

# NEW ZEALAND **MARKETING**

*ESSENTIAL MARKETING INTELLIGENCE*

## **MEDIA KIT 2023**



# CONTENT PILLARS

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

Most recently winning Best Trade Magazine, 2022 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

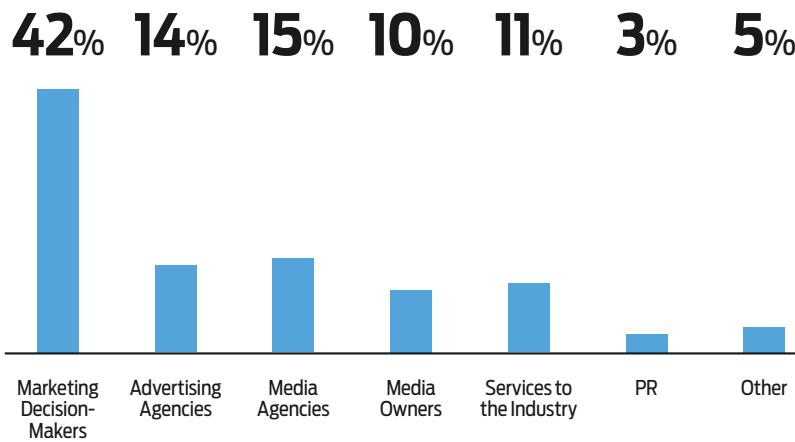
**10,000**

Air New Zealand Lounges copies

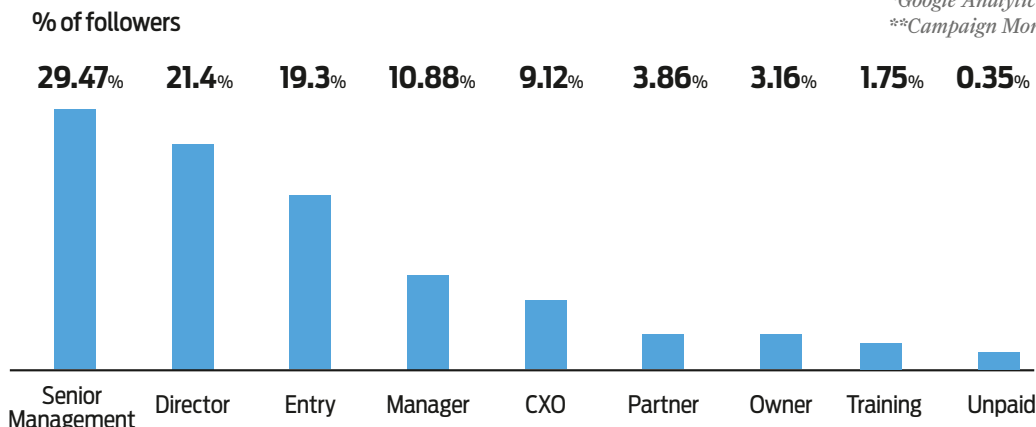
**650**

\*Source: NZ Audited Bureau of Circulation

### READER PROFILE



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



### 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](http://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 year in Auckland.

## 2023 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** The latest news and views from the marcomms industry, both local and international.
- **UP-&-COMER** We chat with a young marcomms professional making waves in the industry.
- **BEHIND THE SCENES** A behind the scenes look at what goes into making an award-worthy advertising campaign.
- **SOCIAL MEDIA COLUMN** A social media expert highlights key trends and talking points from the metaverse.
- **BRAND WORK TO WATCH** Who's doing great brand work in NZ? Leading brand strategists share their views.
- **HAVE YOU DONE YOUR RESEARCH** A look into the world of market research.
- **TOP 10 ADS** ThinkTV and TRA rank the country's favourite ads of the day.
- **THOUGHT LEADERSHIP** Industry insiders contributions
- **CREATIVE CLOSER** Quirky, fun and off-beat, an exclusive chat with a creatively-minded person from Adland.

### MARCH/APRIL 2023

ON SALE 27 MARCH 2023

#### DEADLINES:

**Advertorial** (copy & images supplied)

- Booking 26 Jan 2023
- Copy & Images 13 Feb 2023
- Final Approval 2 March 2023

**Brand ads** (finished material supplied)

- Booking 8 Feb 2023
- Material 2 March 2023

### JUNE/JULY 2023

ON SALE 26 JUNE 2023

#### DEADLINES:

**Advertorial** (copy & images supplied)

- Booking 27 April 2023
- Copy & Images 11 May 2023
- Final Approval 1 June 2023

**Brand ads** (finished material supplied)

- Booking 11 May 2023
- Material 1 June 2023

### SEPTEMBER/OCTOBER 2023

ON SALE 25 SEPTEMBER 2023

#### DEADLINES:

**Advertorial** (copy & images supplied)

- Booking 3 Aug 2023
- Copy & Images 17 Aug 2023
- Final Approval 31 Aug 2023

**Brand ads** (finished material supplied)

- Booking 10 August 2023
- Material 31 Aug 2023

### DECEMBER/JANUARY 2023/24

ON SALE 11 DECEMBER 2023

#### DEADLINES:

**Advertorial** (copy & images supplied)

- Booking 19 Oct 2023
- Copy & Images 2 Nov 2023
- Final approval 16 Nov 2023

**Brand ads** (finished material supplied)

- Booking 26 Oct 2023
- Material 16 Nov 2023

## 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

## 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](http://NZMarketingmag.co.nz) and [StopPress.co.nz](http://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 - 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.

## StopPress<sup>nz</sup>

Website, eNewsletters 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 65,000 monthly pageviews, 32,000 monthly unique visitors, and digital newsletters are emailed to 6,700 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.

# RATES & DEADLINES 2023

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 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

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	08 Feb	02 Mar	09 Mar	27 Mar
June	11 May	01 June	08 June	26 June
Sept	10 Aug	31 Sept	07 Sept	25 Sep
Dec	02 Nov	16 Nov	23 Nov	11 Dec

## DEADLINES - MAGAZINE PAID CONTENT (ADVERTORIAL)

Issue	Booking	Copy & Images	Final Approval	On-sale date
March	26 Jan	13 Feb	02 Mar	27 Mar
June	27 Apr	11 May	01 June	26 June
Sept	03 Aug	17 Aug	31 Aug	25 Sep
Dec	19 Oct	02 Nov	16 Nov	11 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

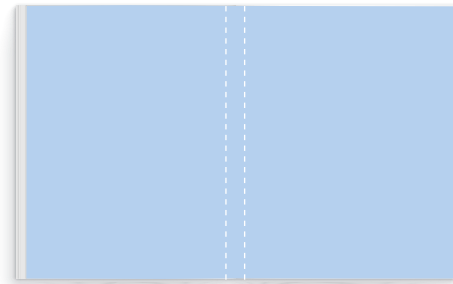
- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

## 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.