NEW ZEALAND GEOGRAPHIC

MEDIA KIT 2023

MAGAZINE OF THE YEAR
SUPREME WINNER
MAGAZINE MEDIA
AWARDS 2022

MAGAZINE OF THE YEAR
SUPREME WINNER
VOYAGER MEDIA
AWARDS 2020

MAGAZINE OF THE YEAR
SUPREME WINNER
VOYAGER MEDIA
AWARDS 2019

MAGAZINE OF THE YEAR
SUPREME WINNER
MAGAZINE MEDIA
AWARDS 2018

MAGAZINE OF THE YEAR
SUPREME WINNER
VOYAGER MEDIA
AWARDS 2018

MAGAZINE OF THE YEAR
SUPREME WINNER
CANON MEDIA
AWARDS 2017

MAGAZINE OF THE YEAR
SUPREME WINNER
MAGAZINE MEDIA
AWARDS 2016

407,000 print readers
462,000 online & social
422,000 at events

New Zealand Geographic reaches more than a million Kiwis—407,000 in print and a further 880,000 engaged through web, social and events.

They are young, educated, environmentally conscious and active.

Source: Nielsen Media Research, readership survey CMI Q1 2022 - Q4 2022

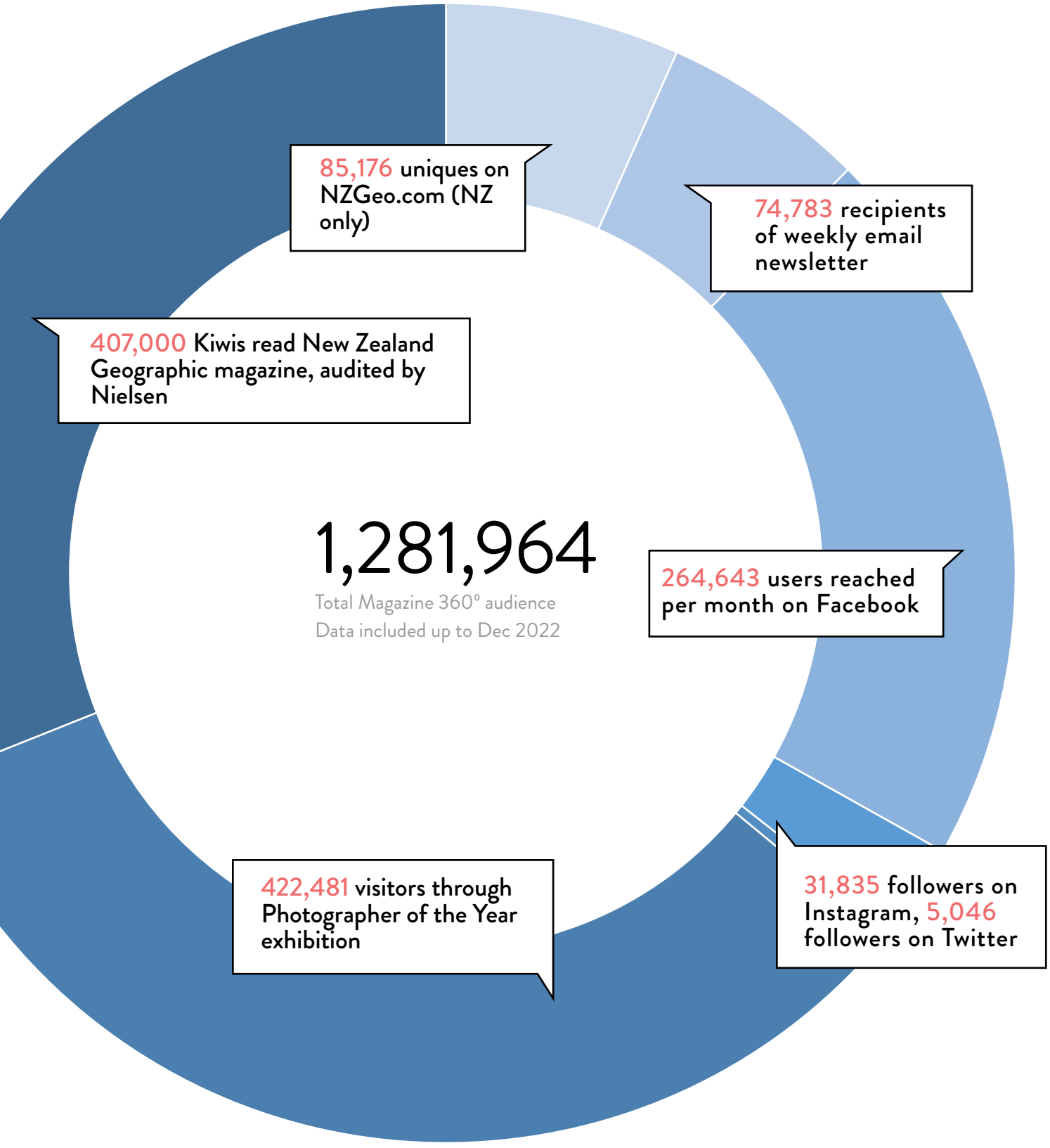
New Zealand Geographic celebrates New Zealand and all its diversity—its people, places and wildlife. It's read by **a total audience of more than a million Kiwis, eclipsing all magazines but the mass-market weeklies.**

