
are

media

Be captivated

MEDIA KIT 2021

BRANDS & AUDIENCES

2.6 million New Zealanders have read our magazines in the past year
And over 300,000 engage with our digital platforms every month



MASS REACH



HOME & LIFESTYLE



PREMIUM



CURRENT AFFAIRS

AUDIENCE

#1

Household shoppers & women
25-54



#1

Business decision makers & \$200K+ HHI



#1

Spend on home renovations, improvements & styling



Source: Nielsen Consumer and Media Insights Q2 2021

Woman's Day

New Zealand Women's Weekly

The Australian Women's Weekly

LISTENER

New Zealand Kia Ora

your home and garden

REACH

The numbers

2.6
million

kiwis have engaged with
an **are** media magazine
brand in the last year

536,000

are media magazines
sold every month
(+ Kia Ora)

are
media

ENGAGEMENT

Time spent reading* is 12% higher for *are* Media Consumer titles

77
minutes

Is the average time
spent reading*
a magazine by
primary readers

86
minutes

Is the average time
spent reading*
an *are* magazine
by primary readers

are
media

NZ'S NO.1 WEEKLY MAGAZINE Woman's Day

Woman's Day is New Zealand's best-selling weekly woman's magazine, Woman's Day is a lifeline for many Kiwi woman, offering them escapism alongside practical tools to keep them informed of the issues that affect them and their families.

Woman's Day readers like to be 'in the know' and 'up with the latest' at all times.



Editor
Sebastian van der Zwan

Circulation: 63,810 / Readership: 373,000 / Subscriber base: 5,434 / Facebook: 77,700 / Instagram: 31,400

The reader

Woman's Day is a fabulous bubble where she can finally switch gears, tune out and dream a little. It's intimate, restorative, blissful – the perfect instant reward and antidote to her always-on life. It's a mini holiday. The experience leaves her smiling, entertained, unburdened, reinvigorated, in the know on all things pop culture and empowered by the lifestyle content. She's back!



With an audience earning an average household income of

\$92,000

#1

weekly magazine for mums with kids under 17

51%

of readers like to keep up with the latest fashion or take care in their appearance at all times

59%

of readers are the main grocery buyer in the household*

52%

of readers a healthy diet and plenty of exercise is essential

Reaches

37%

of Kiwi women every month!

47%

have actually purchased something they have seen advertised or reviewed

CORE TARGET
Females
25-54

Primary readers spend
79
minutes reading a typical issue

On sale every Monday

Booking & Material Deadline: One week prior to on-sale

Cancellation deadline: 3 weeks prior to on-sale

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

AD SPECS	BLEED WxH	TRIM WxH	TYPE WxH
Full page	220 x 285	210 x 275	190 x 255
Double page spread	430 x 285	420 x 275	400 x 255
Half page horizontal	220 x 147.5	210 x 137.5	189 x 117.5
Half page vertical	113 x 285	103 x 275	92 x 255
Third page horizontal	220 x 106	210 x 91	190 x 71
Third page vertical	77 x 285	67 x 275	54 x 255

NEW ZEALAND Woman's Weekly



Editor
Marilynn McLachlan

The country's most-read weekly magazine, New Zealand Woman's Weekly has been providing Kiwis with crucial weekly information for more than 80 years. The deeply connected and highly engaged community of readers revel in the stories of well-known New Zealanders that sit alongside tales from their beloved royal family. Recipes, local columnists and practical lifestyle information is also a big driver for the audience.

Circulation: 50,327 / Readership: 471,000 / Subscriber base: 9,795 / Facebook: 29,100 / Instagram: 8,900

The reader

She is a woman with character and life experience, goals and opinions, who looks to the New Zealand Woman's Weekly for a sense of connection and belonging. She is kind, generous and highly organised. Immersed in the needs of her family, she also makes time for her close circle of friends, her career and her community. She enjoys growing food and flowers in her garden, trying new recipes, shopping for wonderful but wearable fashion, catching up with loved ones over lunch and taking time out to travel with her partner.

