

Media
Kit

A person with a backpack is walking away from the camera on a sandy dune path. The path is marked with footprints and leads towards the ocean. The dunes are covered in green and yellow vegetation. The word "THRIVE" is written in large, white, brush-stroke style letters across the sand in the foreground.

THRIVE

THRIVE

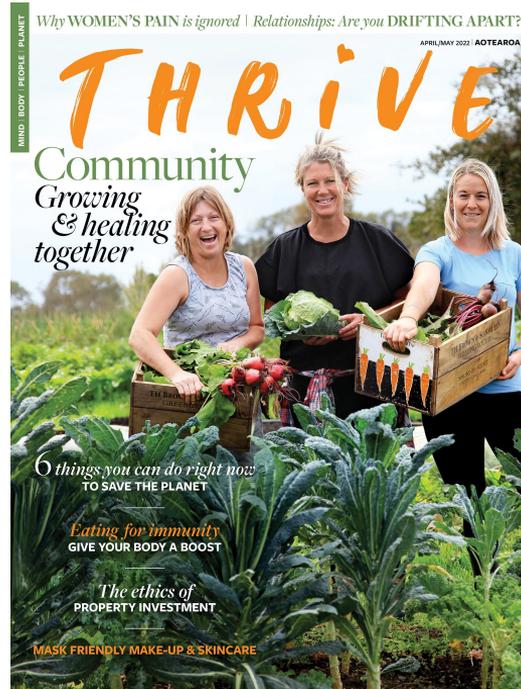
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Thrive is a magazine about health, wellbeing and sustainability for the modern Kiwi woman. We offer practical ideas and inspiration for how to live truly well in every sense, covering mental and physical health and wellbeing, sustainable living, environment, beauty, fashion, food, home and garden. We're about living simply, treading lightly, and looking after yourself and those you love.

