



ONZTODAY
Journeys Through Our Heartland

MEDIA KIT 2019



ABOUT THE MAGAZINE



NZTODAY is a unique magazine that journeys through our heartland with stories that capture the real spirit of New Zealand and New Zealanders. In every issue, we head off the beaten track to tell the inspirational and moving stories of the real people – those who are the backbone of this unique and beautiful country – and their achievements and activities. We explore the interesting and the unique, look back into our past and its influence on life today, we explore the inspiring, the moving and the exciting, and we illustrate this look at life in New Zealand with unique and beautiful images that will surprise and astonish.

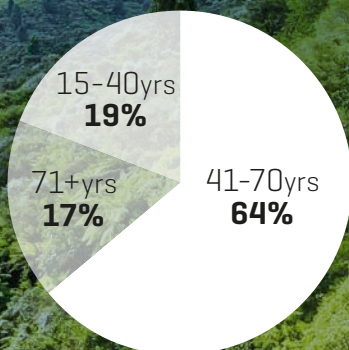


NEW SUBSCRIBER'S SURVEY FINDINGS

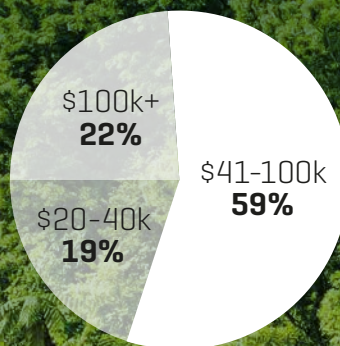
READERS' PROFILE AND DISTRIBUTION INFORMATION FOR NZTODAY MAGAZINE

A bi-monthly publication on A4 95gsm gloss paper, 250gsm cover
perfect bound for top quality presentation and longevity.

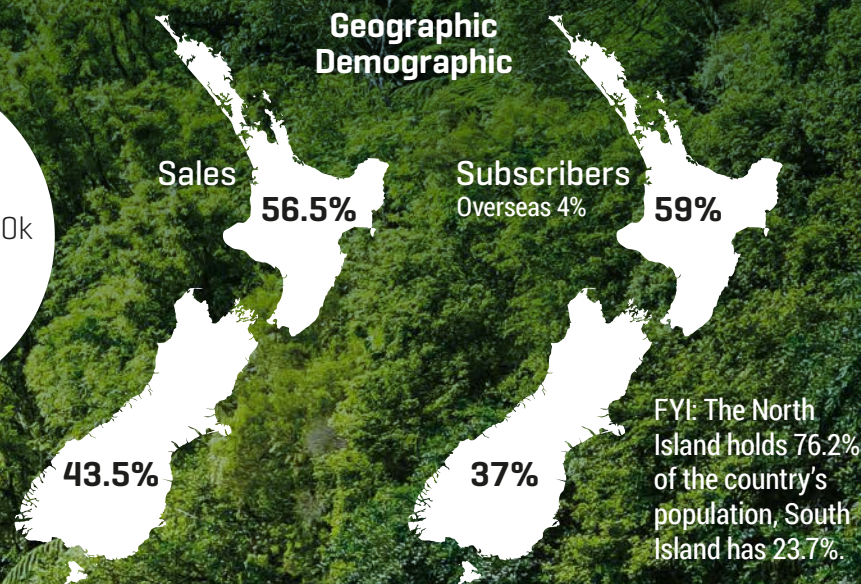
Age Demographic



Income



Geographic
Demographic



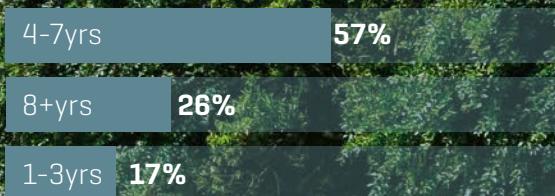
Readership

90,000

average per Issue



How many
years
readers have
purchased the
magazine



DISTRIBUTION
+
READERSHIP

Distribution Print Run
14,000 copies

4500 Subscribers

1000 Complimentary magazines are distributed to these airlines outlets:

- Air NZ Koru lounges
- Qantas lounges
- Emirates Lounges NZ & Australia
- NZ Sounds Air
- Luxury resorts and Premier hotels

NZTODAY is an independently
owned New Zealand
travel magazine

1500 Tourism, Travel
Agents, RTO offices,
Advertisers

7000 Retail distribution is via G&G to Whitcoulls, Paper
Plus, Airports, NZ Post, Bookshops, specialty outlets,
Supermarkets and Service Stations nationwide

Readers who prefer to receive their information through a digital portal will enjoy NZTODAY's interactive online presence through our website and Facebook page.

