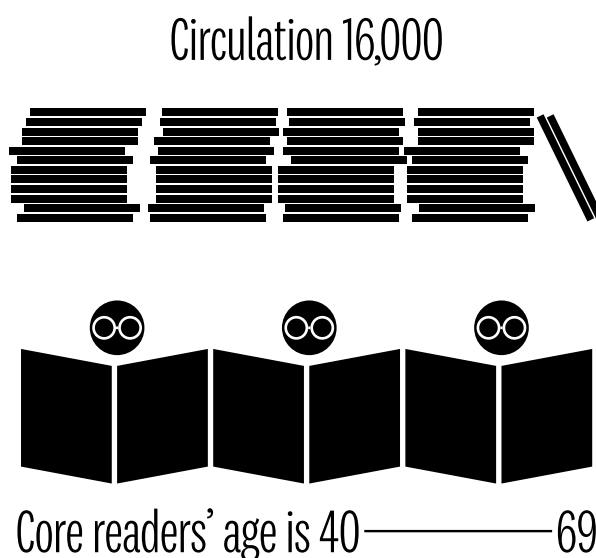
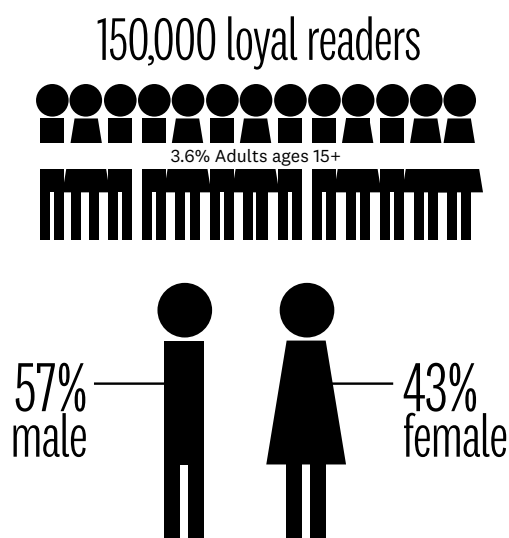


NORTH & SOUTH

MEDIA KIT 2023

OUR AUDIENCE



A SUMMARY

- They are passionate committed kiwis.
- Culturally engaged. They love travel, reading, film and theatre, good food and good wine.
- They have attitude, influence and discretionary income to spare.
- 49% more likely to choose to pay more for top quality foods.
- While they are 35% more likely to have few financial concerns — they are 59% more likely to have \$200,000 invested.
- They are financially secure and asset-rich.

OUR AUDIENCE DATA

64%

try to buy NZ-made products as often as possible.

4,500

Newsletter Subscribers



67%

are tertiary graduates or intend to enrol in a tertiary programme in the next 12 months.

26%

are business decision makers within their organisation.

42%

are business owners.



4,600

Magazine Subscribers



79%

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

ADVERTISING RATES

Double-page spread.....	\$13,000	Third-page vertical.....	\$3,000
Full page.....	\$7,000	Inside front cover DPS.....	\$14,600
Half-page horizontal.....	\$4,500	Outside back cover.....	\$7,800

Rates are exclusive of GST. All rates quoted are in NZ dollars.

Inserts: We accept insert bookings for both single sheet and multi page formats.

Please enquire about rates and availability.

DEADLINE CALENDAR

Cover date		On sale date	Booking closure	Material deadline
2023	July	26/06/23	09/06/23	12/06/23
	August	24/07/23	04/07/23	05/07/23
	September	21/08/23	01/08/23	04/08/23
	October	18/09/23	29/08/23	01/09/23
	November	16/10/23	24/09/23	29/09/23
	December	13/11/23	22/10/23	25/10/23
2024	Jan/Feb	11/12/23	21/11/23	24/11/23

DIGITAL AUDIENCE



ADVERTISING OPPORTUNITIES

Digital Display:

- Digital Display with audience targeting: \$45CPM
- Weekly Site Takeovers: POA
- 100% SOV of all billboard and mid-page banner positions
- Page Takeovers: 100% SOV on selected web pages. POA
- Additional bespoke ad units available upon request

