

MEDIA KIT 2024



BRANDS & AUDIENCES

2 million New Zealanders have read our magazines in the past year
and more than 649,000 users 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

Digital brand in the
Home category



REACH

The numbers

2
million

New Zealanders have read an *are* media
magazine brand in the past 12 months

620,000

are media magazines sold every month (+ Kia Ora)

are
media

ENGAGEMENT

Time spent reading* is 5 minutes longer for *are* media Consumer titles

100
MINUTES

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

105
MINUTES

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

are
media

Woman's Day



Editor
Sebastian
van der Zwan

New Zealand's best-selling weekly women's magazine, Woman's Day is a lifeline for many Kiwi women, offering them celebrity 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.

Circulation: 58,000 | **Readership:** 373,000 | **Subscriber base:** 4,162 | **Facebook:** 76,320 | **Instagram:** 32,883



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.

CORE TARGET
Females
25-54

PRIMARY READERS SPEND

97

MINUTES READING A TYPICAL ISSUE

130,000

Woman's Day readers are HHS with kids 0-17

63%

think their pets are as important as family

Woman's Day readers tend to spend most of their spare time with their families and are most likely to put their children's needs before their own.

130,000

readers have a household income of more than \$100k

153,000

of Woman's Day readers are prepared to pay more for better quality products and 60% try to buy New Zealand-made products as often as possible

Woman's Day

Deadlines, rates and dimensions

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	Supply as two separate full pages, using full page specs as above		
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

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

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 90 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 and inspirational real life weekly people. Recipes, local columnists and practical lifestyle information is also a big driver for the audience.

Circulation: 41,500 | **Readership:** 459,000 | **Subscriber base:** 6,477 | **Facebook:** 31,585 | **Instagram:** 10,219



CORE TARGET
Females
40+

#1

weekly magazine for reaching New Zealanders who have tried a new recipe

232,000

of readers are in the top 3 socios

PRIMARY READERS SPEND

106

MINUTES READING A TYPICAL ISSUE

199,000

of readers always take care of their appearance and 78,000 spend a lot of money on clothes

176,000

readers like to keep up to date with new ideas and home improvements and 299,000 think the way their homes looks is really important

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.

**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	Supply as two separate full pages, using full page specs as above		
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

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

THE AUSTRALIAN Women's Weekly NEW ZEALAND EDITION



Editor
Sarah Henry

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.

Circulation: 52,500 | **Readership:** 477,000 | **Subscriber base:** 9,973 | **Facebook:** 5,398 | **Instagram:** 2,261



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. The Australian Women's Weekly NZ edition 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 starting their careers, getting married and having their first child.

CORE TARGET
Females
35-54

PRIMARY READERS SPEND
99
MINUTES READING A TYPICAL ISSUE

225,000
own their own homes

7/10
have savings or investments

3 in 4 readers give advice or make recommendations to friends and family.

Over 75%
are sole decision-makers on household items

Over 51%
of all readers fall into the top 3 socio economic groups

Deadlines, rates and dimensions

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)	Supply as two separate full pages, using full page specs as above		
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

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
January 24	28/12/2023	20/11/2023	08/12/2023	13/12/2023
February 24	25/01/2024	18/12/2023	19/12/2023	20/12/2023
March 24	22/02/2024	15/01/2024	02/02/2024	07/02/2024
April 24	21/03/2024	12/02/2024	01/03/2024	06/03/2024
May 24	18/04/2024	11/03/2024	28/03/2024	03/04/2024
June 24	16/05/2024	08/04/2024	26/04/2024	01/05/2024
July 24	13/06/2024	06/05/2024	24/05/2024	29/05/2024
August 24	11/07/2024	31/05/2024	21/06/2024	26/06/2024
September 24	08/08/2024	01/07/2024	19/07/2024	24/07/2024
October 24	05/09/2024	29/07/2024	16/08/2024	21/08/2024
November 24	03/10/2024	26/08/2024	13/09/2024	18/09/2024
December 24	31/10/2024	23/09/2024	11/10/2024	16/10/2024
Xmas 24	28/11/2024	21/10/2024	08/11/2024	13/11/2024