CORE TARGET
Females

40+

Primary readers spend

79

minutes reading a typical issue



With an audience earning an average household income of

\$91,000

#1

weekly magazine for reaching New Zealanders who have tried a new recipe or cooked a meal from scratch

2 in 5

have actually purchased something they have seen advertised or reviewed

Reaches

37%

of Kiwi women every month!

2 out of 5

are 'influences' for cosmetic/beauty products when you reach them you also reach their friends/family

62%

of readers are the main household shopper

Big spenders

\$261

million per week overall weekly reader's household spend

On sale every Monday

Booking & Material Deadline: One week prior to on-sale

Cancellation deadline: 3 weeks prior to on-sale

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500

Premium and guaranteed positions attract a 10% loading.

AD SPECS	BLEED WxH	TRIM WxH	TYPE WxH
Full page	210 x 285	200 x 275	177 x 250
Double page spread	410 x 285	400 x 275	376 x 250
Half page horizontal	210 x 144	200 x 134	177 x 122
Half page vertical	109 x 285	99 x 275	87 x 177
Third page horizontal	210 x 102	200 x 92	177 x 80
Third page vertical	78 x 285	68 x 275	56 x 250

THE AUSTRALIAN Women's Weekly NEW ZEALAND EDITION

New Zealand's best-selling monthly women's magazine. Local celebrity driven with strong heartland New Zealand connections. The magazine offers broad based lifestyle content with particular emphasis on recipes and food. Leveraging celebrity influence, The Australian Women's Weekly NZ edition, offers current affairs information in an engaging way alongside practical advice for improving and enhancing Kiwis lives.



Editor
Sarah Henry

Circulation: 64,717 / Readership: 441,000 / Subscriber base: 14,576 / Facebook: 5,100 / Instagram: 1,800

The reader

Genuine and loving, spontaneous and a lover of life. Her family's welfare, health and wellbeing are what matters most. She leads a busy lifestyle, involves herself in the community, entertains friends with good food and great wine. Australian Women's Weekly readers are financially well off and can afford to spend on extras (+10% above the NZ average). They are the CEOs of their households, making decisions about everything from home renovations and family holidays to what is on the table for dinner. More importantly, they are the mums of Gen Y: some still at home, others going to university, getting married and having their first child.



3 in 4

readers give advice or make recommendations to friends and family on their decisions.

Responsible for

\$485
million

In household expenditure each week

Households of readers spend

\$28
million

on clothing and footwear every issue

Over

50%

are sole decision makers on household items

Over

50%

of all readers fall into the top socio economic groups

2 in 3

own their own homes

7/10

have savings or investments and over half agree they feel financially free.*

CORE TARGET

Females
35-54

Primary readers spend

65

minutes reading a typical issue

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

AD SPECS	BLEED WXH	TRIM WXH	TYPE WXH
Full Page	220 x 285	210 x 275	180 x 235
Double Page Spread (DPS)	430 x 285	420 x 275	380 x 235
Half Page Vertical	108 x 285	98 x 275	78 x 240
Half Page Horizontal	220 x 146	210 x 136	180 x 115
Third Page Vertical	75 x 285	65 x 275	49 x 240
Third Page Horizontal	220 x 103	210 x 93	180 x 75

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	INSERT DEADLINE	MATERIAL RECEIVED
October-21	09/09/2021	02/07/2021	13/08/2021	13/08/2021	17/08/2021
November-21	07/10/2021	30/07/2021	10/09/2021	10/09/2021	14/09/2021
December-21	04/11/2021	27/09/2021	15/10/2021	15/10/2021	20/10/2021
Christmas-21	02/12/2021	22/10/2021	12/11/2021	12/11/2021	12/11/2021
January-22	30/12/2021	22/11/2021	10/12/2021	10/12/2021	15/12/2021
February-22	27/01/2022	20/12/2021	07/01/2022	07/01/2022	12/01/2022
March-22	24/02/2022	17/01/2022	04/02/2022	04/02/2022	09/02/2022
April-22	24/03/2022	14/02/2022	04/03/2022	04/03/2022	09/03/2022
May-22	21/04/2022	14/03/2022	01/04/2022	01/04/2022	06/04/2022
June-22	19/05/2022	11/04/2022	29/04/2022	29/04/2022	04/05/2022
July-22	16/06/2022	09/05/2022	27/05/2022	27/05/2022	01/06/2022
August-22	14/07/2022	06/06/2022	24/06/2022	01/07/2022	29/06/2022
September-22	11/08/2022	04/07/2022	22/07/2022	11/07/2022	01/07/2022
October -22	08/09/2022	01/08/2022	19/08/2022	26/08/2022	24/08/2022

