

habitat

by **Resene**
the paint the professionals use

media kit 2025



SCGMedia

Habitat by Resene

Habitat by Resene Habitat is New Zealand's highest circulating home title, with the largest eDM database and a printed magazine published in Spring and Autumn.

Habitat is more than a multi channel title about paint.

It covers the full spectrum of design, renovation and refurbishment – from the smallest to the largest projects with an emphasis on colour.

Brought to you by Resene Paints, the eDM, website and magazine aim to inspire readers to make the most of their home.



affluent, homeowners

Our readers have an average household income higher than the national average by 18%, and they have more money invested than average.

79% are living in their own home, 37% of those are mortgage free.

Being mortgage free and having higher than average incomes means that our community can spend on more than just the necessities

Top spenders on home and contents and services

The average age of our reader is 52. The prime of life!



Digital and social

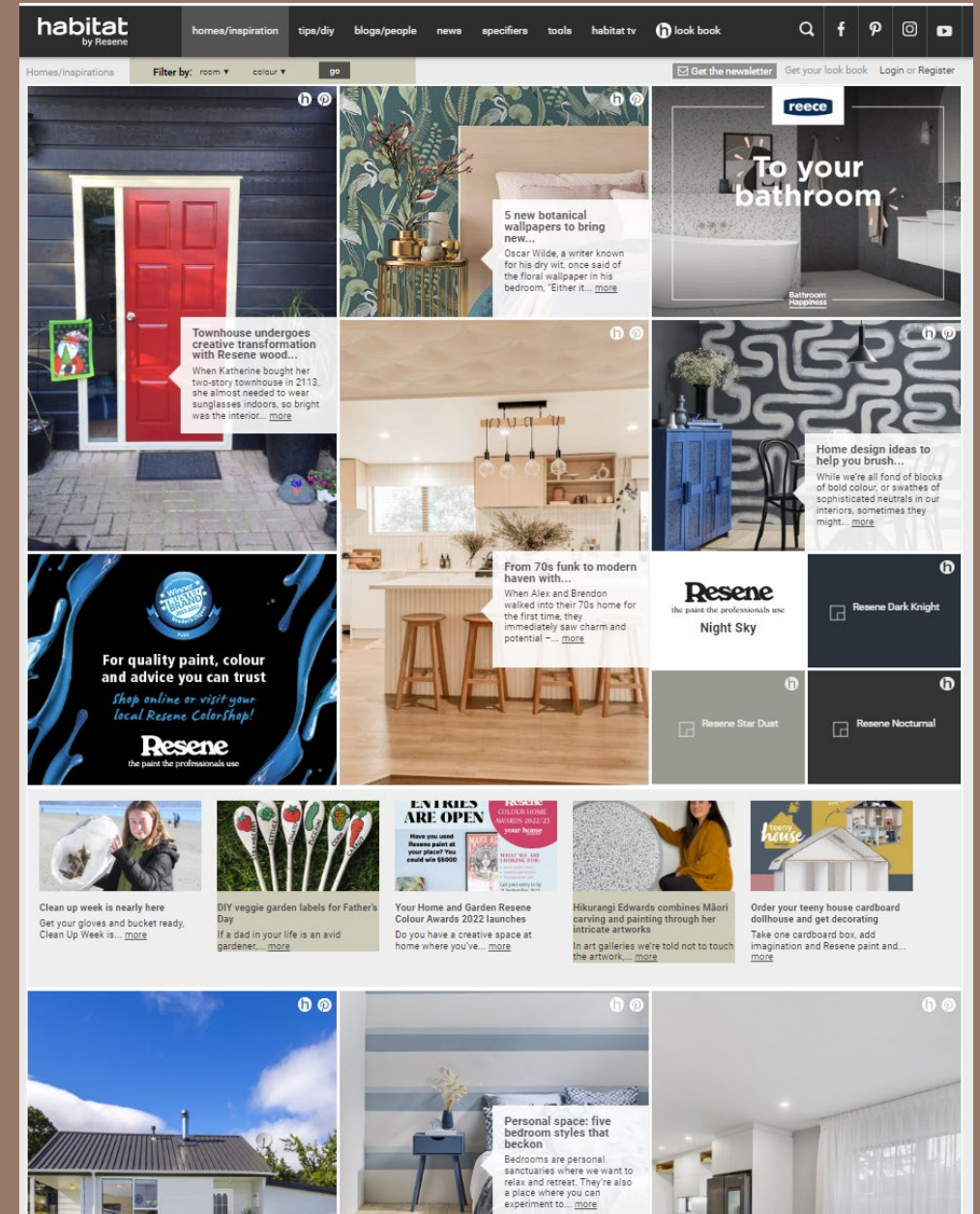
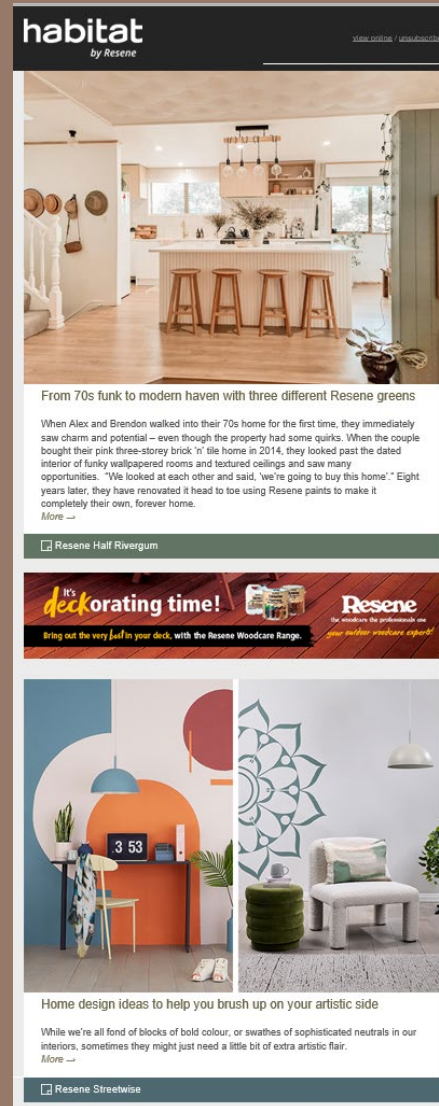
Habitatbyresene.co.nz

