

NEW ZEALAND GEOGRAPHIC

MEDIA KIT
2024

376,000 print readers
435,000 online & social
299,000 at events

New Zealand Geographic reaches more than a million Kiwis—376,000 in print and a further 700,000 engaged through web, social and events.

They are young, educated, environmentally conscious and active.

Source: Nielsen Media Research, readership survey CMI Q4 2022 - Q3 2023





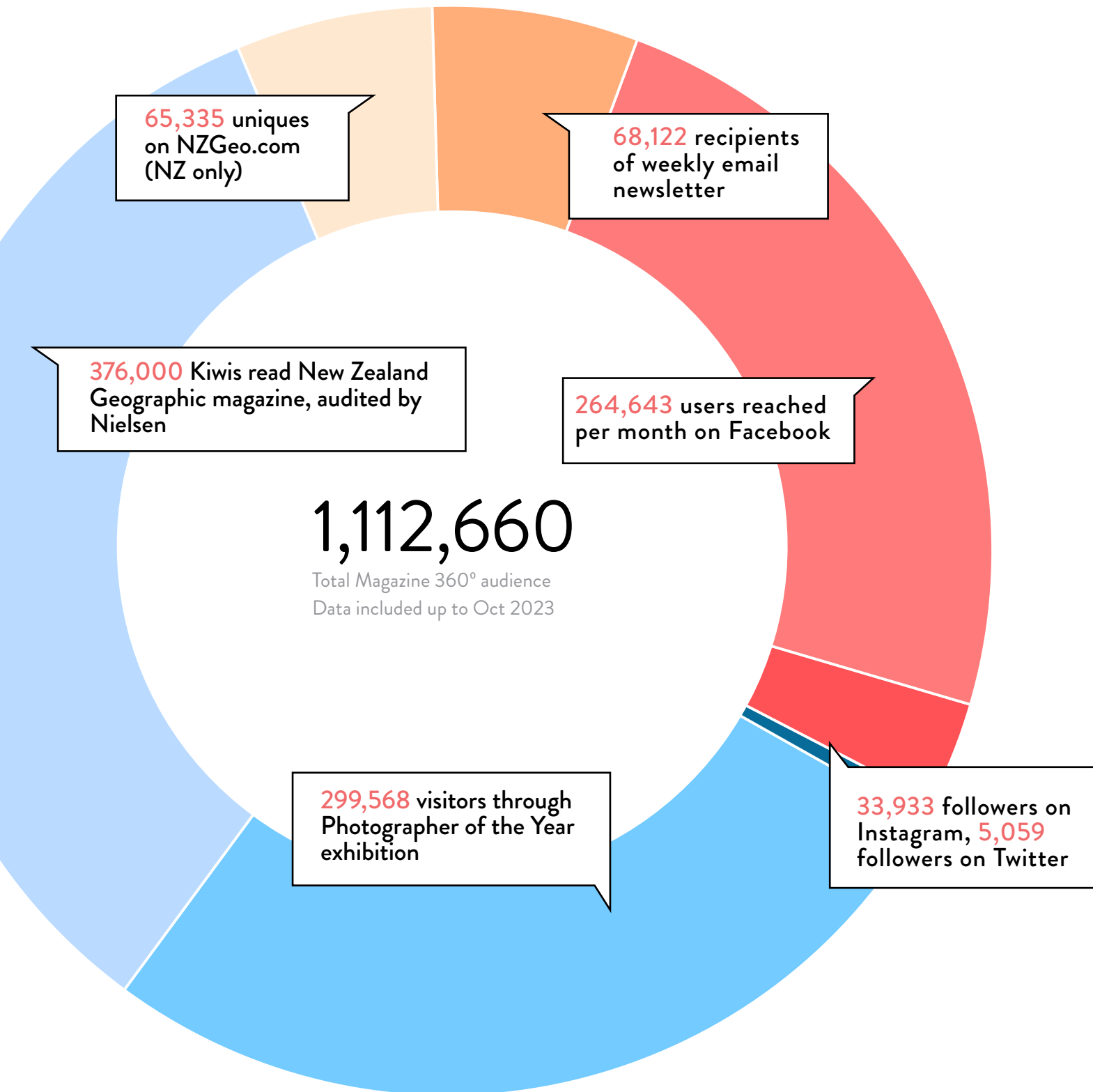


New Zealand Geographic celebrates New Zealand and all its diversity—its people, places and wildlife. It's read by
a total audience of more than a million Kiwis, eclipsing all magazines but the mass-market weeklies.