new zealand

your home and garden

As much a purchasing resource as it is entertainment, Your Home and Garden offers ideas, expert advice and information to inspire and teach readers how to make any space a home. The title showcases creativity and readers engage in the brand for ideas they can replicate at home through locally-sourced products.



Editor
Fiona Hawtin

Circulation: 27,100 / Readership: 236,000 / Subscriber base: 8,400 / Facebook: 157,200 / Instagram: 74,600

The reader

Your Home and Garden is all about featuring homes that real people live in, beautiful products that they can access and afford, and useful, practical advice. Home improvement, styling and interior design are all passion points for our readers. They are foodies, gardeners, collectors and DIY-ers. Your Home and Garden is at the forefront of all these movements, and delivers colourful, creative, inspiring and engaging content across multiple platforms. We help our audience personalise and improve their homes through everyday inspiration, the latest products and services, expert advice, and money-saving tips and tricks.

CORE TARGET
Females
30-54

Primary readers spend
82
minutes reading a typical issue



40,000

Your Home and Garden readers expect to purchase or sell a house in the next 12 months

61%

readers who own their own homes have done a renovation project in the past 12 months.

Your Home and Garden readers' households spend over

\$15.1

million per week

on the cost of owning their homes

29%

higher average spend than the average NZ household

54%

of Your Home and Garden readers entertained family or friends at home in the past month.

78%

of readers agree they are prepared to pay more for better tasting products.

+32%

property alterations, additions and improvements

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

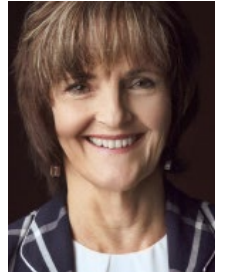
Premium and guaranteed positions attract a 10% loading.

AD SPECS	BLEED WXH	TRIM WXH	TYPE WXH
Full page	225 x 307	215 x 297	190 x 272
Double page spread	225 x 307	215 x 297	190 x 272
Half page horizontal	225 x 158	215 x 148	190 x 130
Third page vertical	117 x 307	107 x 297	90 x 272
Third Page horizontal	225 x 109	215 x 99	190 x 75
Third Page vertical	80 x 307	70 x 297	55 x 272

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
October-21	23/09/2021	23/08/2021	05/09/2021	06/09/2021
November-21	21/10/2021	20/09/2021	04/10/2021	04/10/2021
December-21	25/11/2021	22/10/2021	10/11/2021	11/11/2021
January-22	23/12/2022	22/11/2021	08/12/2021	09/12/2021
February-22	20/01/2022	20/12/2021	06/01/2021	07/01/2021
March-22	17/02/2022	17/01/2022	02/02/2022	03/02/2022
April-22	17/03/2022	14/02/2022	02/03/2022	03/03/2022
May-22	21/04/2022	21/03/2022	06/04/2022	07/04/2022
June-22	26/05/2022	22/04/2022	11/05/2022	12/05/2022
July-22	23/06/2022	23/05/2022	08/06/2022	11/06/2022
August-22	21/07/2022	20/06/2022	06/07/2022	07/07/2022
September-22	25/08/2022	25/07/2022	10/08/2022	11/08/2022

AIR NEW ZEALAND INFLIGHT MAGAZINE

Kia Ora



Editor
Virginia Larson

A premium custom publication for Air New Zealand, Kia Ora's long-form journalism is highly-trusted and respected by the wide-reaching and mammoth readership base. While travel-centric, the magazine also has a particular focus on business and helping drive economic results in regional New Zealand through the support of local enterprise.