Regular posts and blogs to keep the site fresh

Habitat of the week eDM is sent weekly on a Thursday, to over 265,000 subscribers

habitat sends 93,428 more eDMs than the combined total sends of all the other titles (172,798)

Habitat is active on Facebook, Instagram, Pinterest, YouTube with Habitat TV and TikTok launching this year



branded content across Habitat commercial channels

ceiling fans with Lightingplus

give it a whirl with Lightingplus

Promote healthy airflow in your home with the stylish Lightingplus DC ceiling fan range.

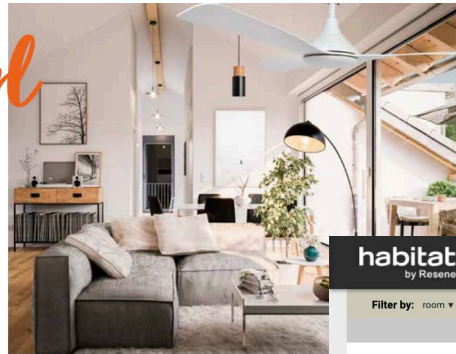
As the weather gets warmer, it's time to think about cool ideas to beat the heat. Ceiling fans are a cost-efficient way to make summer a breeze – but did you know you can also use them in winter? Ceiling fans create good airflow, keeping your home cool in the summer, warmer in the winter and dry all year-round. The DC fan range, available from Lightingplus, comes in a range of modern designs to suit any home or bach.

Energy efficient

The DC ceiling fan range has been fitted with a much smaller motor than traditional ceiling fans making them whisper quiet – perfect for cooling any room in the house. With a high blade pitch of up to 18°, Lightingplus ceiling fans are also able to circulate large volumes of air with ease. Did we mention they are also energy efficient? Using just 3-5 watts on low speed, or 30-45 on high, the DC ceiling fan range has very low power consumption, so you can reduce your cooling and heating costs considerably all year round.

Fans for every season

You might associate fans with cooling a space. But Lightingplus ceiling fans are not just for summer. Their gentle motion circulates the warm air that naturally rises to the ceiling back to ground level, improving ambient room temperature. Simply select 'summer' or 'winter' mode on your DC fan



remote for a comfortable setting, whatever the weather.

Made for real lives

With their multi-functional and user-friendly design, Lightingplus DC fans are made to suit people just like you. All DC fans come equipped with a remote, giving you full control of fan speed, air flow direction and light (if your fan has one). Lightingplus can also advise on installation options, including finding the right models for your ceiling height as well as mounting recommendations.