This multi-award-winning magazine is loved by readers of all ages and is renowned for its high quality reproduction, lavish photography and in-depth editorial coverage of wide-ranging subjects—values that now extend into its digital offerings at NZGeo.com and social channels.

* Overall Magazine of the Year 2016 Magazine Media Awards, 2017 Canon Media Awards, 2018 Voyager Media Awards, 2018 Magazine Media Awards, 2019 Voyager Media Awards, 2020 Voyager Media Awards, 2022 Magazine Awards.

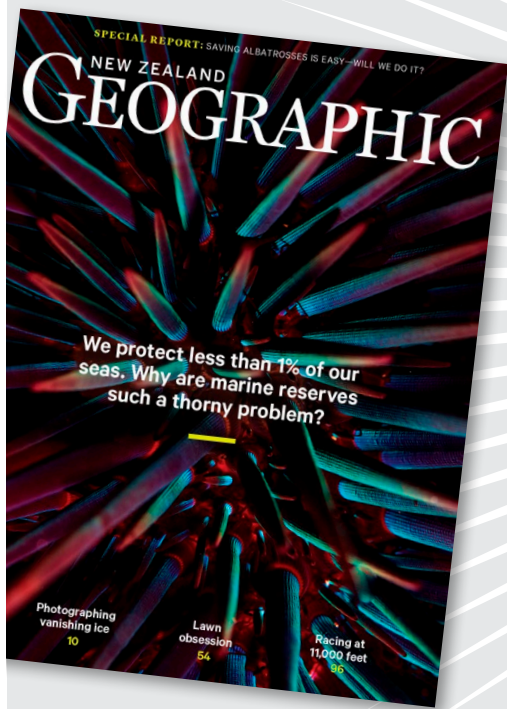
 **NEW ZEALAND
GEOGRAPHIC**



Sources: Nielsen Media Research, Readership Survey CMI Q4 2022 - Q3 2023, MAGAZINE 360

For all advertising enquiries, please contact:

BEN FAHY on 021 245 4894; partnerships@nzgeographic.co.nz



Among NZ's most popular newsstand magazines!

NEWSSTAND MAGS BY READERSHIP

Aus Womens Weekly — 477,000
 Womens Weekly — 459,000
 Kia Ora — 414,000
New Zealand Geographic — 376,000
 Womans Day — 373,000
 NZ House & Garden — 362,000
 The TV Guide — 339,000
 Habitat — 278,000
 NZ Gardener — 248,000
 Cuisine — 246,000
 Readers Digest — 238,000
 NZ Listener — 203,000
 North & South — 127,000
 ...



ABOUT

READERSHIP

376,000

Kiwis with a love of New Zealand's society and environment.

Circulation: 11,623

INCOME

\$113,100

Average, 10,000 readers have incomes over \$250,000.

HIGHLY INVOLVED

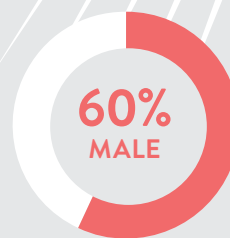
Readers spend on average

70 minutes

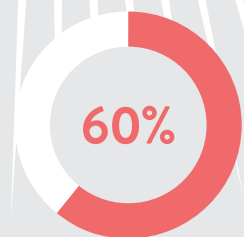
with the magazine,
primary readers

106 minutes

DEMOGRAPHIC

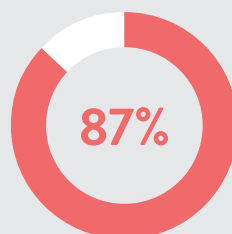


and a perfect match against national average by age, ethnicity and geographical distribution.



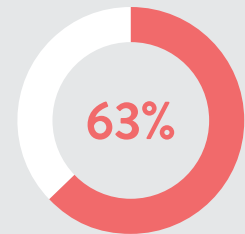
of readers are under 50 years of age—a very young magazine audience.

COLLECTABLE



of readers keep their magazines indefinitely

EXCLUSIVE



of readers do not read competing titles.

BRANDS

New Zealand Geographic receives advertising from a wide range of premium clients, many focusing on environmental, educational, ethical or active values of their brand proposition. Print advertising and content is usually augmented with activity across web, newsletter and social channels.

