

# NEW ZEALAND GEOGRAPHIC

**MEDIA KIT  
2025**

**387,000 print readers**  
**435,000 online & social**  
**368,000 at events**

New Zealand Geographic reaches more than a million Kiwis—376,000 in print and a further 800,000 engaged through web, social and events.

They are young, educated, environmentally conscious and active.

Source: Nielsen Media Research, readership survey CMI Q4 2023 - Q3 2024







# MAGAZINE OF THE YEAR

2016, 2017, 2018,  
2019, 2020, 2022

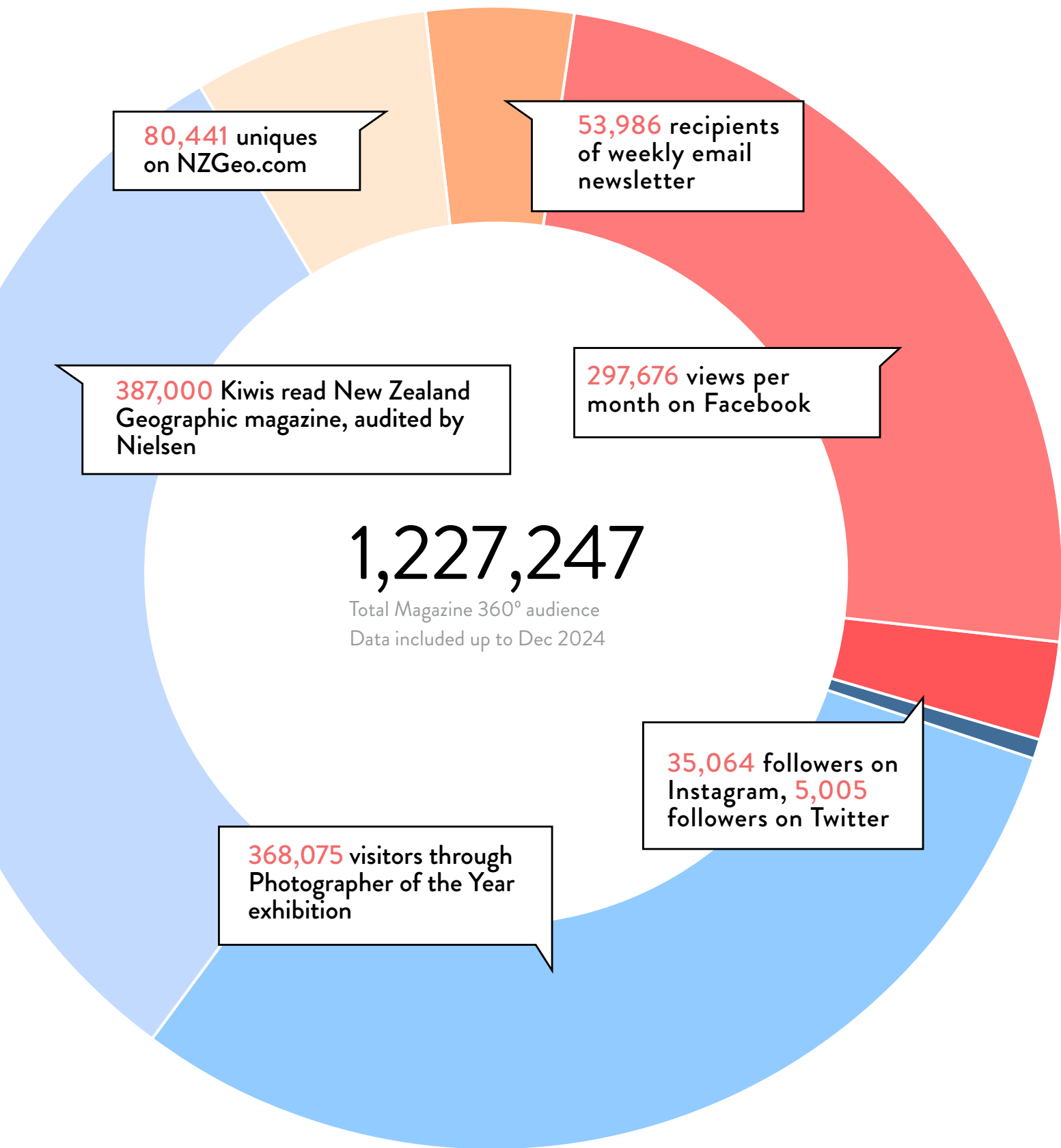


New Zealand Geographic celebrates New Zealand and all its diversity—its people, places and wildlife. It's read by **a total audience of more than a million Kiwis, eclipsing all magazines but the mass-market weeklies.**