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

Magazine Publishers Association audited Magazine 360° audience
https://magazine360.co.nz/publisher/kōwhai-media/new-zealand-geographic/



Sources: Nielsen Media Research, Readership Survey CMI Q1 2022 - Q4 2022, MAGAZINE 360

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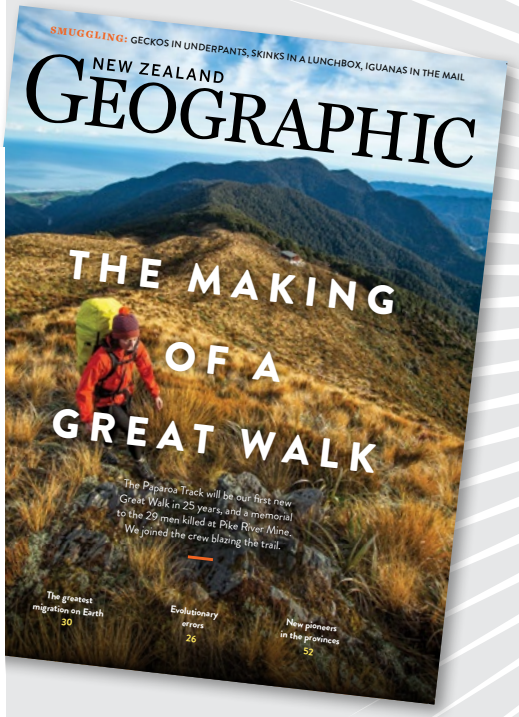
BEN FAHY on 021 245 4894; partnerships@nzgeographic.co.nz



Among NZ's most popular newsstand magazines!

NEWSSTAND MAGS BY READERSHIP

Womens Weekly — 450,000
Aus Womens Weekly — 433,000
New Zealand Geographic — 407,000
NZ House & Garden — 372,000
Womans Day — 357,000
The TV Guide — 352,000
Kia Ora — 333,000
Habitat — 301,000
NZ Gardener — 259,000
Readers Digest — 254,000
Cuisine — 245,000
NZ Listener — 229,000
North & South — 155,000
...

ABOUT

READERSHIP

407,000

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

Circulation: 11,623

INCOME

$106,000

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

HIGHLY INVOLVED

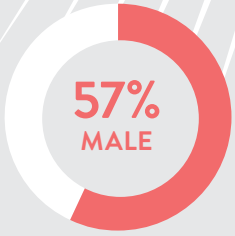
Readers spend on average

49 minutes

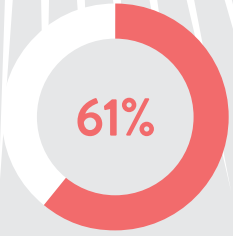
with the magazine, primary readers

96 minutes

DEMOGRAPHIC

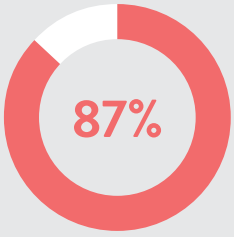


and a perfect match against national average by age, ethnicity and geographical distribution.



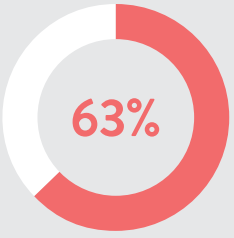
of readers are under 50 years of age—a very young magazine audience.