Print Run: 42,500 / Readership: 453,000 / Digital: 1.3 million Airpoints members

The reader

50% MALE/ 50% FEMALE

Air New Zealand's inflight magazine readers are a highly desirable captive audience. As travellers for business and pleasure they are keen to sample all our country has to offer. Kia Ora showcases the best of New Zealand travel, accommodation, dining and entertainment and celebrates Kiwi entrepreneurs and inspiring businesses. Lifestyle topics include new products and places, home and fashion, bar and restaurant openings, and coverage of leaders in local food, wine, beer, wellness, beauty, culture and events.



#1

magazine for reaching people with a household income \$200k+

80%

Top 3 socio economic groups, +43% NZ Ave

43%

are business owners or decision makers

79%

are homeowners with an average household income 29% higher than the typical New Zealander who has travelled for business in the past year.

59%

more likely to have investments over \$200k compared to the population

37%

had wine with a meal in the past seven days.

CORE TARGET
Audience
35-54

Kia Ora readership has grown steadily over the years making it one of the most read titles in New Zealand.

STANDARD	RATE
Full page	\$14,000
Sponsored content full page	\$16,800
Double page spread	\$21,000
Sponsored content double page spread	\$25,000
Half page horizontal/vertical	\$9,500
Third page horizontal/vertical	\$7,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

AD SPECS	BLEED WxH	TRIM WxH	TYPE WxH
Full Page	220 x 285	210 x 275	180 x 250
Double Page Spread (DPS)	430 x 285	420 x 275	390 x 250
Half Page Vertical	110 x 285	100 x 275	85 x 250
Half Page Horizontal	220 x 145	210 x 135	180 x 120
Third Page Vertical	83 x 285	73 x 275	55 x 250
Third Page Horizontal	220 x 100	210 x 90	180 x 75

Air New Zealand is committed to supercharging New Zealand's success socially, economically and environmentally. To do this, we are committed to the highest standards of social and environmental responsibility and ethical conduct.

We seek to engage with companies who share our commitment and approach to conducting business in a sustainable way, and expect all companies advertising within Kia Ora to fully comply with all applicable laws and regulations.

All companies advertising within Kia Ora are encouraged to actively pursue opportunities to improve their sustainable business practices and transparently communicate this process with Are Media and Air New Zealand.

Air New Zealand and Are Media reserve the right to decline or reject a high risk advertiser if they feel they do not meet the standards. Advertising Sustainability Principles can be viewed on request from your Are Media representative or on the Are Media website www.aremmedia.co.nz

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
September-21	01/09/2022	19/07/2021	29/07/2021	03/08/2021
October-21	01/10/2021	16/08/2021	27/08/2021	01/09/2021
November-21	01/11/2021	20/09/2021	30/09/2021	05/10/2021
December-21	01/12/2021	18/10/2021	28/10/2021	02/11/2021
January-22	01/01/2022	26/11/2021	29/12/2021	03/12/2021
February-22	01/02/2022	17/12/2021	29/12/2022	03/01/2022
March-22	01/03/2022	14/01/2022	26/01/2022	28/01/2022
April-22	01/04/2022	16/02/2022	25/02/2022	03/03/2022
May-22	01/05/2022	18/03/2022	28/03/2022	01/04/2022
June-22	01/06/2022	14/04/2022	28/04/2022	03/05/2022
July-22	01/07/2022	18/05/2022	27/05/2022	02/06/2022
August-22	01/08/2022	17/06/2022	28/06/2022	01/07/2022
September-22	01/09/2022	19/07/2022	29/07/2022	03/08/2022

NEW ZEALAND LISTENER



Editor
Karyn Scherer

Driven by the strength of its agenda setting content, The Listener publication is New Zealand's best-selling current affairs magazine with a per capita circulation higher than Time, the New Yorker and the Spectator. The gold standard for any magazine, in the era of unlimited free online content, is whether readers value the journalism enough to seek it out and pay for it. Listener readers do just that.

