEADLINES - MAGAZINE PAID CONTENT (ADVERTORIAL)

Issue	Booking	Copy & Images	Final Approval	On-sale date
March	2 Feb	16 Feb	01 Mar	1 April
June	3 May	17 May	31 May	1 July
Sept	12 July	26 July	9 Aug	9 Sep
Dec	11 Oct	25 Oct	8 Nov	9 Dec

DIGITAL

WEBSITE AND EDM - DISPLAY ADVERTISING (BANNERS)

Rates are for 7 days on website only	Pixels	Weekly Rate
Megaheader	1920x480	\$1,000
Homepage background skins	1980x1000	\$1,000
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 570+ 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; quoted exclusive of GST, Agency commission bearing.
- GST does not apply to non-New Zealand advertisers
- All invoices to be paid in NZ Dollars

AD SIZES, SHAPES AND TECHNICAL DATA

Mechanical

Size: 210W x 275h
 Binding: Perfect bound
 Colour: CMYK

Sizes

Full page

Trim: 210mm wide x 275mm high
 Bleed: 216mm wide x 281mm high

DPS - Double Page Spread

Trim: 420mm wide x 275mm high
 Bleed: 426mm wide x 281mm high

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:

210mm wide x 275mm high
 Bleed: 236mm wide x 281mm high

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

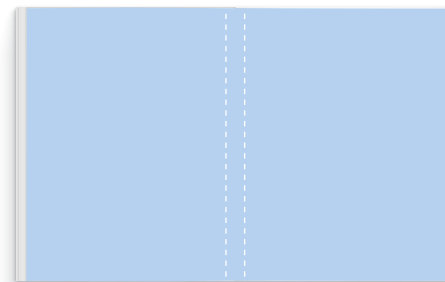
- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

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: 420mm x 275mm
 + 3mm bleed all round
 Clear: 20mm in spine



Single (full page)

Trim size: 210mm x 275mm
 + 3mm bleed all round



Half page horizontal

Trim size: 200mm x 126.5mm

SCG 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.

TERMS AND CONDITIONS

Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by SCG 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, one month prior to the publication date.

Material

- a** All advertising material to 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. couriers) to be recoverable from the Advertiser or Advertising Agency and to 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 SCG 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 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 quarterly, 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 SCG 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.