COLLECTABLE



of readers keep their magazines indefinitely

EXCLUSIVE

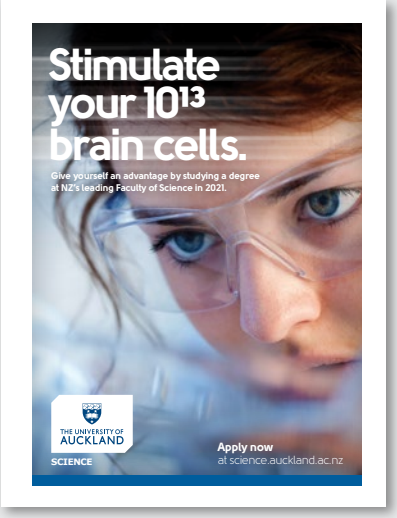


of readers do not read competing titles.

NEW ZEALAND GEOGRAPHIC

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 and social channels.



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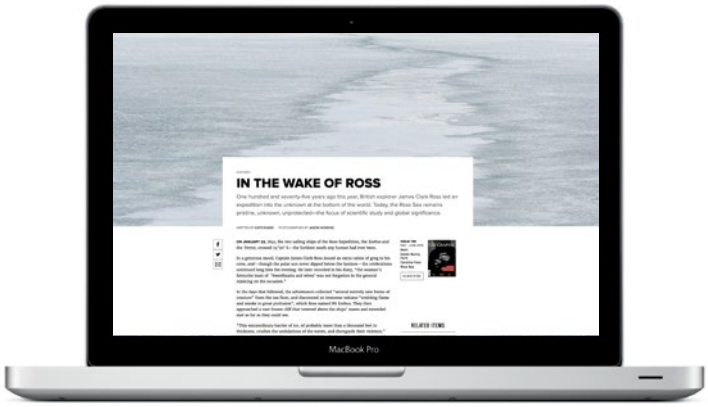

NZGeo.com digital subscriptions are provisioned for 779,000 kiwi students by the Ministry of Education. No other media outlet can claim this.

New Zealand Geographic readers are **53% more likely to be aged 15-17 years old** than the general population (24,000 students) and **76% more likely to be planning on doing a Bachelor-level degree** (48,000 students).

Readers are twice as likely to hold post-grad qualifications or enrol in postgraduate study in the next year—47,000 readers, or 18% of all people considering post-grad study.

83,000 readers are in the top 3 occupations category—senior government official, business manager/executive, business proprietor/self employed.

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Of New Zealand Geographic readers, **48% choose to pay more for top quality foods** and **1 in 4 readers call themselves food connoisseurs**

110,000 *New Zealand Geographic* readers **visited a sports/outdoor equipment store** in the past month, and are 13% more likely to consider themselves 'fit and healthy'.

204,000 *New Zealand Geographic* readers consider themselves **environmentalists at heart,** 23% more likely than the national average.

Sources: Nielsen Media Research, Readership Survey CMI Q1 2022 - Q4 2022, MAGAZINE 360

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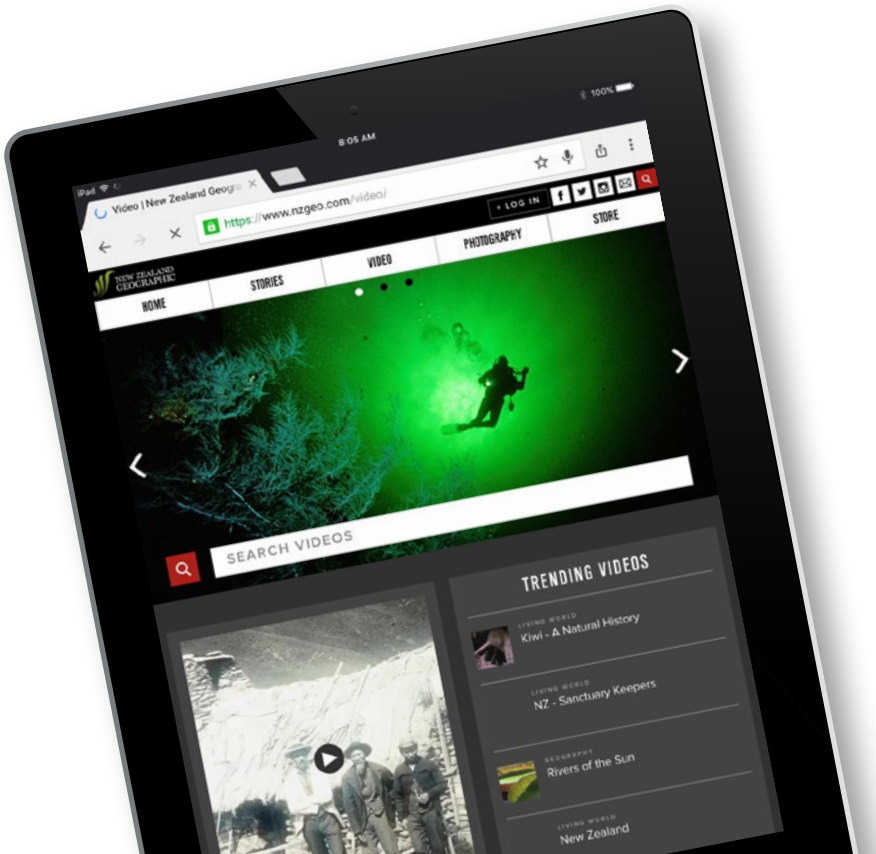
147,000 readers expect to buy a new car in the next 12 months. **They are 11% more likely** than other Kiwis to want to drive an electric car.