Editor,

Niki Bezzant

Recent Issues



Demographics + Insights

Target Age Females

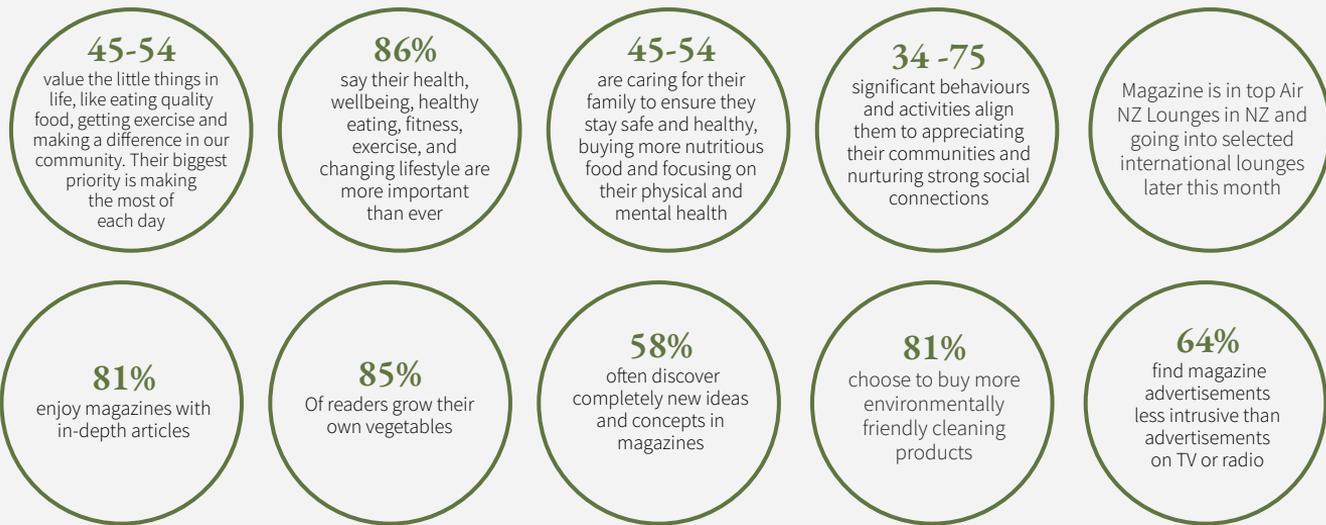
50-65

Average Combined income

\$150k+

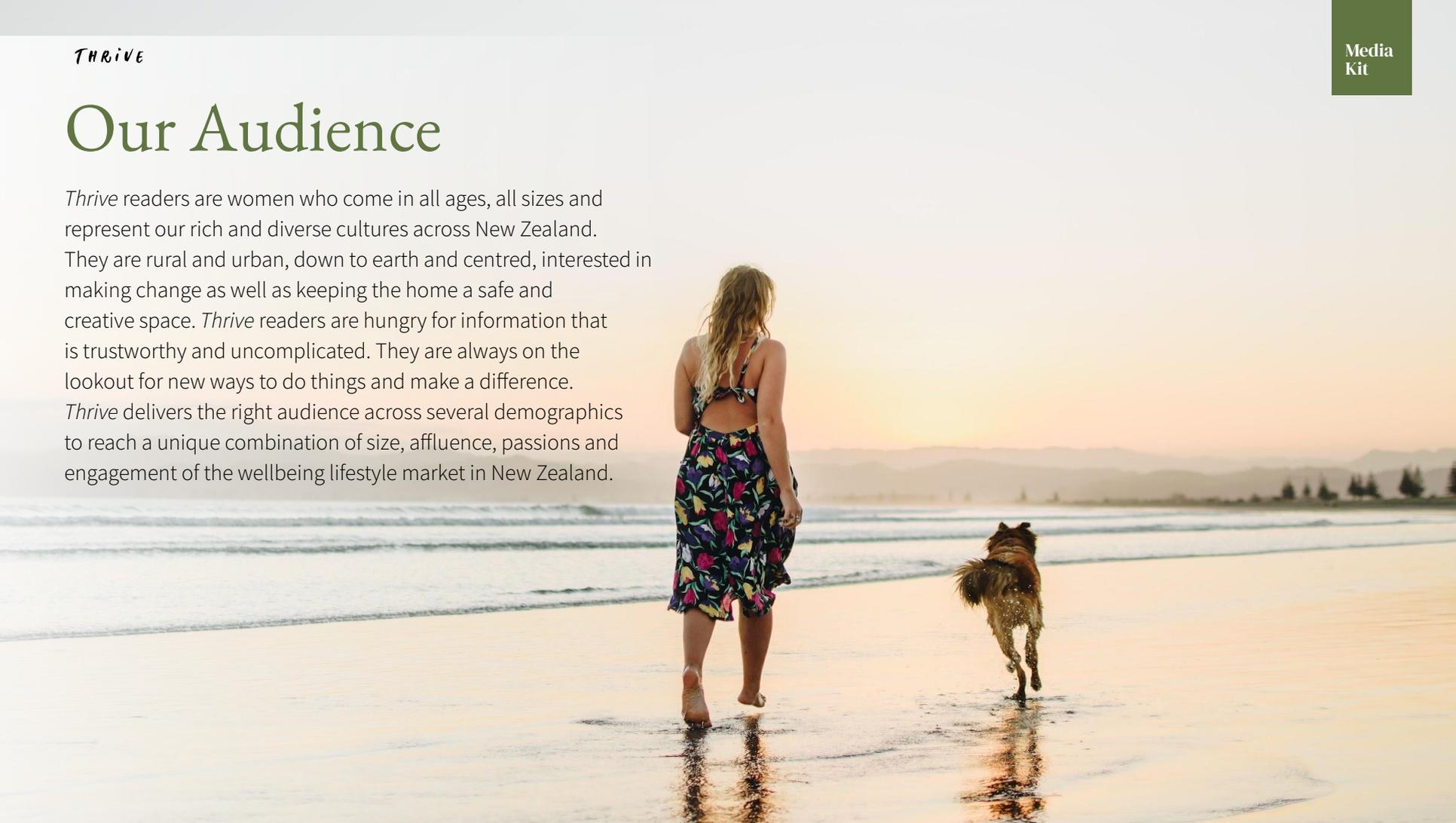
Research shows magazine purchase is high in New Zealand as readers like to keep up to date with new ideas to improve their lives and those of their family and friends.

Of New Zealand women in the post-Covid world ...



Our Audience

Thrive readers are women who come in all ages, all sizes and represent our rich and diverse cultures across New Zealand. They are rural and urban, down to earth and centred, interested in making change as well as keeping the home a safe and creative space. *Thrive* readers are hungry for information that is trustworthy and uncomplicated. They are always on the lookout for new ways to do things and make a difference. *Thrive* delivers the right audience across several demographics to reach a unique combination of size, affluence, passions and engagement of the wellbeing lifestyle market in New Zealand.



THRIVE

Our Editorial Vision

Thrive is a magazine about wellbeing, health, and sustainable living. The Thrive woman is in her 40s or 50s. She is interested in health and wellbeing; that includes general health and nutrition; food; mental health and psychology. She's also interested in environment and sustainability; in that she cares about doing the right thing by the environment; she cares about recycling and not wasting things and not using plastic and generally being 'good'. She's likely to be a gardener, or at least grow vegetables. She may have school-aged kids at home - probably intermediate or high school aged.

She has a busy life. She's probably working; she has all the commitments of a typical midlife woman when it comes to family, friends, community and working life, which is to say: pretty bloody busy. She cares about what's going on in the world. She is interested in living simply and treading lightly. She's possibly a 'guilty greenie' - she wants to always make sustainable choices, but sometimes life gets in the way. The same goes for her health. She's smart; she wants to be challenged and surprised by what she reads in Thrive, but she also wants practical ideas and inspiration for how to live truly well in every sense.



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Our Pillars



Healthy body

Feeling empowered to keep our bodies well comes from learning about how to nurture them. *Thrive* features the latest science-based stories on health, nutrition and exercise to inspire.

Healthy mind

Nurturing our mental health is a key part of overall wellbeing. *Thrive* features expert advice and insight on the latest in psychology and mental health.

