



LANDSCAPER MAGAZINE.

0 15 THE OFFICIAL MAGAZINE OF REGISTERED MASTER LANDSCAPERS

2024 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, Primary ITO and 62 PlaceMakers branches.

Each issue is published on the NZ Landscaper Magazine website as a flipbook and in the 'Latest News' section. Content is shared on the NZ Landscaper Magazine Facebook page and distributed via eDM to over 1,000 recipients. These channels allow readers further opportunity to advertisers.

Each issue attracts approximately 1,500 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 (2 MONTHS' EXPOSURE)

PRINT	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	\$1,375.00 +GST	\$450.00 +GST
Regular*	\$3,200.00 +GST	\$2,600.00 +GST	\$4,500.00 +GST	\$1,600.00 +GST	\$1,200.00 +GST	\$390.00 +GST

ONLINE	PREMIUM SPOTS					
	Homepage Banner – Locked (660 x 120px)	Homepage Ad – Locked (220 x 140px)	eDM Banner (660 x 120px)	Homepage Banner (660 x 120px)	Homepage Ad (220 x 140px)	Article (run of site)
Casual	\$500.00 +GST	\$450.00 +GST	\$500.00 +GST	\$400.00 +GST	\$400.00 +GST	\$300.00 +GST
Regular*	\$400.00 +GST	\$350.00 +GST	\$400.00 +GST	\$300.00 +GST	\$300.00 +GST	\$250.00 +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
JAN/FEB 2024	1 December	8 December	1 January
MAR/APR 2024	1 February	8 February	1 March
MAY/JUN 2024	2 April	8 April	1 May
JUL/AUG 2024	4 June	10 June	1 July
SEPT/OCT 2024	1 August	8 August	1 September
NOV/DEC 2024	1 October	8 October	1 November

PUBLISHER DCL Corporate Publishing	ENQUIRIES editor@nzlandscapermag.co.nz; +64 27 826 0006	REGISTERED MASTER LANDSCAPERS
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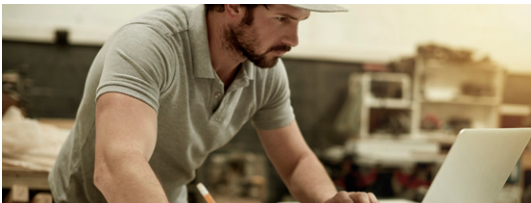
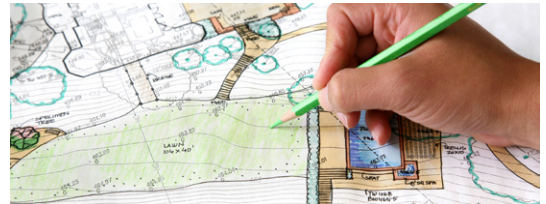


INDUSTRY NEWS

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 consent exemptions.

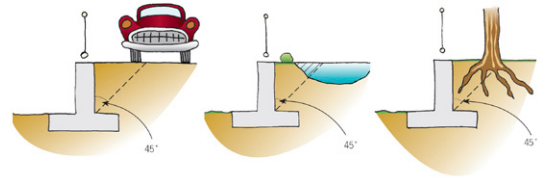


BUSINESS TIPS

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.



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

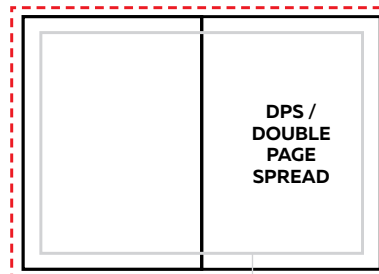
1/3 PAGE HORIZONTAL 3mm bleed required.

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.**

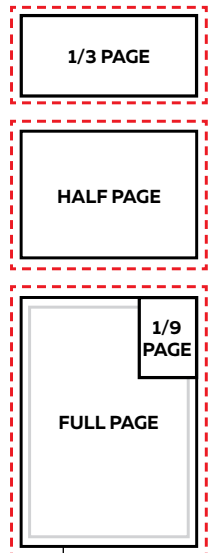
DESIGN OPTIONS AVAILABLE
PLEASE GET IN TOUCH!



BLEED
Full page & DPS

TYPE AREA
Keep all text within this area

TRIM
Full page & DPS



PUBLISHER

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