

Media kit 2025

NEW ZEALAND MARKETING



About NEW ZEALAND **MARKETING**

Essential.

NZ Marketing magazine brings you essential intel on the worlds of marketing, media and advertising four times a year in print and always online.

Our mission

We want to help marketers in Aotearoa excel in their careers – and our print, digital, social and event channels combine to make that happen

Practical approach

NZ Marketing's highly skilled team examines complex topics, distilling the key features and presenting valuable information in an easily digestible format

Original content

We commission research and publish exclusive interviews, opinion and case studies from top industry figures

Quality intel

Our journalists work with industry leaders to deliver expert analysis, useful content and essential insight for the marketing community

NEW ZEALAND **MARKETING** awards & events

The best fun.

In 2025, *NZ Marketing* magazine and event partner the Marketing Association will again stage the glittering YouTube NZ Marketing Awards. Join us, won't you?



Dedicated

The YouTube NZ Marketing Awards is the only awards programme in Aotearoa to focus on the disciplines and benefits of great marketing

Prestigious

These fiercely competitive awards set the bar for marketers in this country – just being nominated is a significant achievement, while a win can be career defining

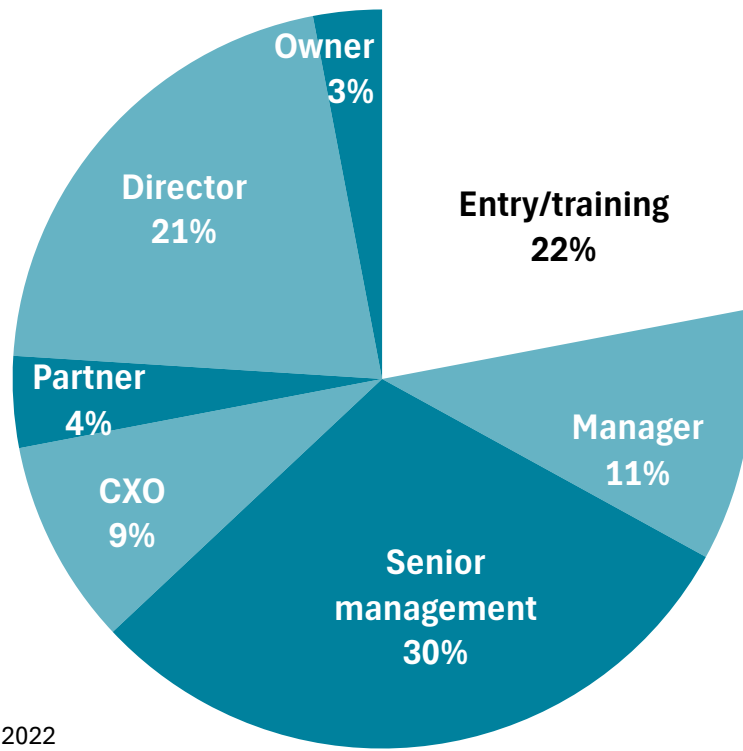
Sponsorship opportunities

Email SCG Media
CEO Marcus
Hawkins-Adams
to get involved

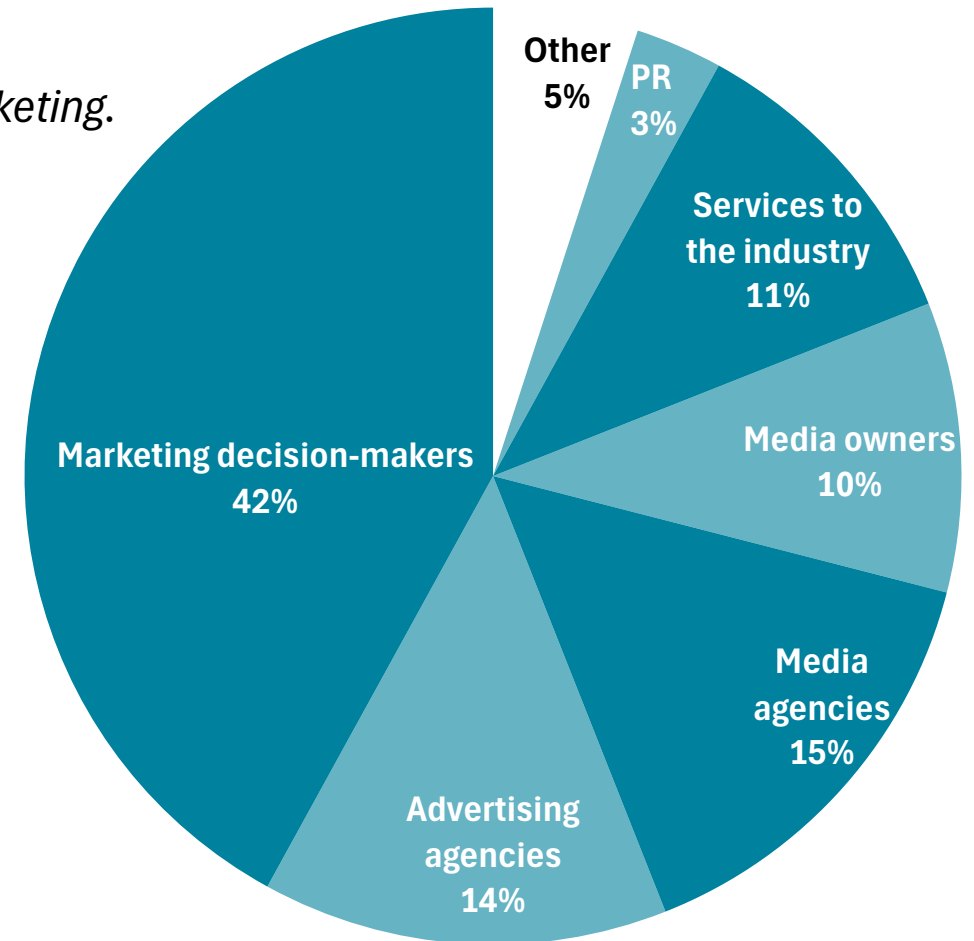
The NEW ZEALAND **MARKETING** audience

People who matter.

Key marketing, advertising and media decision-makers read *NZ Marketing*.



Reader profiles



Source: Reader survey 2022

The NEW ZEALAND **MARKETING** metrics

Numbers you can count on.

NZ Marketing magazine has a strong subscription and distribution base, with an engaged digital readership.

Magazine

NZ Marketing has 2000+ subscribers across print and digital – and an estimated readership of 10,000

Website

We average 47,300 monthly impressions at nzmarketingmag.co.nz – dwell time is 1.07 minutes per page

eDM