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: 22,000 | **Readership:** 98,000 | **Subscriber base:** 3,905 | **Facebook:** 161,348 | **Instagram:** 78,016



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
108
MINUTES READING A TYPICAL ISSUE

56%
of readers prefer a house to look stylish

54,000
readers are planning to renovate their home within the next 12 months

70%
of readers believe the way their home looks is very important to them

46%
of readers have entertained family or friends at home in the last month

Deadlines, rates and dimensions

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	Supply as two separate full pages, using full page specs as above		
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

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
January 24	21/12/2023	20/11/2023	30/11/2023	04/12/2023
February 24	18/01/2024	11/12/2023	14/12/2023	20/12/2023
March 24	15/02/2024	15/01/2024	22/01/2024	26/01/2024
April 24	14/03/2024	12/02/2024	22/02/2024	26/02/2024
May 24	18/04/2024	18/03/2024	25/03/2024	28/03/2024
June 24	16/05/2024	15/04/2024	24/04/2024	29/04/2024
July 24	20/06/2024	20/05/2024	27/05/2024	31/05/2024
August 24	18/07/2024	17/06/2024	27/06/2024	01/07/2024
September 24	22/08/2024	22/07/2024	1/08/2024	05/08/2024
October 24	19/09/2024	19/08/2024	29/08/2024	02/09/2024
November 24	17/10/2024	16/09/2024	26/09/2024	30/09/2024
December 24	21/11/2024	21/10/2024	31/10/2024	04/11/2024

Kia Ora



Editor
Virginia Larson

A premium custom publication for Air New Zealand, Kia Ora delivers lushly illustrated, engaging editorial content – spanning informative travel features and stories on local business and culture – to a vast, wide-reaching readership. The magazine also helps drive the airline’s mission to “connect New Zealanders to each other and New Zealand to the world”.

Print Run: 42,500 | **Readership:** 414,000 | **Domestic Passengers Per Month:** 1 million + | **Digital:** 1.3 million Airpoints™ members



CORE TARGET AUDIENCE

35-54

#1

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

171,000

readers are business decision-makers

International travel is bouncing back with 102,000 Kia Ora readers travelling overseas in the last 12 months and 175,000 intending to travel overseas in the next 12 months.

79%

of Kia Ora readers have investments and 217,000 have an investment property, holiday home or personal savings

102,000

readers are very likely or extremely likely to buy a car in the next 12 months

The reader

50% MALE/50% FEMALE

Air New Zealand’s inflight magazine readers are a highly desirable audience, comprising travellers for business and pleasure. Kia Ora serves both to inform and entertain, showcasing the best of New Zealand travel, accommodation, dining and culture while celebrating the country’s entrepreneurs and innovators. Fresh, inclusive content includes columns on food, wine, beer, technology, wellness, beauty and events nationwide. The magazine also covers the airline’s wider network with lively, useful travel stories on international destinations.

Deadlines, rates and dimensions

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)	Supply as two separate full pages, using full page specs as above		
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

**Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right*

**Due to Air New Zealand rules, no QR codes are allowed on creative*

COVER DATE	ON BOARD	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
January 24	01/01/2024	16/11/2023	29/11/2023	01/12/2023
February 24	01/02/2024	18/12/2023	15/12/2023	20/12/2023
March 24	01/03/2024	15/01/2024	26/01/2024	31/01/2024
April 24	01/04/2024	19/02/2024	29/02/2024	05/03/2024
May 24	01/05/2024	18/03/2024	28/03/2024	02/04/2024
June 24	01/06/2024	16/04/2024	29/04/2024	02/05/2024
July 24	01/07/2024	20/05/2024	30/05/2024	04/06/2024
August 24	01/08/2024	17/06/2024	28/06/2024	03/07/2024
September 24	01/09/2024	12/07/2024	30/07/2024	02/08/2024
October 24	01/10/2024	19/08/2024	29/08/2024	03/09/2024
November 24	01/11/2024	16/09/2024	27/09/2024	02/10/2024
December 24	01/12/2024	11/10/2024	29/10/2024	01/11/2024

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

NEW ZEALAND LISTENER



Editor
Kirsty Cameron

Driven by the strength of its agenda-setting content, The New Zealand Listener publication is the country'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. New Zealand Listener readers do that week after week.

