

**habitat**  
by Resene

# media kit

[habitatbyresene.co.nz](https://habitatbyresene.co.nz)



# welcome

**habitat by Resene** ([habitatbyresene.co.nz](https://habitatbyresene.co.nz)) is about inspiration. We help people bring out the best in their home and design projects covering a full spectrum of interiors and exteriors, from small weekend refreshes to major renovations and refurbishments with an emphasis on the power of style, paint and colour.

Our digital content embraces design, lifestyle and creativity in all its forms, offering readers practical advice, expert insights and real-life inspiration. With the largest digital eDM base in the home category, we connect with homeowners, renovators, designers and creatives seeking ideas and solutions.

**For your brand, aligning with habitat by Resene means placing your product in front of an engaged audience already in the mindset to design, renovate and buy.**

Our readers trust us to guide them through their projects, which means they are more likely to trust and purchase from the brands we showcase. We can inspire their next project while shining a spotlight on your product or service.



# content pillars

## Home inspiration

habitat by Resene showcases inspiring homes, celebrating colour and design ideas that spark creativity for projects, updates and renovations.

## DIY

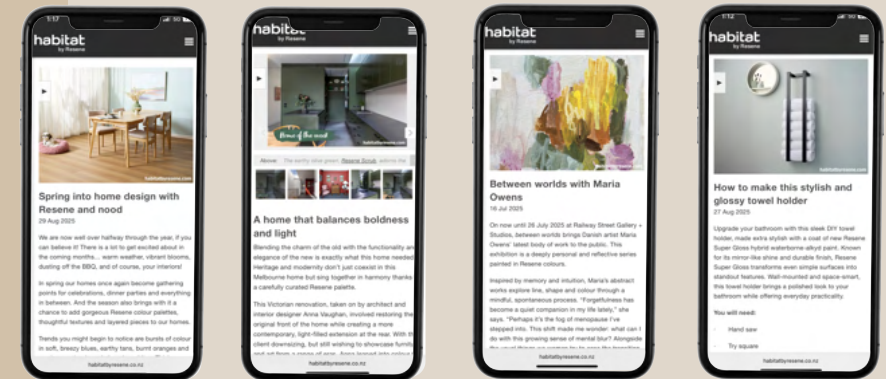
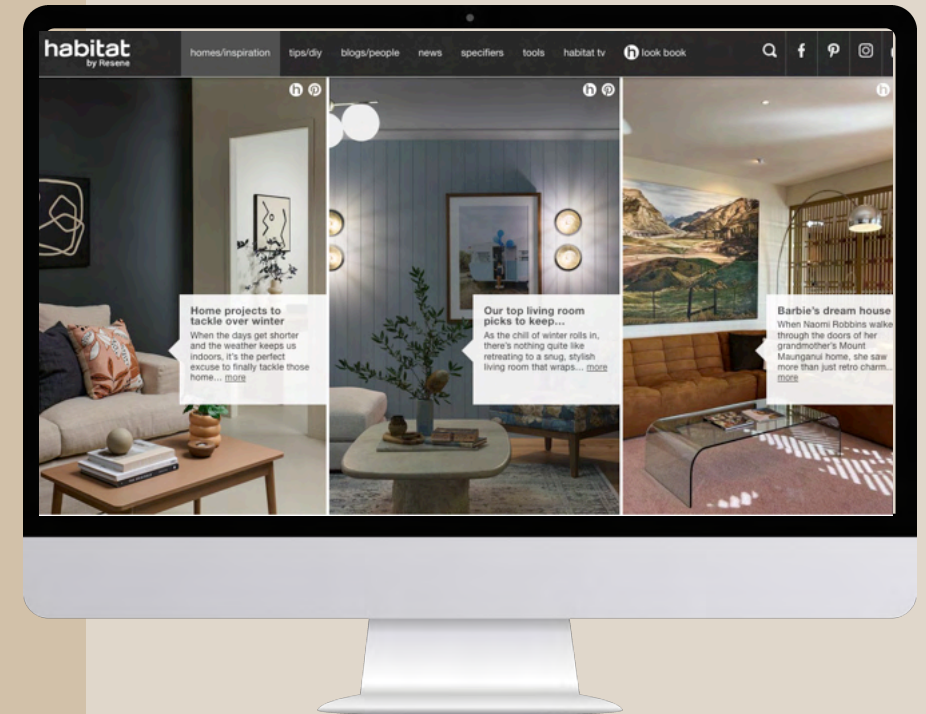
habitat by Resene shares practical DIY projects and expert tips, helping readers refresh their spaces creatively, affordably and with confidence.