16% of readers expect to buy a property in the next 12 months (30% higher than the average) and **23% of readers are 'very likely' or 'quite likely' to take out a new, or refinance a current mortgage** in the next 12 months.

46% of readers are looking to start some kind of home improvement in the next 12 months, 19% above average.



NEW ZEALAND GEOGRAPHIC

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 2023
Environmental education/employment - Sep/Oct 2023
Responsible tourism - Nov/Dec 2023
Sustainable building - Jan/Feb 2024

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***New Zealand Geographic* Photographer of the Year is the nation's largest visual arts event.** It received 5,761 entries in 2022 and 95,685 unique users visited the website where 27,498 votes were cast. Photographer of the Year content reached 1,080,958 people across social channels, 573,519 by email and 407,000 readers four times in print. 422,481 visited the public exhibition in Britomart and our distributed exhibition across the oOhMedia network reached 1,941,430 people.

In 2023 we aiming to include new categories—such as Portrait and Mobile—and continue to increase the popularity and relevance of the event. With online interaction, social engagement, free outdoor exhibitions and quality reproduction in print, Photographer of the Year is a unique multi-channel proposition.

INTEGRATED MEDIA

Connect with a large, engaged audience with an interest in travel, education and photography using the best writers and photographers at our disposal to construct compelling stories around your brand, tailored to our audience. We have produced custom content across departments, 20-page features, online content hubs, even virtual reality productions, web-delivered video series and sponsored events.

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TRAVEL MEDIA

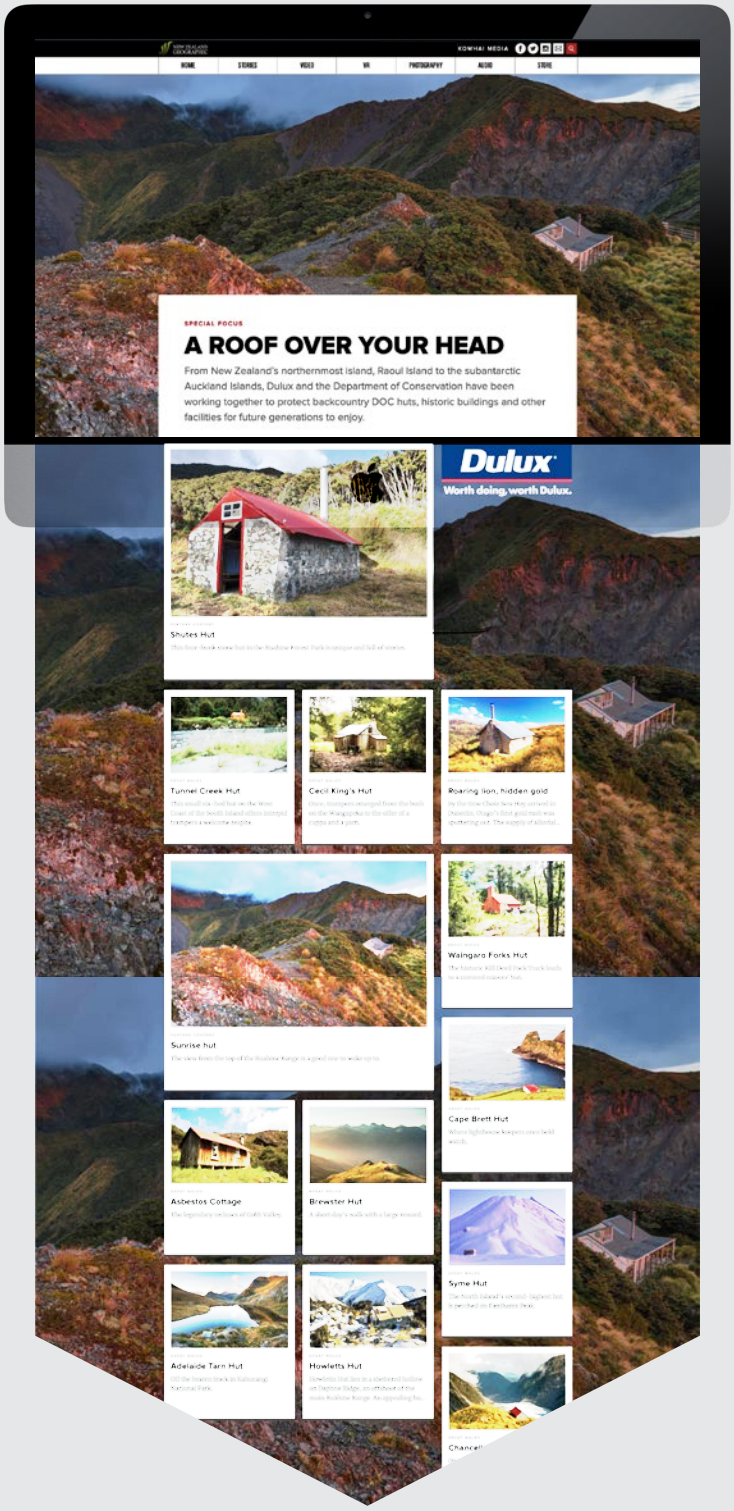
Custom content with links to tourism operators, maps and region guides. Recent work for Taupō Tourism, West Coast, Australian Pacific Touring, Southland Tourism, Dunedin Tourism, Discovery Expeditions.