Circulation: 50,000 | **Readership:** 203,000 | **Subscriber base:** 25,100 | **Facebook:** 19,212 | **Instagram:** 2,287



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 New Zealand Listener. Our aim each week is to stand out as the magazine that provides compelling journalism that resonates with people up and down the country.

CORE TARGET
AUDIENCE
40-69

PRIMARY
READERS
SPEND
145
MINUTES
READING A
TYPICAL ISSUE

138,000
Listener readers are in the top 3 socio

30,000
readers intend to spend \$10,000+ on renovations over the next 12 months

Listener readers are 29% more likely than the average New Zealander to have a personal income of more than \$150k and are 31% more likely than the average New Zealander to have a household income of \$250k plus.

173,000
readers have savings or investments

77,000
readers put quality ahead of cost and 126,000 readers buy New Zealand-made products as often as possible

**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	Supply as two separate full pages, using full page specs as above		
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

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

DIGITAL



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

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

TARGET AUDIENCE

25+ Females

MONTHLY UNIQUE USERS

177,821

MONTHLY PAGE VIEWS

292,052

AVERAGE DWELL TIME

3 mins 11

WOMANSDAY.CO.NZ

SOCIAL NUMBERS



113,303

COMBINED TOTAL FOLLOWERS

WOMAN'S DAY **76,320**

NZ WOMAN'S WEEKLY **31,585**

AWW **5,398**



45,363

COMBINED TOTAL FOLLOWERS

WOMAN'S DAY **32,883**

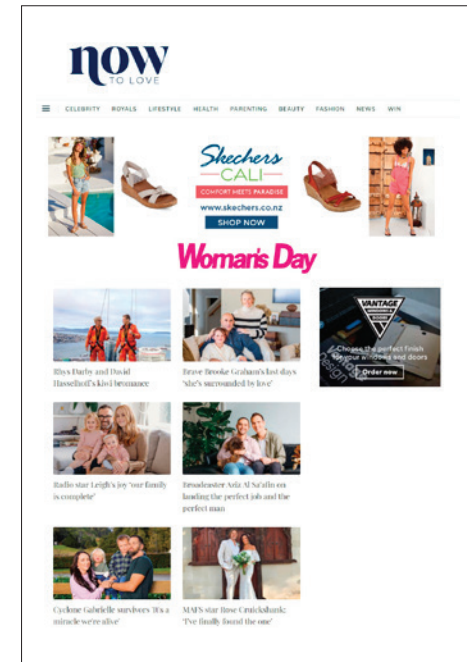
NZ WOMAN'S WEEKLY **10,219**

AWW **2,261**

DIGITAL RATES

RATE

Run of site display	\$45 CPM
Homepage takeover + 30,000 run of site display	\$4,000
Sponsored content including social	From \$5,000
Shoppable product mention	\$1,500
Competition/giveaway* including social	\$4,000
*minimum value of \$250 supplied by client	



DIGITAL



New Zealand Woman's Weekly Food is the digital home that brings New Zealand's favourite recipes together with inspirational and educational food and cooking content. From classic Kiwi favourites, quick weeknight dinners and elevated meals for special occasions, our recipes are local and delicious and thoroughly tested so you know you can trust them to work. Discover tips and tricks to enhance your cooking skills, learn about seasonal ingredients, and stay up-to-date with the latest food trends. We're more than just recipes; we're your trusted kitchen companion.