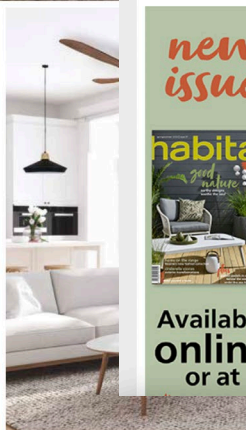
Fan-tastic style

Traditional ceiling fans can be bulky and clunky – but with Lightingplus, style does not have to compromise function. The Lightingplus range of DC ceiling fans and accessories features everything from sleek, contemporary, minimalist looks to traditional designs and rustic wood, so your fan can fit right into your home.

Now is the time to take one for a spin.

Positively Brilliant

Lighting+
www.lightingplus.co.nz



habitat by Resene

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Above: The weatherboards of the transitional bungalow were stripped back and painted in

natural wonder

Resene Triple Merino, Resene Eighth Bison Hide, Resene Double Ash, Resene Quarter Bison Hide, Resene Mondo, Resene Raptor

Left: 8th Wonder in Waitaki from Feltex has soft grey and sand coloured hues emulating the famous braided river. Pair with walls painted in a limewashed effect with Resene Eighth Bison Hide and Resene FX Paint Effects mixed with Resene Quarter Bison Hide. Feltex's wool comes from the best flocks in Aotearoa and is graded, processed, spun and tufted right here in New Zealand. From the farm to your floor, Feltex's wool carpets tell a story of meticulous craftsmanship, quality control, and genuine passion for a world-leading product.

Below: Whenua in Toi Toi from Feltex pairs well with earthy paint colours such as Resene Raptor, Resene Mondo, Resene Double Ash and Resene Triple Merino.

8th Wonder Rangitoto, 8th Wonder Oamaru

Feltex's neutral-toned wool carpets add the perfect balance of organic texture and modern warmth to any space. Not only that, but there are real psychological benefits to inviting natural tones and textures into your space. Black, white, ivory, beige, grey, brown, ochre and rust are all shades that can be layered and mixed without much risk of clashing or a design faux pas. Due to this flexibility and versatility of these colours, there's little chance that your floor will go out of style or feel dated anytime soon.

Renewable, biodegradable and grown right here in Aotearoa, New Zealand wool carpets from Feltex will

be the first thing you notice when you get out of bed in the morning, starting your day with softness and warmth without compromising on style.

The new Whenua and 8th Wonder carpet ranges celebrate texture with handsome chunky loops and tactile qualities that will fill your home with a sense of natural luxury.

"The use of texture is continuing to grow in interiors," says Feltex's product designer, Judy-Lea Engel. "Combine this trend with our love of a relaxed lifestyle here in Aotearoa New Zealand and it's not surprising that textured carpets are leading the way."

Soft and textured textiles provide comfort and an enveloping sense of warmth and cocooning, which is a perfect antidote to these unsettling times. Textured carpet is the ultimate soft textile."

8th Wonder is a range of beautiful chunky wool carpets with a stylish honeycomb pattern. Made of quality New Zealand wool that is locally spun and tufted, the colours in the range are named after parts of the country that awe and inspire. 8th Wonder features colours such as Rangitoto (a dark volcanic grey), Waitaki River (a story grey), and Oamaru, a natural white emulating the town's famous white stone, and coincidentally the place where the wool yarn for these carpets is spun. The yarn is heathered, meaning there is subtle colour variation within the fibre reflecting the variation of colour in our landscape. With a luxurious 600g thick and deep pile, it's lusciously soft to walk on and best of all, is incredibly forgiving when installed, hiding imperfections like crooked walls.

The Whenua range dials up the texture even further. This luxurious chunky wool loop-pile carpet features colours derived from the land such as Toi Toi, a soft cream with flecks of yellow, and Mud Pools, a soothing earthy brown. Whenua is an ideal base on which to build an interior that is elegant yet still warm and relaxing that celebrates the natural diversity of Aotearoa.

When it comes to the colour of your carpet, Judy-Lea suggests thinking of it like a fifth wall. Carpet can be a feature you build your wall and decor colour scheme around, or blend in as a complement to your existing interior. Stripped and heathered yarns like those of the Whenua and 8th Wonder ranges are a way of creating variation and visual texture, adding interest and depth to a room.

As with paint colours, carpet colour trends are gradually edging away from recent staples of cool greys and charcoal.

"Yellow tones and creams are starting to come through more and we're moving away from greys towards warmer browns and beiges," says Judy-Lea.