- Hosted within a Partner Content section on the home page
- Paid Social promotion included
- Page View guarantees, additional audience targeting and traffic driving and content licensing available upon request.
- Minimum Investment: POA

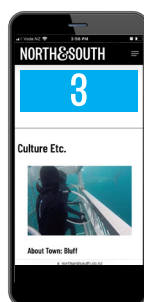
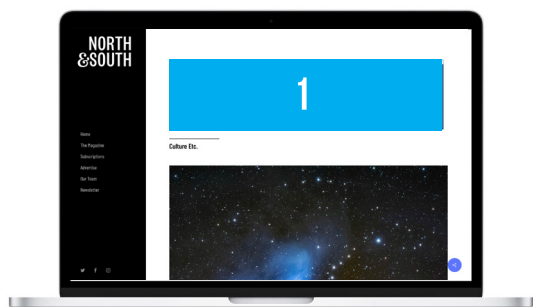
All digital activity booked will include a Post Campaign Analysis and real-time optimisation where relevant.

eNewsletter Sponsorship:

- 100% SOV of the billboard and mid-page banner ad units. \$2,000 per newsletter

Digital Partner Content:

DIGITAL AD SPECS



1. DESKTOP BANNER 970 x 250px
150 DPI Minimum / + URL

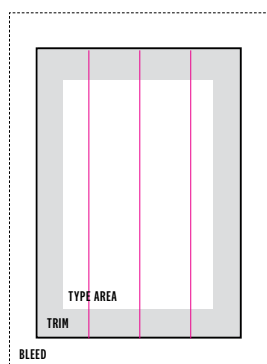
2. SMART PHONE BANNER 320 x 50px
150 DPI Minimum / + URL

3. MREC 350 x 300px
150 DPI Minimum / + URL

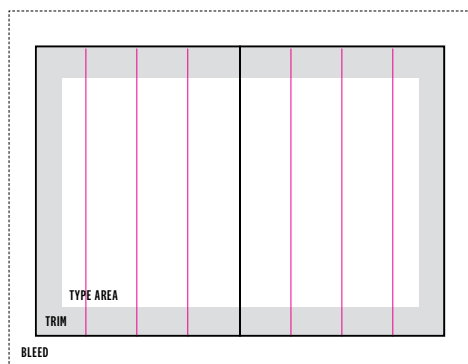
ADVERTISEMENT SPECIFICATIONS

INSERTIONS	BLEED H X W (mm)	TRIM H X W (mm)	TYPE H X W (mm)
1. Full Page	307 x 220	297 x 210	257 x 170
2. Double Page Spread (DPS)	307 x 430	*297 x 420	257 x 380
3. Half Page Horizontal	160 x 220	146 x 210	125 x 170
4. Third Page Vertical	307 x 80	297 x 70	257 x 52
5. Half Page Horizontal Spread	160 x 430	150 x 420	125 x 380

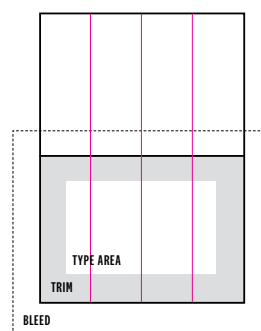
1. FULL PAGE



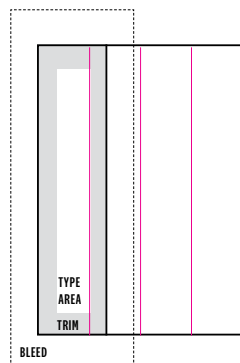
2. DOUBLE-PAGE SPREAD (DPS)



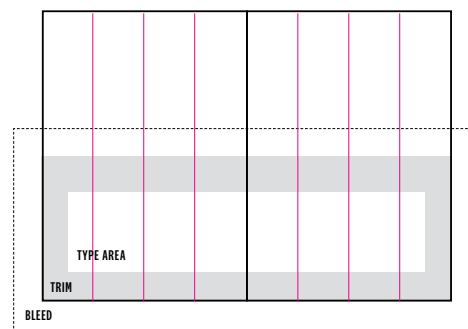
3. HALF-PAGE HORIZONTAL



4. THIRD-PAGE VERTICAL



5. HALF-PAGE HORIZONTAL DPS*



The publisher reserves the right of final approval of all advertisements.