## People

habitat by Resene highlights the designers, architects and homeowners shaping New Zealand design, sharing stories that celebrate creativity.

## News

habitat by Resene delivers the latest colour trends, design updates and product innovations, keeping readers informed about styling techniques.





# our audience

Passionate about enhancing spaces both inside and out, our audience are style seekers and problem-solvers who are on the lookout for new ideas, clever solutions and products to transform their home.

From bold colour enthusiasts to lovers of timeless neutrals, they're driven by the desire to create spaces that reflect who they are.



**300k**  
monthly  
website views\*



**262k**  
e-newsletter  
subscribers



**80%**  
female  
audience



**36k+**  
total social  
media  
following\*\*



**33%**  
e-newsletter  
open rate



**20%**  
male  
audience



# weekly newsletter

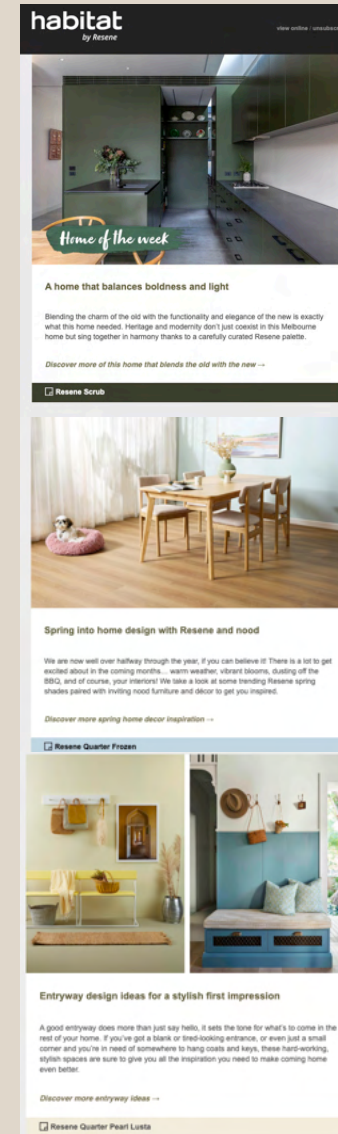
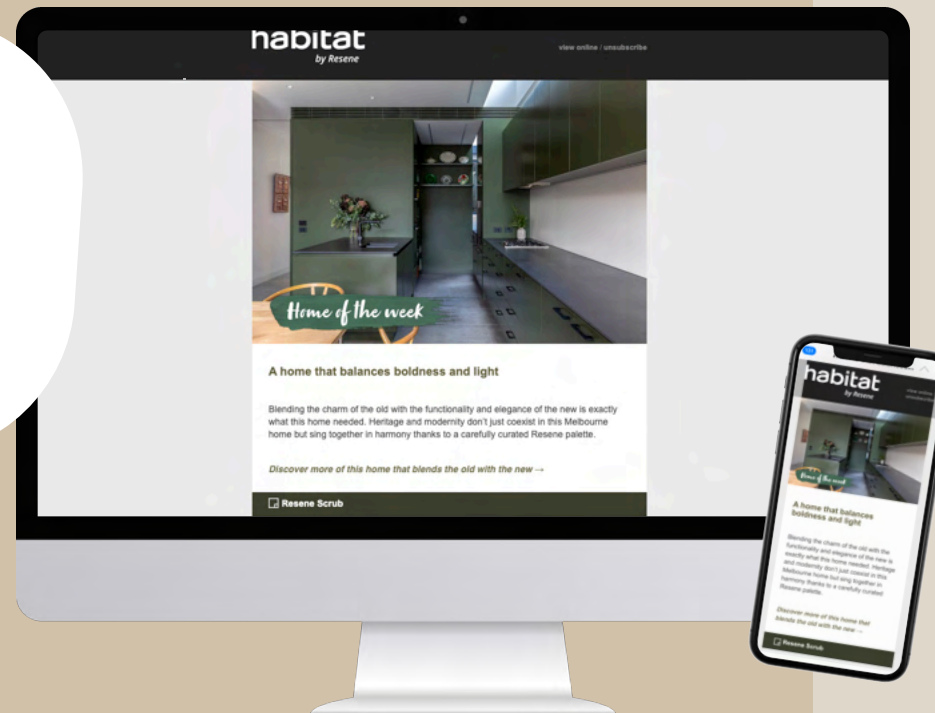
habitat by Resene's free weekly newsletter keeps our audience inspired and up to date, delivered weekly to email inboxes of 262,000 subscribers.