Our email newsletter is sent to more than 700 subscribers every fortnight – the average open rate is 46%

Socials

NZ Marketing has more than 1850 followers on LinkedIn, or find us on Facebook, YouTube and Instagram

Sources: Subscriber records, Google Analytics (Dec 2023-Nov 2024), Campaign Monitor (Oct-Dec 2024)

What NEW ZEALAND **MARKETING** delivers

Essential eyeballs.

NZ Marketing is endorsed by the NZ Marketing Association, whose members are all paid subscribers. The magazine is also distributed to advertising and media agencies.

Targeted audience

NZ Marketing showcases your brand directly to top marketers – 67% of readers are senior management or higher

Trusted environment

Our contextually relevant print and online platforms inspire confidence in your brand

Required reading

NZ Marketing is the go-to publication for industry professionals in Aotearoa

Decision makers

Our readers are senior communications professionals – between them, they specify more than \$2 billion per annum in marketing spend

Publication dates 2025

Quarterly.

Everything you need to know in a freshly curated issue four times a year.

Issue 82:
March/April
On sale
March 31

Issue 83:
June/July
On sale
June 16

Issue 84:
**September/
October**
On sale
September 8

Issue 85:
**Dec 2025/
Jan 2026**
On sale
December 8



NEW ZEALAND **MARKETING** issue themes for 2025

Issue 82:
**March/
April**
On sale
March 31

- **We survived to 25... now what?**
How's everyone doing? We take the temperature of the industry.
- **Agency perceptions survey**
Our two-yearly study lifts the lid on what senior marketers really want from creative partners.

Issue 84:
**Sept/
Oct**
On sale
Sept 8

- **YouTube NZ Marketing Awards**
Every winner of every award... and the stories behind them.
- **Marketing's surprise hits**
A pill, products and a musical that were a runaway success (eventually).

Issue 83:
**June/
July**
On sale
June 16

- **South Island spotlight**
Who's who in Te Wai Pounamu. Plus: Is it really easier to get a gig in Alaska than Auckland?
- **Gen Z spills the tea**
They're young, they're fun and they make agencies hum. Meet the new crop of marketers.