WHAT DO THEY SEEK?
Explorers, adventurers, scientists. Men and women who chase frontiers, the horizon, for all landmarks to share. Riches was at their side when they reached the deepest point in the ocean, the highest summit of the Earth, the deepest jungle and both poles. But now that we know more than ever, that we would have no limits, why do they continue to venture out there, again and again? Certainly not for riches, accolades, or an enhanced résumé. What they truly seek is to understand more intimately how complex and delicate our planet is, to document its change and how together we can effect it for the better. So as long as they need it, we will be at their side. Because today, the real discovery is not so much about finding new lands. It's about looking with new eyes at the world around us, challenging our sense of wonder, and acting to preserve our pale blue dot in the universe... Being one very best for a Proposed Planet.

#MyPlanet

CHRONOMETER, SUPERLATIVE DATE

ROLEX

THE PERFECT CROSS
for work and play

ECLIPSE CROSS / \$55,990
SPORT / \$55,990

An all-wheel drive SUV that offers the best of both worlds. Proven Mitsubishi plug-in electric vehicle technology seamlessly brings electric and petrol power together. Plug in at home for a full-free commute. Head out to the country with the powerful 2.4L MIVEC petrol engine. Smooth, responsive connectivity and 18 inch steel alloy wheels, crisscross with advanced safety features and super all wheel control, keep you comfortable and safe wherever you're going.

To find your perfect cross call 0800 54 55 52 or visit mitsubishi.co.nz

105 MILES ON A CHARGE

MITSUBISHI MOTORS

Make a change that inspires change

Upskill or change paths into a rewarding career in science with one of UC's postgraduate qualifications.

Explore our masters options and enrol today

UC UNIVERSITY OF CANTERBURY

CHOOSE THE RIGHT BUILDER

Now is a great time to build. The key to loving your new home, is choosing the right builder.

To make a wise choice, you need to know the right questions to ask.

Questions like: Can I see customer and trade testimonials? Are there hidden costs, and can you explain your pricing? Is the business local, how long have they been in the industry and can I meet the owner?

So to help make it easy G.J. Gardner have created Home Prep, a step-by-step guide to the building process. It's packed with independent advice and handy information to help you have a great experience, no matter who you choose to build with. And it's absolutely free. So if you're planning on building, make Home Prep the first step in your journey.

Scan here for your free copy or visit gjgardner.co.nz

G.J. Gardner. HOMES

Bring colour into your home with Resene paint. Resene paint is available in New Zealand. Choose from the Resene's largest range of 1000s of colours. Resene paint is available at your local Resene ColourShop.

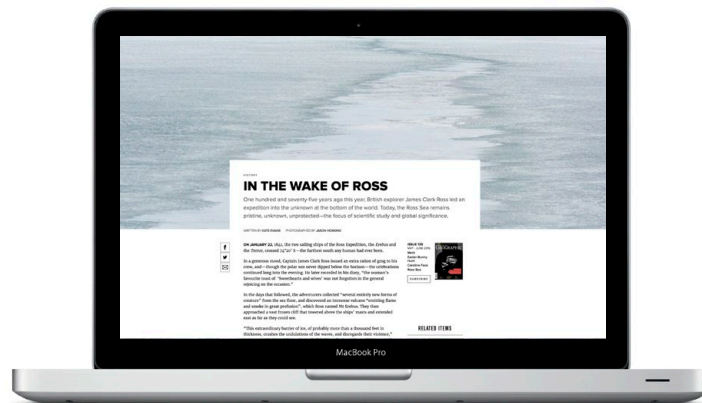
Resene

the paint that performs well

Sources: Nielsen Media Research, Readership Survey CMI Q4 2022 - Q3 2023, MAGAZINE 360

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NZGeo.com digital subscriptions are provisioned for 779,000 kiwi students by the Ministry of Education.

New Zealand Geographic readers are **53% more likely to be aged 15-17 years old** than the general population (24,000 students).

62,000 readers are planning on doing a Bachelor or Honours-level degree (42% more likely). **53,000 readers are considering post-grad study in the next 12 months**, 14% of all those weighing up that option.

123,000 readers are in the top 3 occupations (senior government official, business manager/executive, business proprietor/self employed) or technical/skilled worker categories.



1-in-5 New Zealand Geographic readers desire the finest furnishings and best fittings for their homes, 57% more than the average.