TARGET AUDIENCE

25+ Females

MONTHLY UNIQUE USERS

166,222

MONTHLY PAGE VIEWS

276,326

AVERAGE DWELL TIME

2 mins 58

NZWOMANSWEEKLY- FOOD.CO.NZ SOCIAL NUMBERS



16,199
FOLLOWERS

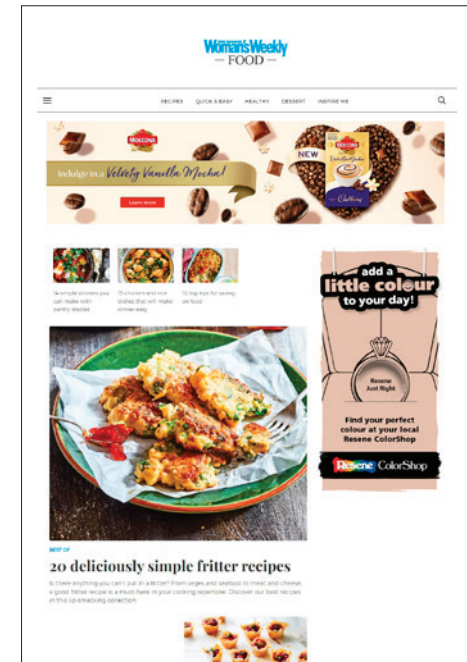


3,360
FOLLOWERS

DIGITAL RATES

RATE

Run of site display	\$45 CPM
Homepage takeover + 30,000 run of site display	\$4,000
Sponsored content including social	From \$5,000
Shoppable product mention	\$1,500
Competition/giveaway* including social	\$4,000
*minimum value of \$250 supplied by client	



DIGITAL



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

Your Home and 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.

Alongside our expert knowledge and style inspiration we create, we also love to shop, which is why we launched *Shop Your Home & Garden*,

our marketplace site full of carefully curated homewares to help you achieve the house of your dreams.

From small local artisans producing one-of-a-kind pieces through to the 'must-have' trend items no home should be without, they're all right here in our shop.

TARGET AUDIENCE

30+ Females

MONTHLY UNIQUE USERS

59,020

MONTHLY PAGE VIEWS

116,459

AVERAGE DWELL TIME

1 mins 27

**YOURHOMEANDGARDEN
.CO.NZ**

SOCIAL NUMBERS



202,046

COMBINED TOTAL FOLLOWERS

YOUR HOME AND GARDEN **161,348**
HOMES TO LOVE **40,698**



125,446

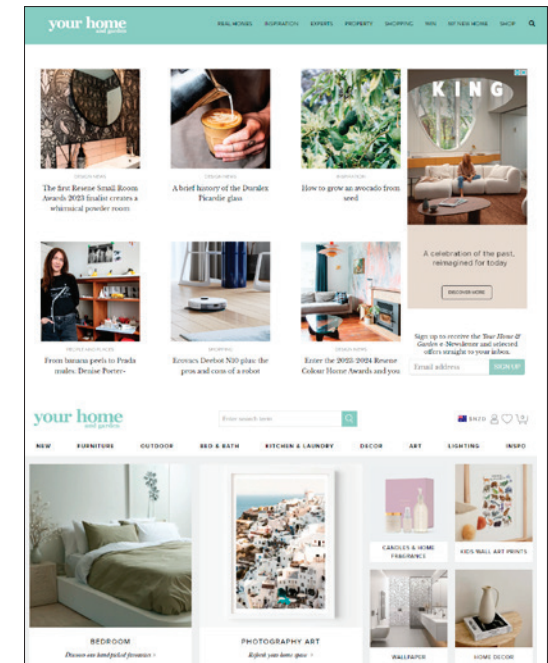
COMBINED TOTAL FOLLOWERS

YOUR HOME AND GARDEN **78,016**
HOMES TO LOVE **47,430**

DIGITAL RATES

RATE

Run of site display	\$45 CPM
Homepage takeover + 30,000 run of site display	\$4,000
Sponsored content including social	From \$5,000
Shoppable product mention	\$1,500
Competition/giveaway* including social	\$4,000
*minimum value of \$250 supplied by client	



DIGITAL



The *listener.co.nz* is the website of the award-winning *New Zealand Listener*, which has been covering the political, cultural and literary life of Aotearoa New Zealand for 80 years with features on current events, politics, social issues, health, technology, arts, food, culture and entertainment.

TARGET AUDIENCE

25-54

MONTHLY UNIQUE USERS

246,520

MONTHLY PAGE VIEWS

389,355

AVERAGE DWELL TIME

2 mins 02

LISTENER.CO.NZ
SOCIAL NUMBERS



19,212
FOLLOWERS



2,287
FOLLOWERS

DIGITAL RATES

RATE

Run of site display

\$45 CPM

Sponsored content including social

From \$5,000