Every Thursday, fresh features such as our coveted Home of The Week, Colour Trends and Profiles arrive straight to inboxes, meeting our audience wherever they are.

## did you know?

habitat by Resene sends over 90,000 more eDMs than the combined total sends of all other similar home titles.

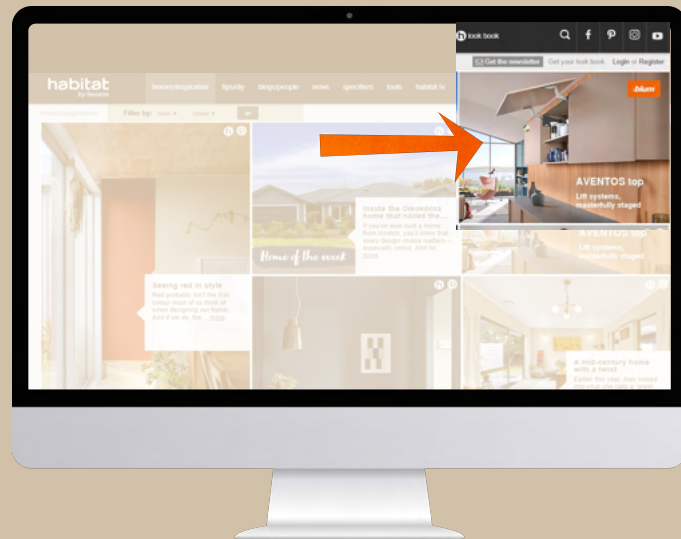
(as at July 2025)



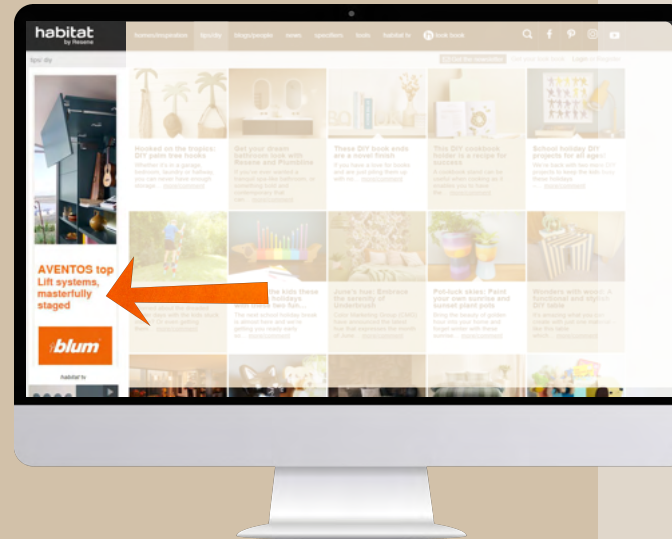
multiple articles  
when scrolling  
per e-newsletter

# brand ads

Placing brand ads for products or services within habitat by Resene's website and eDM ensures alignment with inspiring, design-focused content. It positions your brand directly alongside trusted style ideas, reaching engaged homeowners actively seeking products, solutions and inspiration to enhance their living spaces.