184,000 New Zealand Geographic readers **visited a sports/outdoor equipment store** in the past month, and 130,000 intend to do some form of outdoor sport in the next six months.

179,000 New Zealand Geographic readers consider themselves **environmentalists at heart**, and are 21% more likely to visit a national park.



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173,000 readers expect to buy a new car in the next 12 months. **They are 21% more likely** than other Kiwis to consider buying an electric car.

131,000 readers are likely to take out or upgrade their car insurance policy in the next 12 months.



100,000 readers intend to renovate their kitchen or bathroom or add an extension/new rooms in the next 12 months, **29% more than the average.**

218,000 readers own their home and 44,000 prefer to buy their furniture at specialist stores.

105,000 readers prefer to let professionals manage most of their investments, 29% more than the average.



INDUSTRY SHOWCASES

New Zealand Geographic runs a calendar of paid content showcases that align with our highly educated and environmentally concerned readers. They include custom content produced by the NZGeo team and run across print, web and social channels for maximum impact.

Ethical investment - Jul/Aug 2024

Environmental education/employment - Sep/Oct 2024

Responsible tourism - Nov/Dec 2024

Sustainable building - Jan/Feb 2025

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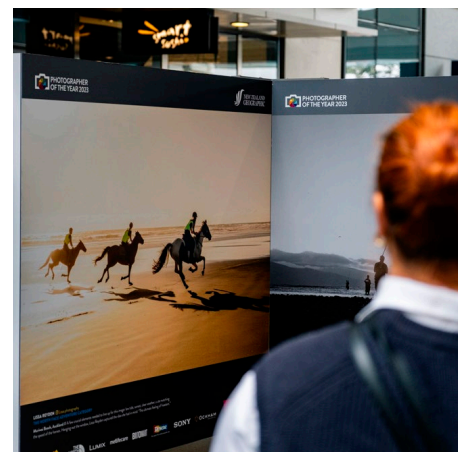
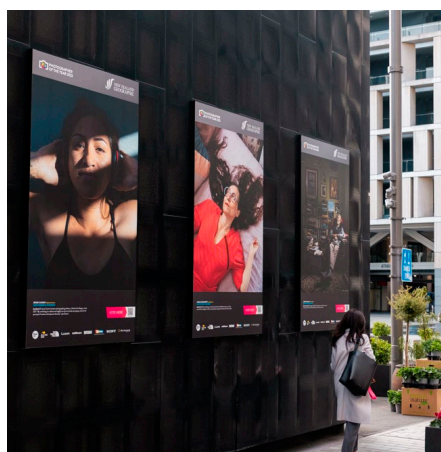
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New Zealand Geographic Photographer of the Year is the nation's largest visual arts event.

It received 7669 entries in 2023 and 75,021 unique users visited the website where 29,610 votes were cast. Photographer of the Year content reached 972,192 people across social channels, 377,621 by email and 376,000 readers four times in print. 299,568 visited the public exhibition in Britomart.

In 2024 we are aiming to increase the total audience numbers and relevance of the event in third-party media. With online interaction, social engagement, free outdoor exhibitions and quality reproduction in print, Photographer of the Year is a unique multi-channel proposition. Get in touch to receive a copy of the sponsor benefits document.



Rolex and New Zealand Geographic joined forces for an editorial partnership in 2023 called Time for Change to highlight solutions to climate mitigation and adaptation.