Circulation: 52,981 / Readership: 253,000 / Subscriber base: 29,357 / Facebook: 16,443 / Instagram: 1,871

The reader

43% MALE / 57% FEMALE

An energising read, full of witty insight and award-winning investigative journalism, this is the magazine that has been setting New Zealand's agenda since 1939. We're proud to have this country's best columnists and contributors as an integral part of the fabric of the Listener. Our aim each week is to stand out as the magazine that provides compelling journalism and photography that resonates with New Zealanders.



41%

have had wine with their meals in the past 7 days +72% above NZ average

New Zealand Listener readers spend

82%

above NZ average on the purchase of new cars

They are

50%

more likely than the average NZ'er to have more than \$200,000 invested

70%

top 3 socio (+38% above NZ average)

83%

are homeowners (+32% above NZ average)

They spend

\$4.3

million per week on their health (+50% above NZ average)

79%

of readers give advice to, or make recommendations to, friends and family

On sale every Monday

Booking & Material Deadline: One week prior to on-sale

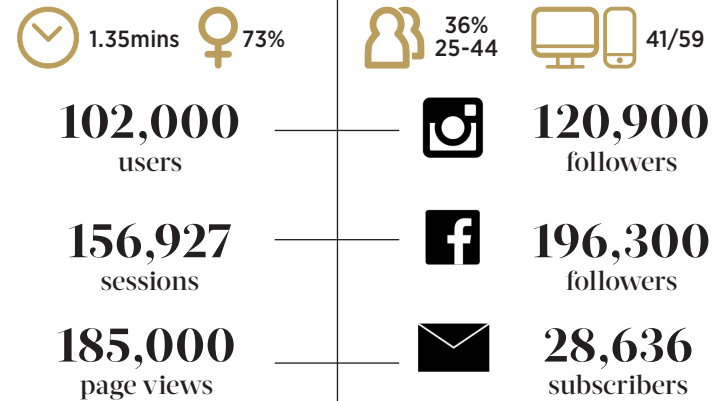
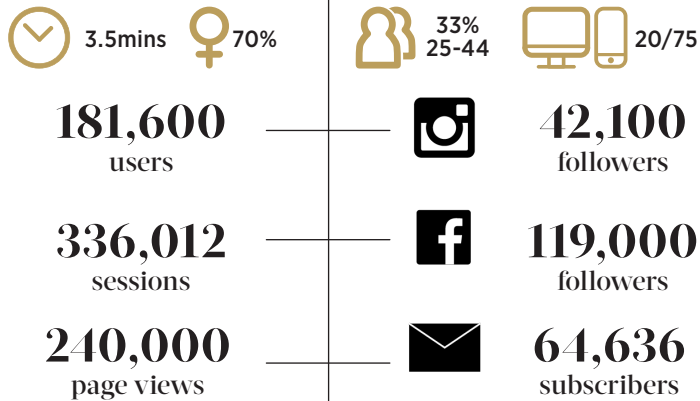
Cancellation deadline: 3 weeks prior to on-sale

STANDARD	RATE
Full page	\$7,000
Full page sponsored content	\$10,000
Double page spread	\$12,500
DPS sponsored content	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500

Premium and guaranteed positions attract a 10% loading.

AD SPECS	BLEED WxH	TRIM WxH	TYPE WxH
Full page	210 x 285	200 x 275	177 x 250
Double page spread	410 x 285	400 x 275	376 x 250
Half page horizontal	210 x 144	200 x 134	177 x 122
Half page vertical	109 x 285	99 x 275	87 x 177
Third page horizontal	210 x 102	200 x 92	177 x 80
Third page vertical	78 x 285	68 x 275	56 x 250

DIGITAL



Woman's Day is New Zealand's celebrity and women's lifestyle hub. Stay up to date with the best stories from The New Zealand Woman's Weekly, Woman's Day and The Australian Women's Weekly.

You can count on us to keep in the know about everything from the latest celebrity news, inspirational real-life stories, parenting, health, fashion, beauty and lifestyle tips and trends, and so much more.

The best of New Zealand's home inspiration, all in one place.

Your Home & Garden celebrates New Zealanders' passion for renovation and home decoration across multiple media channels. Our appetite for real homes, practical advice and inspiring content continues to grow. Whether we are living small or living large, living together or living alone, we all want to make our house a home.