NZ LANDSCAPER MAGAZINE.

2027 MEDIA KIT

BE FIRST IN MIND FOR LANDSCAPERS

***NZ Landscaper Magazine* is the only publication tailored specifically to the landscaping industry – which includes more than 6,000 individuals and 4,200 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 around 1,500 unique views per month** – a number that continues to grow.

On social media, our content earns an average of **7,400 views per month** via Facebook and **5,200 views per month** on Instagram.

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



5,000 COPIES DISTRUBUTED NATIONWIDE THROUGH:

MITRE 10 · Husqvarna · PlaceMakers

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.



RATES

PRINT
2 MTHS EXPOSURE

	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	$5,500.00 +GST	$1,925.00 +GST	$1,450.00 +GST	$470.00 +GST
Repeat*	$3,650.00 +GST	$2,700.00 +GST	$4,900.00 +GST	$1,650.00 +GST	$1,300.00 +GST	$405.00 +GST

Cover Pkg: POA

ONLINE
1 MTH EXPOSURE

	PREMIUM SPOTS			
	Homepage Banner – Locked (1178x130px)	eDM Banner (660x120px)	Homepage Banner (1178x130px)	In Article Banner (300x200px)
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.*

INFOTORIALS

CONTENT
1-2 MTHS EXPOSURE

	2/3 Infotorial (image + 300 words max)	2/3 Infotorial bundle (+1/3pg ad)	1½ pg Infotorial (image + ~700 words)	1½ pg Infotorial bundle (+1/2pg ad)
Print only*	$950 +GST	$2,400 +GST	$1,900 +GST	$3,825 +GST
Online only	$450 +GST	$850 +GST	$900 +GST	$1,300 +GST

*Includes bespoke Meta reel and Facebook post to our audience. Content requirements apply, please enquire for more detail. *Add $200 to publish print infotorial online.*

DEADLINES

Issue	Booking Deadline	Material Deadline	Publish Date
FEB/MAR 2027	22 December	12 January	1 February
APR/MAY 2027	5 March	12 March	1 April
JUN/JUL 2027	4 May	11 May	1 June
AUG/SEP 2027	6 July	13 July	1 August
OCT/NOV 2027	7 September	14 September	1 October
DEC/JAN 2027/2028	2 November	9 November	1 December

SPECIFICATIONS

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

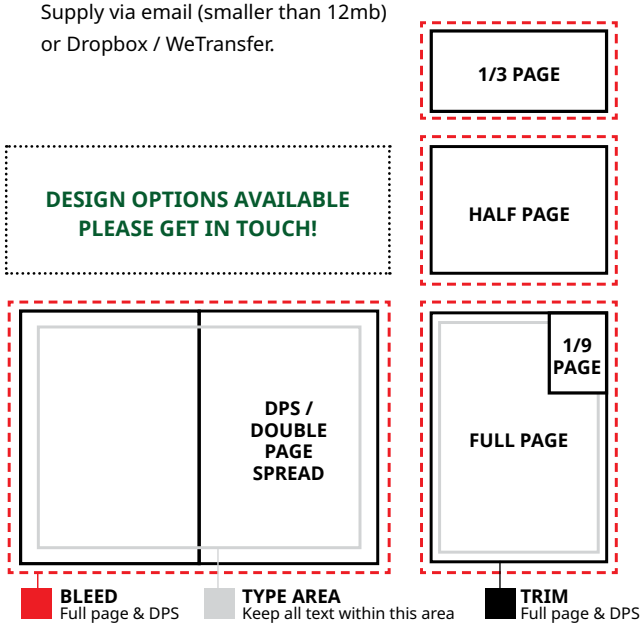
1/9 PAGE HORIZONTAL

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.



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