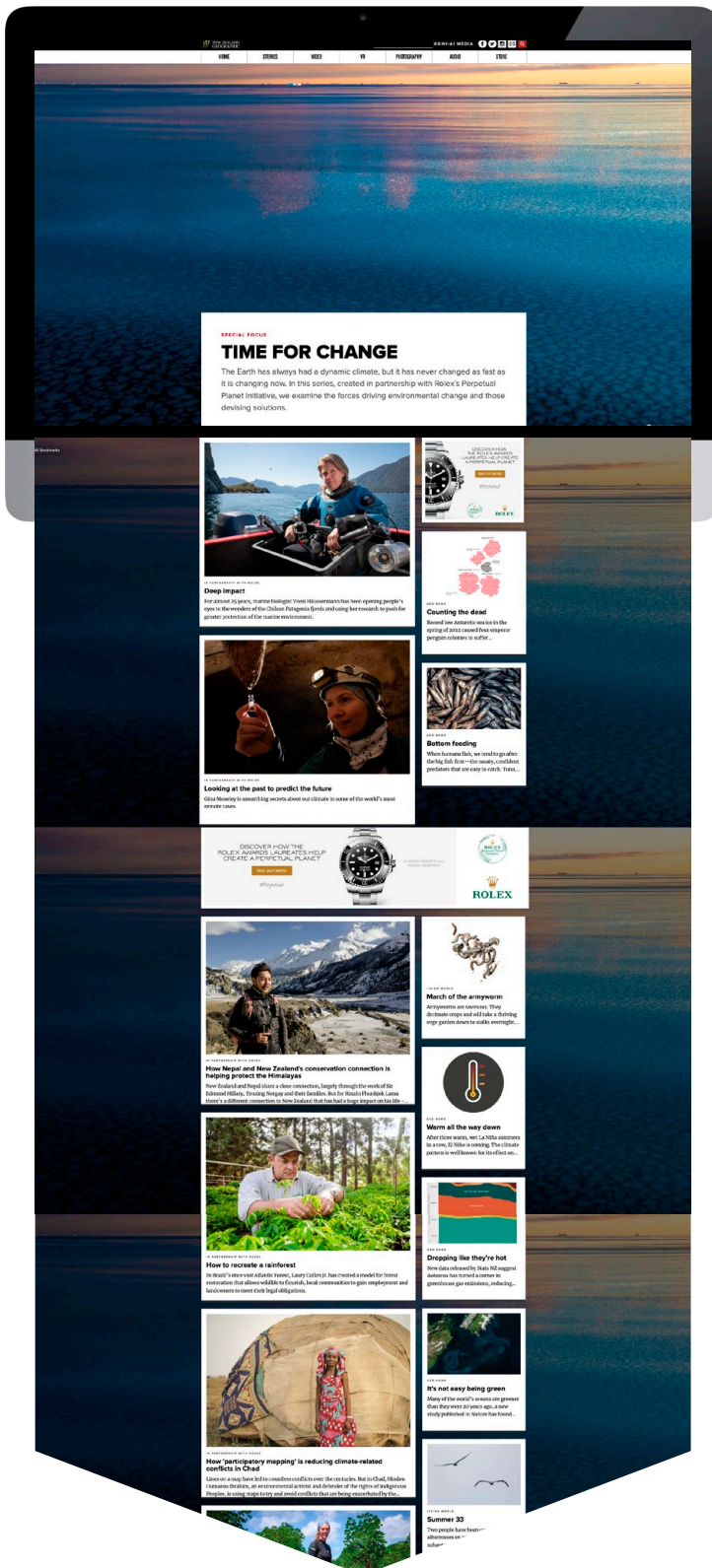


INTEGRATED MEDIA

Connect with a large, engaged audience using the best writers and photographers at our disposal to construct compelling stories around your brand, tailored to our audience. We have produced partner content across print, web, social and experiential media clients such as Rolex, the National Science Challenges, Dulux, University of Auckland, and NZonAir-funded virtual reality productions for Blake Trust to promote environmental awareness.



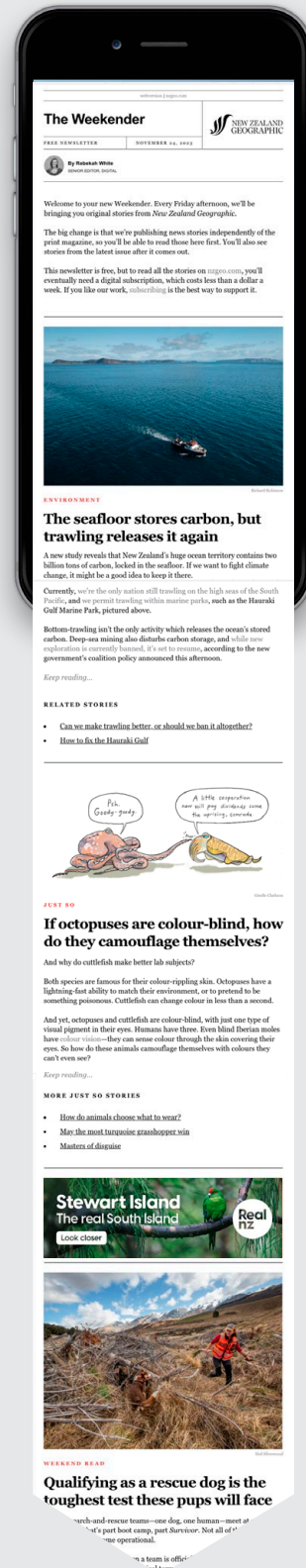
Sponsorship of content hubs allow advertisers to surface integrated media alongside NZGeo's archive of editorial media to align with the trusted masthead, deliver greater value to the reader and return longer dwell times for clients.





