

NZ LANDSCAPER MAGAZINE.

THE OFFICIAL MAGAZINE OF  REGISTERED MASTER LANDSCAPERS

2026
MEDIA KIT

BE FIRST IN MIND FOR LANDSCAPERS

NZ Landscaper Magazine is the only publication tailored specifically to the landscaping industry – which includes 6,000 individuals and 4,000 businesses in New Zealand – and provides a unique opportunity to reach this growing audience.

Officially endorsed by Registered Master Landscapers, **5,000 copies** of the bi-monthly publication are printed and **distributed to professional landscapers nationwide** through a variety of distribution partners, including Mitre 10, PlaceMakers, Registered Master Landscapers, Husqvarna and Primary ITO, as well as landscape supply stores and nurseries around the country.

Every issue of *NZ Landscaper Magazine* is published on our **dedicated website** as a flipbook with content shared in the 'Latest News' section, on the NZ Landscaper Magazine Facebook page, and via eDM to over 1,000 recipients.

These channels provide a further opportunity for advertisers, with **each issue attracting approximately**

1,500 unique views per month – a number that continues to grow.

On social media, we reach more than **4,800 users per month** (Facebook). Via Instagram, we reach more than **600 users per month**.

Our video content registers **over 90 minutes total watch time** per month across Facebook and Instagram – that's an hour and a half of time to get your brand in front of engaged industry professionals!

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

5,000 COPIES DISTRIBUTED NATIONWIDE THROUGH:



AND OTHER
INDUSTRY OUTLETS

NZ LANDSCAPER FEATURES:



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 consent exemptions.

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.



PRINT

	PREMIUM SPOTS					CLASSIFIEDS
	IFC/BC	Full page	Spread	Half page	1/3 Page	1/9 page
Casual	\$4,200.00 +GST	\$3,100.00 +GST	\$5,300.00 +GST	\$1,925.00 +GST	\$1,450.00 +GST	\$470.00 +GST
Repeat*	\$3,350.00 +GST	\$2,700.00 +GST	\$4,700.00 +GST	\$1,650.00 +GST	\$1,300.00 +GST	\$405.00 +GST

Cover Pkg: POA

ONLINE

	PREMIUM SPOTS			
	Homepage Banner – Locked (1178x130px)	eDM Banner (660 x 120px)	Homepage Banner (1178x130px)	Article (run of site)
Casual	\$500.00 +GST	\$500.00 +GST	\$400.00 +GST	\$300.00 +GST
Repeat*	\$400.00 +GST	\$400.00 +GST	\$300.00 +GST	\$250.00 +GST

Digital adverts should be provided at 72dpi. *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.

Sponsored content	500 word web article	Bespoke Reel, Instagram carousel and Facebook post	Boosted to our audience	\$450 +GST \$750 +GST (including content creation)
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Issue	Booking Deadline	Material Deadline	Publish Date
FEB/MAR 2026	22 December	12 January	1 February
APR/MAY 2026	2 March	9 March	1 April
JUN/JUL 2026	1 May	8 May	1 June
AUG/SEP 2026	1 July	8 July	1 August
OCT/NOV 2026	1 September	8 September	1 October
DEC/JAN 2026/2027	2 November	9 November	1 December

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

BLEED (3mm):	216mm wide x 303mm high
TRIM (ACTUAL SIZE):	210mm wide x 297mm high
TYPE AREA (PER PAGE):	186mm wide x 270mm high

HALF PAGE HORIZONTAL

BLEED (3mm):	216mm wide x 154mm high
TRIM (ACTUAL SIZE):	210mm wide x 148mm high

1/3 PAGE HORIZONTAL

BLEED (3mm):	216mm wide x 96mm high
TRIM (ACTUAL SIZE):	210mm wide x 90mm high

1/9 PAGE HORIZONTAL

BLEED	No bleed or crop marks.
TRIM (ACTUAL SIZE):	57mm wide x 90mm high.

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.