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

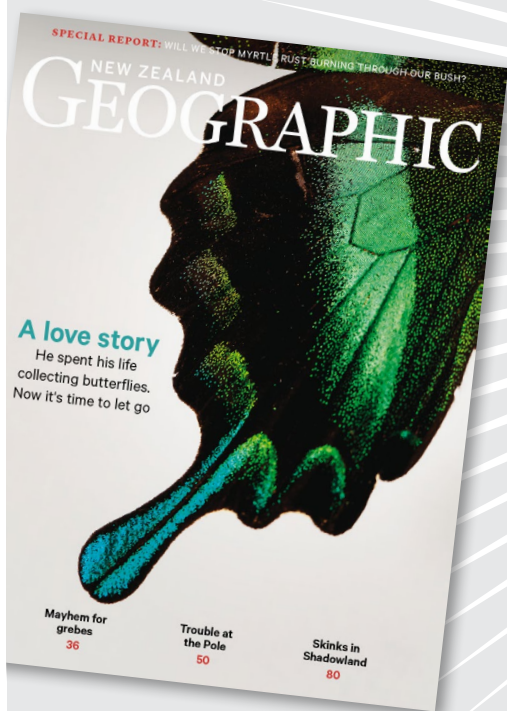


Sources: Source: Nielsen Media Research, readership survey CMI Q4 2023 - Q3 2024, MAGAZINE 360

For all advertising enquiries, please contact:

**BEN FAHY** on 021 245 4894; [partnerships@nzgeographic.co.nz](mailto:partnerships@nzgeographic.co.nz)





Among NZ's most popular newsstand magazines!

#### NEWSSTAND MAGS BY READERSHIP

1. Kia Ora — 451,400
2. NZ House & Garden — 400,500
3. Womens Weekly — 399,500
4. New Zealand Geographic — 386,700
5. Womans Day — 338,600
6. Aus Womens Weekly — 298,600
7. Habitat — 292,400
8. The TV Guide — 287,500
9. Cuisine — 276,200



## ABOUT

#### READERSHIP

**387,000**

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

Circulation: 11,623

#### HOUSEHOLD INCOME

**\$115,300** (AVG)

15,000 readers have incomes over \$250,000.

#### HIGHLY INVOLVED

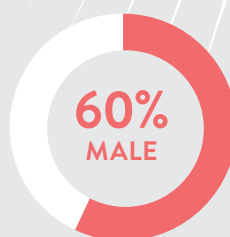
Readers spend on average

**62 minutes**

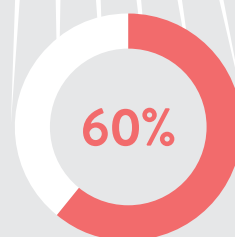
with the magazine, primary readers spend

**102 minutes**

#### DEMOGRAPHIC

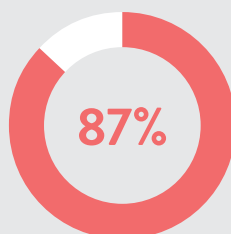


and a perfect match against national average by age, ethnicity and geographical distribution.



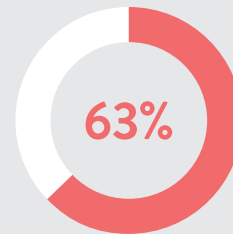
of readers are under 50 years of age—a very young magazine audience.

#### 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 dare to venture into the unknown, for all landmarks to them. 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 like to know, why do they continue to venture out there, again and again? Certainly not for riches, accolades, or an enhanced mood. What their true quest is, is understood more intimately how complex and delicate our planet is, its constant 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 precious 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** ORCA

**\$4,025** CASH REBATE

**105** WARRANTY

**MITSUBISHI MOTORS**  
Drive your Ambition

**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**  
In Where Things & Minds

**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](http://gjgardner.co.nz)

**G.J. Gardner. HOMES**

Bring colour into your home with Resene paints. Painted and made right here in New Zealand. Choose from New Zealand's largest range of 650 colours. Approved points of your local Resene ColourShop.