It's important to think about carpet on a practical level. No surface in your home will face more impacts and wear and tear than your floor. Luckily, despite being extremely soft, wool is also very tough. It is not only an excellent thermal and acoustic insulator, but it's also stain resistant. The wool fibres are a structure consisting of overlapping scales, arranged much like roof shingles. These scales make it hard for dirt to

carpet solutions with Feltex

adhere to the fibre and help flick it away. As it's a natural fibre, wool is also hypoallergenic and micro-organisms in the wool will also help reduce odours, including dog smells.

Practicalities aside, you can't go past the good looks and gorgeous softness of natural New Zealand wool carpets. But seeing – and touching – is believing. You can head to www.feltex.com to find your closest store and request free samples of your favourite carpets.

Resene Cinder, Resene Triple Sea Fog, Resene Sea Fog, Resene Tobacco Brown

Right: Whenua in Ice Fall from Feltex has a slight blue tone and works well with cooler colours such as Resene Cinder, Resene Triple Friar Graystone, Resene Cloud and Resene Sea Fog. Vases in Resene Cinder, Resene Tobacco Brown and Resene Double Sea Fog.

Resene Dark Knight, Resene Triple Friar Graystone, Resene Cloud

top tip

Judy-Lea shares an important tip when considering your carpet colour.

"It's important to remember that the flooring will look approximately 20% lighter when installed. So, if you think the sample is on the light side in the retail store, it will look even lighter when installed in your home. The colour of the floor coverings will influence how the floor looks over time; mid-tone colours will help hide the wear and tear of everyday life, whereas very light and very dark colours will be more likely to show little marks, dust or pet dander. We all know how a black shirt shows every bit of lint or fluff! Additionally, a floor covering with some variation in colour or pattern will hide more than a solid floor. It's amazing the difference a yarn with a slight variation in colour will make to a carpet and its subsequent on-floor appearance over time."

Feltex
www.feltex.com

The return of rattan

For some, the love of rattan was left in the 70s. In the world of interior trends though, it's back – and in a big way. And we're seeing stylists take it up a notch by using Resene testpots to paint rattan decor and use it in their interiors, further bringing out that delicious texture.

More →

Resene Carpe Diem



Sponsored and native content

Content can be featured on the Habitat of the Week eDM and Habitat's [website](https://habitatbyresene.co.nz)

All content created will be available to the advertiser for amplification across their chosen channels or collateral. All content can be integrated with Resene colours and products.

Supplied images and copy integrated with Resene content and colours:

Advertiser supplies images and copy. Habitat editors and designers create the collateral for eDM and web exposure.

Digital only on habitatbyresene.co.nz with links to the advertiser site, small blurb and links on 1 x newsletter

An estimated 425,000 impressions

\$4000 plus gst. Not commission bearing

For content created and written by Habitat team:

Habitat editor, content producers and designers can create the collateral for eDM and web exposure using our photography studio for photoshoots and video content. This could include set building and painting. Please contact the Habitat team for tailored quote for your content requirements.

Digital banner advertising

Weekly eDM banner: \$1,500

Habitatbyresene.co.nz display advert (per month): \$1,125

digital deadlines

Element	Frequency	Booking	Material	Billed
Website – www.Habitatbyresene.co.nz	Monthly	One week prior	One week prior	Monthly, end of month
eLetter – habitat of the week	Weekly	Three days prior	Three days prior	Monthly, end of month
All digital opportunities are subject to availability Branded content collateral must be supplied two weeks before digital appearance to allow time for feedback, creation and Resene approval processes				

Production specifications and approval of material

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 in Habitat by Resene; print and digital channel.

We recommend checking that creative will be accepted before proceeding to production.

Digital specifications:

We can take HTML5 banners that meet the IAB's HTML5 for Digital Advertising v2.0 guide, jpegs or gifs

Website www.habitatbyresene.co.nz

- Home page rectangle:
 - Size: 400pixels wide x 300pixels high
 - Resolution: 72 dpi
 - Format: HTML5 banners, jpegs or gifs up to 120kbs and url
- Other pages tower:
 - Size: 160pixels wide x 600pixels high
 - Resolution: 72 dpi
 - Format: HTML5 banners, jpegs or gifs up to 120kbs and url

eDM Habitat of the Week:

- Size: 600 pixels wide x 124 pixels high
- Resolution: 72 dpi
- Format: HTML5 banners, jpegs or gifs up to 120 kbs and url



Please contact LauraGrace McFarland
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Lauragrace.mcfarland@scg.net.nz



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, three months prior to the publication date, or one month prior to the digital month of activity.

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. 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 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 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 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.