Issue 85:
**Dec 2025/
Jan 2026**
On sale
Dec 8

- **Trend report**
The essential run-down of what's hot and what's what for 2026.
- **What are humans for anyway?**
Self-service models are on the rise, generative AI is taking over... But people are still the secret sauce for brands.

Rates: display ads & inserts

Bold and beautiful.

Make a statement and deliver maximum impact with a brand advert.

Covers

Outside back

\$3,500

Inside front

\$3,500

Inside front

+ page 1

\$5,000

Inserts & tip-ons

Standard size
(210mm x 275mm)

\$1,800

Non-standard size

POA

Run of mag

Full page

\$3,000

Double page spread

\$4,700

Half page vertical

\$1,800

Specs

For Ts&Cs,
dimensions
and deadlines, visit
[nzmarketingmag.co.nz/
advertise-with-
nz-marketing](http://nzmarketingmag.co.nz/advertise-with-nz-marketing)

All prices in NZ\$, quoted exclusive of GST and agency commission bearing

Rates: paid content

It's all about you.

Advertorials deliver your undiluted message, giving readers a chance to really soak up the details.

Interview

Full page
\$4,500
DPS
\$5,500

Wordcounts

Full page
500 words + 2 images
DPS
1,000 words + up to
5 images

Q&A

Full page
\$4,000
DPS
\$5,000

Supplied content

Full page
\$3,500
DPS
\$4,500

Get in touch to talk about 3 or 4-page options

Booking dates and deadlines 2025

Issue 82:
**March/
April**
On sale
March 31

- **Advertorial**
Booking deadline: Jan 31
Copy & images: Feb 14
Final approval: Feb 28
- **Brand ads** (supplied)
Booking deadline: Feb 12
Material deadline: Mar 6

Issue 84:
**Sept/
Oct**
On sale
Sept 8

- **Advertorial**
Booking deadline: July 11
Copy & images: July 25
Final approval: Aug 8
- **Brand ads** (supplied)
Booking deadline: July 23
Material deadline: Aug 14

Issue 83:
**June/
July**
On sale
June 16

- **Advertorial**
Booking deadline: Apr 18
Copy & images: May 2
Final approval: May 16
- **Brand ads** (supplied)
Booking deadline: Apr 30
Material deadline: May 22

Issue 85:
**Dec 2025/
Jan 2026**
On sale
Dec 8

- **Advertorial**
Booking deadline: Oct 10
Copy & images: Oct 24
Final approval: Nov 7
- **Brand ads** (supplied)
Booking deadline: Oct 22
Material deadline: Nov 13

Rates: digital

Online, all the time.

Stay all week on our website, or pop into our subscribers' inboxes with a solus eDM.

Solus eDM

One-off send

Your undiluted message
emailed directly to 200+
subscribers

\$500

Average open rate

46.06%

Rectangles

MREC 1

\$600

MREC 2

\$400

Large tower

\$700 (web only)

Go up top

Megaheader

\$1,000

Leaderboard

\$700

Specs

For Ts&Cs,
dimensions
and deadlines, visit
[nzmarketingmag.co.nz/
advertise-with-
nz-marketing](http://nzmarketingmag.co.nz/advertise-with-nz-marketing)

Why go for NEW ZEALAND **MARKETING** gold sponsorship?

**You're the best, right?
Claim your place.**

Gold sponsorship delivers more than just a spot on the website.

Brand alignment

Affiliate your brand with *NZ Marketing*, Aotearoa's only bespoke title for marketing-focused executives

Trusted environment

Our contextually relevant platform inspires confidence in your brand

Brand awareness

Constant presence with a quality, engaged audience on the website and in eDMs

Prestige

Cement your position as a leading organisation in Aotearoa's marketing and comms landscape

NEW ZEALAND **MARKETING** gold sponsorship package

Over 12 months, you get all this:

- Your logo in a dedicated section on every page of nzmarketingmag.co.nz
- Always-on logo tile on website and all fortnightly e-newsletters
- Media/display advertising package to the value of \$9k that can be used across website banners, solus eDMs or paid branded content – online or in the magazine
- Your logo in every issue of *NZ Marketing* magazine
- You'll be our first choice of expert commentary for relevant editorial features across *NZ Marketing* magazine and StopPress®
- 20% discount on display advertising (rack rate) across *NZ Marketing*, nzmarketingmag.co.nz, [StopPress.co.nz](https://stoppress.co.nz) and [Idealogue.co.nz](https://idealogue.co.nz)
- Minimum annual reach: 620,000

Annual rate: \$12k + GST