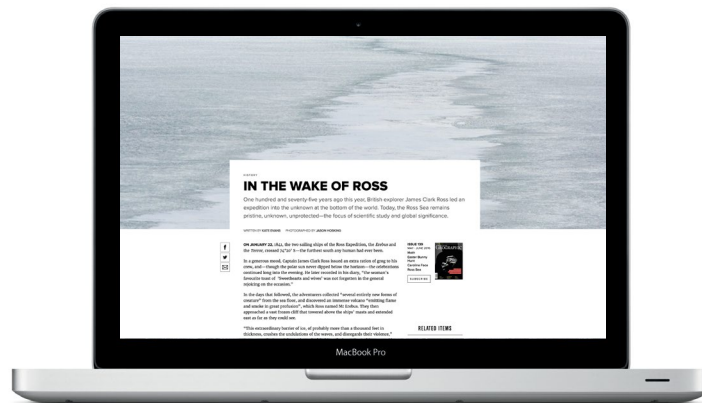
**Resene**  
the paint that performs well

Sources: Source: Nielsen Media Research, readership survey CMI Q4 2023 - Q3 2024, 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).

**83,000 readers are planning on doing a Bachelor or Honours-level degree** (69% more likely). **117,000 readers are considering Masters-level study in the next 12 months**, 10% of all New Zealanders who are weighing up that option.

**69,000 readers are in the top 3 occupations** (senior government official, business manager/executive, business proprietor/self employed) or technical/skilled worker categories.





**1-in-6 New Zealand Geographic readers desire the finest furnishings and best fittings for their homes, 32% 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.

**89,000** readers prefer to let professionals manage most of their investments, **22% more than the average.**





## A WILDLY ENGAGED AUDIENCE

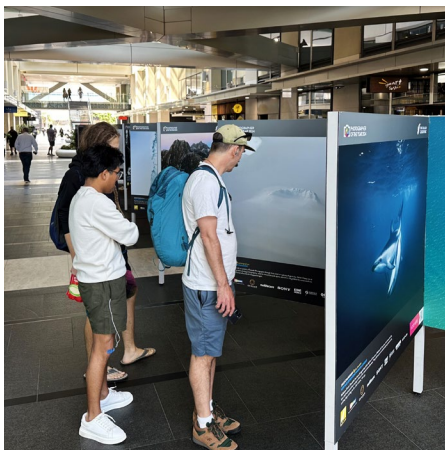
In November 2024, with journalism in crisis, New Zealand Geographic started a subscription campaign called We Need Your Help. We set a goal of 10,000 subscriptions and delivered the campaign exclusively through New Zealand Geographic channels—one full-page editorial piece in the magazine, and five email newsletters which were reproduced on the website and social channels. We shot past our goal in just five weeks—a vivid demonstration of audience engagement, the propensity to purchase, and the reach and influence of our channels.

**We can do the same for you.** Connect with a large, highly engaged audience to construct compelling stories around your brand using print, web, social and experiential media.



***New Zealand Geographic Photographer of the Year*** is the nation's largest visual arts event. We received 5,954 entries in 2024 and 186,098 visits to the Photographer of the Year page where 30,770 votes were cast. Photographer of the Year content reached 972,192 people across social channels, 351,894 by email and 387,000 readers four times in print. 368,075 visited the public exhibition in Britomart.