Healthy environment

There are no healthy people on an unhealthy planet. *Thrive* focuses on the important environmental topics we all need to know about, and offers practical solutions to everyday dilemmas.

Growing and eating

Food is not just fuel; it's one of life's great joys. It's also key to how well we are in body and mind. *Thrive* features great ideas on growing and cooking your own delicious, nutritious food and inspiration for eating well for life.

Inspiring change

Making conscious choices that are great for us and the planet can be hard! *Thrive* helps make those choices easy with expert advice and tips on home, fashion, beauty and food.

Inspiring people

Thrive celebrates those doing good in our communities by bringing you their stories and creations. Think inspiring humans doing cool things all over Aotearoa and the world.

THRIVE

Our Platforms

Thrive's digital channels are an online wellbeing portal to a happier, simpler, healthier and more sustainable lifestyle. An authentic, credible guide for New Zealand women who believe in caring for ourselves and others and living sustainably and sensibly on the planet. More than just a print publication, *Thrive* connects uniquely and powerfully with New Zealanders across all platforms, driving deeper consumer engagement, relevance and connection. Available 24/7, from the tactile magazine through to a dynamic digital community incorporating thrivemagazine.co.nz, social and eDM channels.



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The Magazine

Beautiful matte cover & matte pages.
116-page bi-monthly magazine.

10,000+ copies delivered
nationwide.

THRIVE

thrivemagazine.co.nz

Our online community is a place where women can find accessible, reliable and enjoyable information to help them in their pursuit of a more meaningful life. The website includes videos, opinion pieces, bonus content and a place where women can share their wellbeing insights.

Optimised for Web, Mobile and Tablet.

Thrive e-newsletters

On Mondays we reach out to our reader database, incorporating relevant editorial, images, video and links to advertising partners.

Social Media: Facebook and Instagram

Bringing our content to life with our community through enabling and sharing content across all social media platforms.

 Instagram @thrivemagnz

 Facebook @thrivemagnz

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Digital
Ecosystem

Our Brand Connection Services



Custom Content

We specialise in knowing New Zealanders and will create on-brand content for our platforms and your owned assets that bring your brand to life.



Influencer Marketing

Our broader talent pool builds unique and powerful influencer relationships with New Zealanders. We can work to support and authentically grow your brand.



Ideation & Strategy

Introducing “School Room” where we bring our sales, strategy, creative and editorial team together to create game-changing ideas and connection strategies for your brand.



Research

We're in constant dialogue with Kiwis. We'll work with you to uncover insights and test your brand ideas with our *Thrive* community.



Affiliate Marketing

As a New Zealand content company, like you, we're connecting with New Zealanders – together we can build our individual and joint connection value.



Custom Publishing

Use our editorial and production capability to tell your story to your consumer and customers.

Leveraging our unique capabilities to drive greater connection value – we know and connect with New Zealanders.

2022 Dates & Deadlines

Upcoming Dates & Deadlines				
Issue	On Sale Date	Booking Deadline	Cancellation Deadline	Brand Ad Deadline
Feb	24 Feb	8 Feb	25 Jan	9 Feb
April	14 April	25 March	11 March	30 March
June	9 June	20 May	6 May	23 May
August	11 Aug	22 July	8 July	25 July
October	6 October	26 Sept	2 Sept	19 Sept
Dec	1 Dec	22 Nov	28 Oct	16 Nov

Rates

PRINT ADVERTISEMENTS

Full Page	\$7,000
Double Page	\$12,000
Outside Back Cover	\$10,000
Inside Front Cover DPS	\$14,000
Half Page	\$4,000
Third Page	\$3,000

CUSTOM CONTENT

Full Page	\$8,750
DPS	\$15,000

ONLINE/MOBILE DISPLAY

Billboard

Banner

Half Page

Rectangle

E-NEWSLETTER

Billboard

Banner

Rates are nett All rates are exclusive of GST.

For Advertising Enquiries

General Manager

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Specs

PRINT	BLEED	TRIM SPECS	TEXT SAFE AREA
Double Page	285x 430 mm	275 x 420 mm	263 x 380 mm
Full Page	285 x 220 mm	275 x 210 mm	263 x 170 mm
Half Page (Horizontal)	147 x 220 mm	137 x 210 mm	117 x 170 mm
Half Page (Vertical)	285 x 110 mm	275 x 100 mm	263 x 88 mm
Third Page (Vertical)	285 x 75 mm	275 x 65 mm	263 x 51 mm

ONLINE/MOBILE DISPLAY	DIMENSIONS
Billboard	970w x 250h
Banner	728w x 90h
Half Page	300w x 600h
Rectangle	300w x 250h
E-NEWSLETTER	DIMENSIONS
Rectangle	300w x 250h
Banner	728x x 90h

Size footnote: 100KB Max for all digital files. Jpg only for eDM

NB: Please ask your account manager for a more detailed spec sheet, inclusive of bleed and trim details.



Ngā mihi

THRIVE



School
Road
Publishing