NEWSLETTERS

New Zealand Geographic has substantial audiences in print, web, and increasingly a direct email channel with 68,000 recipients. Open rates top 37% for our Weekender email, well above the industry average, showing strong engagement with the content. In 2023 we employed a digital editor to focus on this channel with bespoke content. There are opportunities for both banner ads and custom content every week going direct to inboxes.





	CASUAL	3 X RATE	6 X RATE
Double Page Spread (DPS)	\$11,500	\$10,950	\$10,450
Full Page (FP)	\$6900	\$6600	\$6300
Half Page	\$3950	\$3800	\$3650

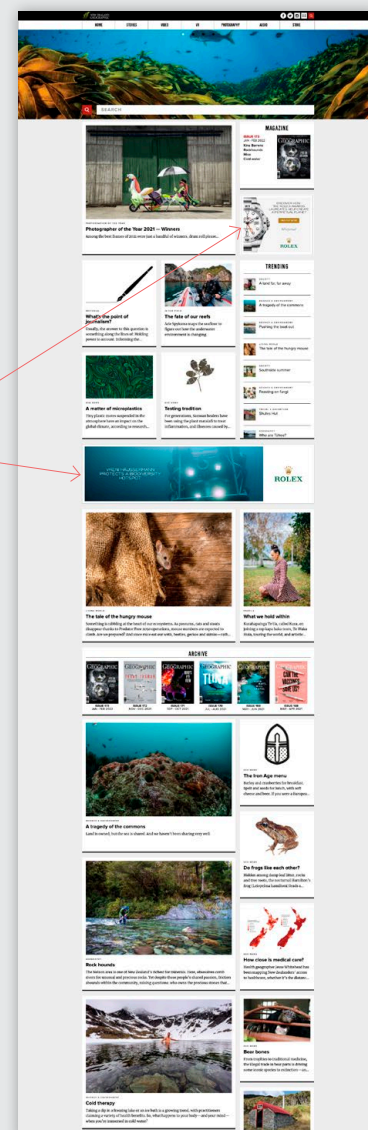
Pricing for special positions, inserts and content marketing available upon request. All rates exclude GST.

Digital Display Ads

Billboard (homepage)	\$1000/month
Island (run-of-site)	\$3000/month, share of voice
Newsletter (weekly)	\$2000/insertion

Content

Content production and distribution available on a per-page basis in print, per-story basis in digital and per-post basis on social. Pricing on request.





SPECIFICATIONS

Double Page Spread

Trim size: 420mm wide X 276mm high

Bleed size: 426mm wide X 282mm high

Single Page

Trim size: 210mm wide X 276mm high

Bleed size: 216mm wide X 282mm high

Half Page

Horizontal: 190mm wide X 123mm high

Supply files to publisher@nzgeographic.co.nz as CMYK PDFs with 3mm bleed on edges.

Digital — Island

Size: 300w x 250h pixels

Placement: Run of site

Digital — Billboard

Size: 970w x 250h pixels

Placement: Home page only

Digital — Newsletter

Size: 600w x 200h pixels

Accepted file formats:

GIF, JPEG, Animated GIF, PNG, SWF

(Please note: SWF files require GIF or html5 alternatives for mobile devices)

Max file size: 250k



PRINT DEADLINES

ISSUE	ADVERTISING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
Jan/Feb 2024	21/11/23	28/11/23	14/12/23
Mar/Apr 2024	01/02/24	8/02/24	26/02/24
May/Jun 2024	04/04/24	11/04/24	29/04/24
Jul/Aug 2024	06/06/24	13/06/24	01/07/24
Sep/Oct 2024	01/08/24	08/08/24	26/08/24
Nov/Dec 2024	03/10/24	10/10/24	28/10/24
Jan/Feb 2025	21/11/24	28/11/24	16/12/24

Cancellations: 6 weeks prior to on sale date. All rates exclude GST