**In 2025 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.







## 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 2025**

**Environmental education/employment - Sep/Oct 2025**

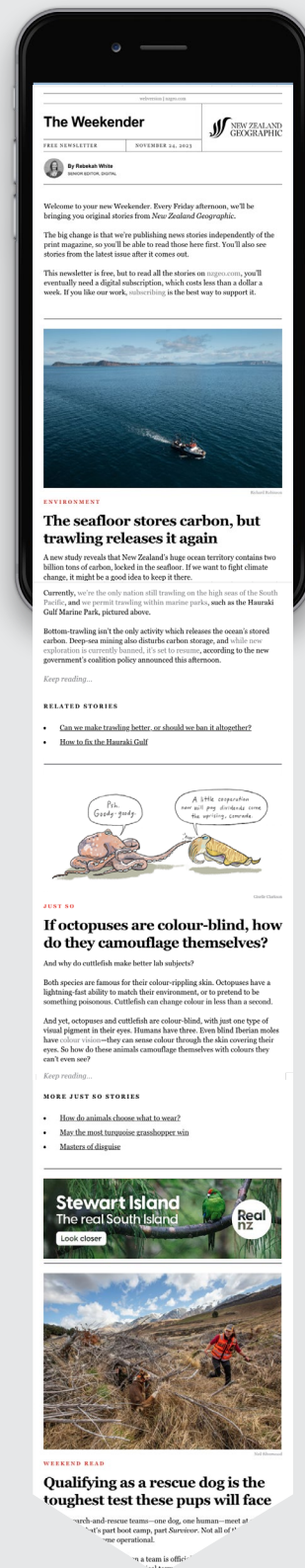
**Responsible tourism - Nov/Dec 2025**

**Sustainable building - Jan/Feb 2026**



## NEWSLETTERS

New Zealand Geographic has substantial audiences in print, web, and increasingly a direct email channel with 53,000 recipients. Open rates top 40% for our Weekender email, well above the industry average, showing strong engagement with the content. There are opportunities for both banner ads and custom content every week going direct to inboxes.







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

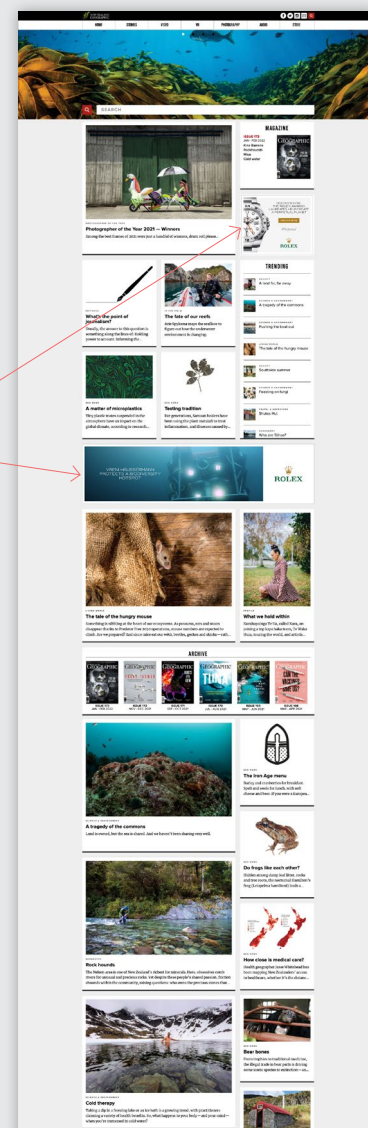
Pricing for special positions, inserts and content marketing available upon request. All rates exclude GST.

## Digital Display Ads

<b>Billboard</b> (homepage)	\$1000/month
<b>Island</b> (run-of-site)	\$3000/month, share of voice
<b>Newsletter</b> (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

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**Trim size:** 420mm wide X 276mm high

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**Bleed size:** 426mm wide X 282mm high

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## Single Page

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**Trim size:** 210mm wide X 276mm high

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**Bleed size:** 216mm wide X 282mm high

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## Half Page

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**Horizontal:** 190mm wide X 123mm high

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Supply files to [publisher@nzgeographic.co.nz](mailto:publisher@nzgeographic.co.nz) as CMYK PDFs with 3mm bleed on edges.

## Digital — Island

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**Size:** 300w x 250h pixels

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**Placement:** Run of site

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## Digital — Billboard

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**Size:** 970w x 250h pixels

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**Placement:** Home page only

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## Digital — Newsletter

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**Size:** 600w x 200h pixels

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### 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 2025	21/11/2024	28/11/2024	16/12/2024
Mar/Apr 2025	06/02/2025	13/02/2025	03/03/2025
May/Jun 2025	05/04/2025	12/04/2025	01/05/2025
Jul/Aug 2025	05/06/2025	12/06/2025	30/06/2025
Sep/Oct 2025	07/08/2025	14/08/2025	01/09/2025
Nov/Dec 2025	02/10/2025	09/10/2025	27/10/2025
Jan/Feb 2026	20/11/2025	27/11/2025	15/12/2025

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

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