

NZ LANDSCAPER MAGAZINE.

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.

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, 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.



ONLINE

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

Sponsored content	500 word web article	Bespoke Reel, Instagram carousel and Facebook post	Boosted to our audience	\$450 +GST \$850 +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