Display ad habitatbyresene.co.nz homepage



Display ad habitatbyresene.co.nz category and article pages

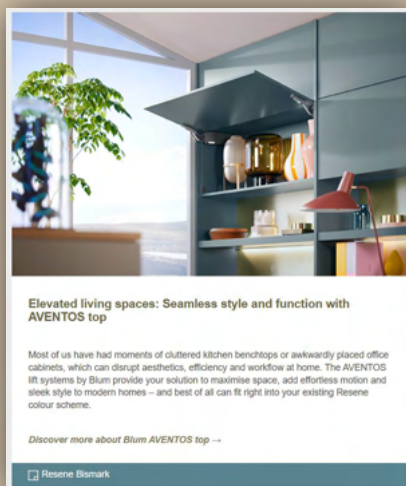


Display ad (eDM banner) in newsletter

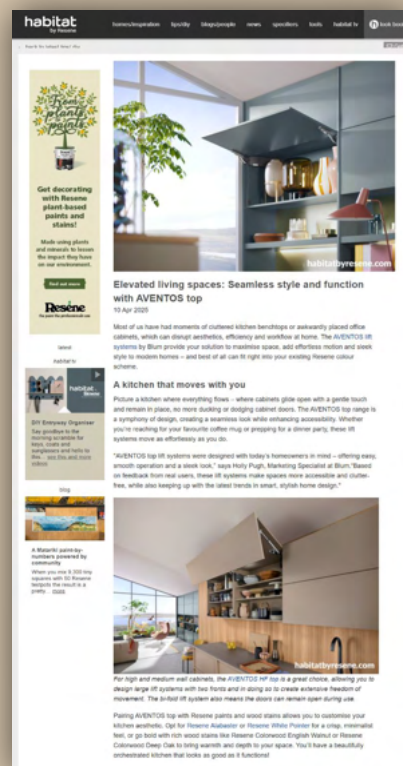


# branded content

We welcome sponsored content at [habitatbyresene.co.nz](https://habitatbyresene.co.nz) and in our email newsletter. Editorial-style sponsored content seamlessly integrates your brand into a story or trend feature that engages our design-savvy audience.



Above: Digital advertorial in habitat by Resene newsletter (262,000 subscribers).



Left: Digital advertorial on [habitatbyresene.co.nz](https://habitatbyresene.co.nz)



# advertorial content options

Your article will be published on the habitat by Resene website ([habitatbyresene.co.nz](https://habitatbyresene.co.nz)) and included in one habitat eDM (sent to 262,000 people!). Resene colours/products will also be integrated into the feature.

## 1 SUPPLIED COPY & IMAGES

You provide images and copy for the habitat by Resene team to edit and integrate any Resene colours. Article published in one habitat eDM and on [habitatbyresene.co.nz](https://habitatbyresene.co.nz) for one year.

## 2 CREATED COPY & SUPPLIED IMAGES

You complete a brief template. Based on this, the habitat by Resene team drafts the article which is reviewed by both the advertiser and Resene marketing team.

Optional add-on: Habitat's studio and production team can create photography and video (including set building, styling and painting). Quotes available on request.





# investment options

Whatever your budget, we've got an option for you.

- All digital opportunities are subject to availability
- Branded content collateral or brief for article to be written by the habitat team must be supplied four weeks before publish date to allow time for feedback, creation and Resene and advertiser approval processes.