At *NZTODAY*'s website you can access all of our digital content in one place. Find back content, news and reviews, newsletters, advertiser links and subscribe to our digital news or hard copies. Everything *NZTODAY* is right here in one place, ready to take you wherever you want to go.

NZTODAY's Facebook page has around 1,432 engaged followers and it's growing daily. Drop in and like our page to join in the community as we share events, videos, news and all the excitement of *NZTODAY* from readers and advertisers around the country; in this popular, accessible, newsfeed format.

ADVERTISING RATES + SPECS

MAGAZINE ADVERTISING RATES

SIZE	RATE
Double Page Spread (DPS)	\$2,995
Full Page	\$1,795
Half Page	\$995
Third Page	\$695
Quarter Page	\$595
Banner	\$450
Small Display	\$250
Small display x 6 issue contract	\$800

All rates quoted are non Commission bearing and +gst.

Premium Positions

Inside Front Cover	+ 33%
Inside Back Cover	+ 33%
Back Cover	+ 50%
Specified Positions	+ 20%

DEADLINE DATES

Issue / Month / Year	Ad supply deadline	On sale
# 83 Dec 18 / Jan 19	Wed 14 Nov 18	Mon 26 Nov 18
# 84 Feb / Mar 19	Thu 24 Jan 19	Mon 04 Feb 19
# 85 Apr / May 19	Wed 13 Mar 19	Mon 25 Mar 19
# 86 Jun / Jul 19	Wed 22 May 19	Mon 03 Jun 19
# 87 Aug / Sept 19	Wed 17 Jul 19	Mon 29 Jul 19
# 88 Oct / Nov 19	Wed 11 Sep 19	Mon 23 Sep 19
# 89 Dec 19 / Jan 20	Wed 13 Nov 19	Mon 25 Nov 19

AD SIZE

Dimensions	Width x Height (mm)
Double Page Spread (DPS)	430 x 297 + 5mm bleed
Full Page	215 x 297 + 5mm bleed
Half Page Horizontal	190 x 133
Third Page Horizontal	190 x 87
Quarter Page Vertical	92 x 133
Quarter Page Horizontal	190 x 63
Banner	190 x 40
Display / Trade	65 x 50

FILE TYPES ACCEPTED

- Adobe PDF, fonts embedded or outlined, all images CMYK 300ppi.
- JPEG, 300ppi resolution.

NOTES

• Keep all text and critical imagery 14mm from the inside edge. This Magazine is perfect bound, and text too close to the gutter will disappear.

• Ensure advertisement is the correct size (including any bleed) and that all images are CMYK and 300dpi and fonts are embedded when creating the PDF file.



Double Page Spread (DPS)



Full Page



Half Page Horizontal



Third Page Horizontal



Quarter Page Vertical



Quarter Page Horizontal



Banner



Display / Trade

A full-page background image showing a sunset over a beach. The sun is a large, bright, glowing orb in the upper right, casting a warm orange and yellow light across the sky and water. In the foreground, two people are silhouetted against the bright light of the setting sun, standing on the beach and forming a heart shape with their arms. The ocean waves are visible in the middle ground, and the beach is dark in the foreground.

©NZTODAY

Journeys Through Our Heartland

Terms & Conditions:

All material must be supplied as per the recommended specifications and by the production deadlines advised within this Booking confirmation. It is the advertiser's responsibility to ensure that all text, images and details are correct. The publisher takes no responsibility for printing incorrect or out-of-date information if supplied by an advertiser. The publisher takes no responsibility for the quality of the final printing where advertiser-supplied material is questionable or of poor quality. Rates are net of Agency commission fees. Purchase order to be supplied with all confirmed advertising booking, email scan accepted. Full Terms and Conditions of advertising are on our website, rnrpublishing.co.nz.



NZTODAY TEAM

Robyn Dallimore
 Publisher - Editor-in-Chief
 m. 027 242 5189
 p. 06 306 6030
 e. robyn@nztoday.co.nz

Bruce Mountain
 Publisher / Advertising Director
 m. 021 657 090
 p. 06 306 6030
 e. bruce@nztoday.co.nz

Sue French
 Business Media Consultant
 m. 027 877 8434
 e. suefrench72@gmail.com



NZTODAY MAGAZINE IS PUBLISHED BY RNR PUBLISHING LIMITED

Bruce Mountain, bruce@rnrpublishing.co.nz | Robyn Dallimore, robyn@rnrpublishing.co.nz
 Ph: 06 306 6030, PO Box 220 Martinborough, Wairarapa 5711