SCIENCE MEDIA

Feature and department custom science content in print (up to 20 pages) with hub sites online (eg www.nzgeo.com/climate). Recent clients Deep South National Science Challenge, Our Land and Water National Science Challenge.

EDUCATION MEDIA

From stories to promote engineering as a career to NZonAir-funded VR series for Blake Trust to promote environmental awareness, we can engage young minds.



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.

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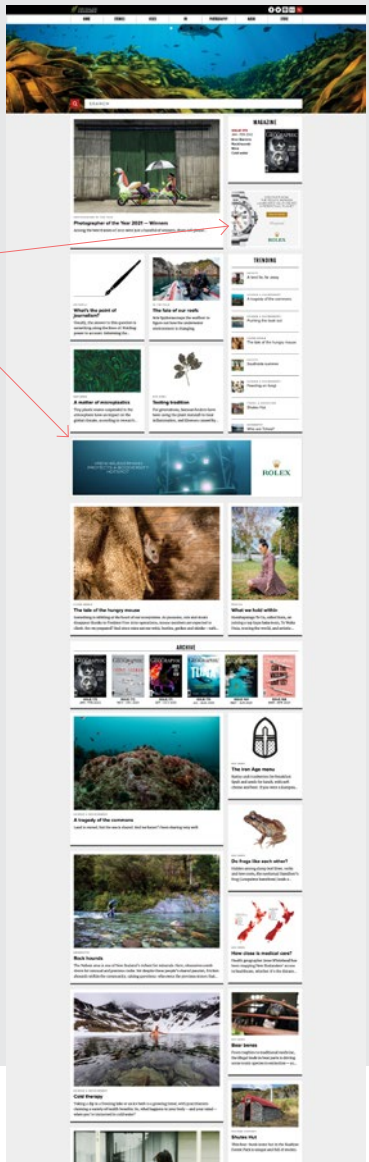
RATES

	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)	$2200/month, share of voice
Newsletter (weekly)	$1000/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.

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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

NEW ZEALAND GEOGRAPHIC

PRINT DEADLINES

ISSUE	ADVERTISING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
Jan/Feb 2023	22/11/22	29/11/22	15/12/22
Mar/Apr 2023	2/02/23	9/02/23	27/02/23
May/Jun 2023	6/04/23	13/04/23	1/05/23
Jul/Aug 2023	1/06/23	8/06/23	26/06/23
Sep/Oct 2023	3/08/23	10/08/23	28/08/23
Nov/Dec 2023	5/10/23	12/10/23	30/10/23
Jan/Feb 2024	21/11/23	28/11/23	14/12/23

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

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