



# LANDSCAPER MAGAZINE.

0 15 THE OFFICIAL MAGAZINE OF REGISTERED MASTER LANDSCAPERS

# 2022 MEDIA KIT

## BE FIRST IN MIND FOR LANDSCAPERS



**NZ Landscaper Magazine** is the only publication tailored specifically to the landscaping industry and provides a unique opportunity to reach this growing audience.

Officially endorsed by Registered Master Landscapers, 3,500 copies of the bi-monthly publication are printed and distributed to professional landscapers nationwide through a variety of distribution partners, including Registered Master Landscapers and 62 PlaceMakers branches.

Each issue is published for free online as a flipbook one month after delivery of the printed publications and distributed via eDM to over 1,000 recipients. The flipbook allows further opportunity for readers to engage with advertisers.

Each issue attracts approximately 1,000 unique views per month, a number that continues to grow as NZ Landscaper Magazine becomes more established in the market.

NZ Landscaper Magazine is the only publication of its kind in New Zealand – and your channel into this flourishing industry.



### RATES

	PREMIUM SPOTS					CLASSIFIEDS
	IFC/BC	Full page	Spread	Half page	1/3 Page	1/9 page
Casual	\$4,000.00 +GST	\$3,000.00 +GST	\$5,100.00 +GST	\$1,850.00 +GST	\$1,275.00 +GST	\$450.00 +GST
Regular*	\$3,200.00 +GST	\$2,600.00 +GST	\$4,400.00 +GST	\$1,600.00 +GST	\$1,100.00 +GST	\$390.00 +GST

\* Applies to subsequent bookings of a spot of the same size within a 12-month period; also applies when multiple spots are booked in a single order.

### DEADLINES

Issue	Booking Deadline	Material Deadline	Publish Date
<b>JAN/FEB 2022</b>	1 December	6 December	1 January
<b>MAR/APR 2022</b>	1 February	8 February	1 March
<b>MAY/JUN 2022</b>	1 April	8 April	1 May
<b>JUL/AUG 2022</b>	1 June	10 June	1 July
<b>SEPT/OCT 2022</b>	1 August	12 August	1 September
<b>NOV/DEC 2022</b>	3 October	11 October	1 November

**PUBLISHER**  
DCL Corporate Publishing

**ENQUIRIES**  
editor@nzlandscapermag.co.nz; +64 27 826 0006





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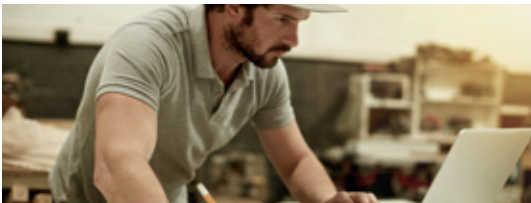


## INDUSTRY NEWS

Keep up to date with the latest developments affecting the landscaping industry, such as the government's ITO reforms.

## REGULATION

Are you up to speed with current regulation? We'll help ensure you don't miss a beat on issues such as building consents.

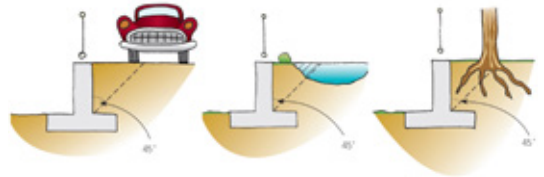


## BUSINESS TIPS

Expert advice on a range of areas, such as recruitment, business growth and sustainability, advertising, and social media.

## TECHNICAL

From faultless fencing to classy concrete finishes – advice and standards to get the best results.



SPECIFICATIONS

**ARTWORK REQUIREMENTS** We only accept high resolution PDF files with the following specifications:

- CMYK colour.
- Images/graphics embedded, 220dpi minimum.
- Fonts embedded or converted to paths.
- Supply via email (smaller than 12mb) or Dropbox / WeTransfer.

**DPS** For text, please allow 20mm gutter in the middle of the spread. Please supply as individual pages with page (left/right) in filename. 3mm bleed and crop marks required.

**BLEED (3mm):** 426mm wide x 303mm high

**TRIM (ACTUAL SIZE):** 420mm wide x 297mm high

**TYPE AREA (PER PAGE):** 186mm wide x 270mm high

**FULL PAGE** 3mm bleed and crop marks required.

**BLEED (3mm):** 216mm wide x 303mm high

**TRIM (ACTUAL SIZE):** 210mm wide x 297mm high

**TYPE AREA:** 186mm wide x 270mm high

**HALF PAGE HORIZONTAL** 3mm bleed and crop marks.

**BLEED (3mm):** 216mm wide x 154mm high

**TRIM (ACTUAL SIZE):** 210mm wide x 148mm high

**1/3 PAGE HORIZONTAL** 3mm bleed required.

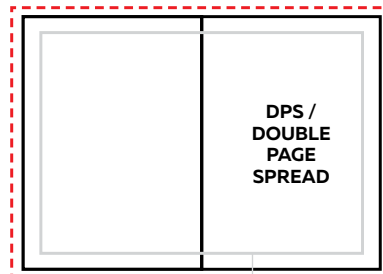
**BLEED (3mm):** 216mm wide x 96mm high

**TRIM (ACTUAL SIZE):** 210mm wide x 90mm high

**1/9 PAGE VERTICAL**

57mm wide x 90mm high. **No bleed or crop marks required.**

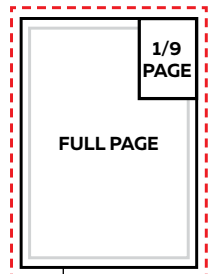
DESIGN OPTIONS AVAILABLE  
PLEASE GET IN TOUCH!



**BLEED**  
Full page & DPS

**TYPE AREA**  
Keep all text within this area

**TRIM**  
Full page & DPS



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LANDSCAPERS

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