**Resene  
Metallic Bronze  
package**

**CAMPAIGN DURATION:  
1 MONTH**

2x website display ads  
2x eDM banner ads  
**Investment \$5,000**



**Resene  
Silver Chalice  
package**

**CAMPAIGN DURATION:  
3 MONTHS**

1x advertorial (1,000+ guaranteed  
page views and 12 months on  
habitatbyresene.co.nz)  
1x eDM advertorial  
3x eDM banner ads  
website banner ads (3 months)  
**Investment \$10,000**



**Resene  
Gold Dust  
package**

**CAMPAIGN DURATION: 6 MONTHS**

2x advertorials (1,000+ guaranteed page views,  
and 12 months on habitatbyresene.co.nz)  
2x eDM advertorials  
6x eDM banner ads  
website banner ads (6 months)  
**Investment: \$20,000**

# specs and time frames

**Digital specifications:** We can take HTML5 banners that meet the IAB's HTML5 for Digital Advertising v2.0 guide, jpegs or gifs. Please provide URL link with artwork.

## Website ([habitatbyresene.co.nz](http://habitatbyresene.co.nz)) ads:

Homepage rectangle:

Size: 400px (w) x 300px (h)

Resolution: 72dpi

Format: HTML5 banners, jpg or gif up to 12KB

Article page tower:

Size: 160px (w) x 600px (h)

Resolution: 72dpi

Format: HTML5 banner, jpg or gif up to 120KB

## eDM newsletter banner:

Size: 600px (w) x 124px (h)

Resolution: 72dpi

Format: HTML5 banner, jpg or gif up to 120KB

## Booking and lead-times

		Booking deadline	Material deadline	Billed
WEBSITE	monthly	2-weeks	1-week	end of month
ADVERTORIAL	monthly	2-weeks	1-week	end of month
EDM	monthly	5-weeks	4-weeks	end of month

IMPORTANT: All content included supplied advertisements must be approved by Resene. Advertising with fan decks, swatches, colour names and stains that are not Resene products will not be accepted. Advertising with mention of paint resellers that do not sell Resene products will not be accepted. Terms such as "never needs painting" will not be accepted. Outside of these factors, Resene reserve the right to reject content and advertising on Habitat by Resene's website. We recommend checking that creative will be accepted before proceeding to production. All digital opportunities are subject to availability. Branded content collateral or brief for article to be written by the habitat team must be supplied four weeks before publish date to allow time for feedback, creation and Resene and advertiser approval processes.



## contact

**Amanda Montgomerie**

**Digital Channels Specialist & Acting Advertising Manager**

habitat By Resene at SCG

[amanda.montgomerie@scg.net.nz](mailto:amanda.montgomerie@scg.net.nz)

021 905249

# terms and conditions

## Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by Soar Communications Group (SCG) and habitat by Resene.

## Postponement or cancellation of space

This cannot be effected after 1pm on Friday prior to publishing online for display adverts. Advertorials need a two week notice to change, so the cut off is 1pm two Thursdays before publication date.

## Material

- All supplied advertising material shall be electronically delivered to habitat by Resene without expense to the habitat by Resene.
- Any expenses incurred following copy deadline date in trying to secure material shall be recoverable from the advertiser or agency and shall be charged out as a disbursement (non-commission bearing).
- Where new copy or instructions to repeat have not been received from a contract advertiser by material deadline date, SCG/habitat by Resene reserves the right to repeat any previously run copy, or to compose or enter substitute copy at our absolute discretion and charge full rates plus production.
- Advertisement material is held at the advertiser's risk and is not insured by SCG/habitat by Resene. Material will only be returned on request and any material unused for 36 months will be destroyed.

## Terms

Accounts for advertising space and production are due for payment within 20 days following the end of the month of digital publication. Advertisers and their advertising agencies are jointly and severally liable for payments due under any contract. 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

- SCG/habitat by Resene reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at SCG/habitat by Resene's discretion
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, SCG/habitat by Resene 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 SCG/habitat by Resene that no statement, representation or information contained in the supplied advertisement:

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

The advertiser acknowledges that SCG/habitat by Resene relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify SCG/habitat by Resene against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.