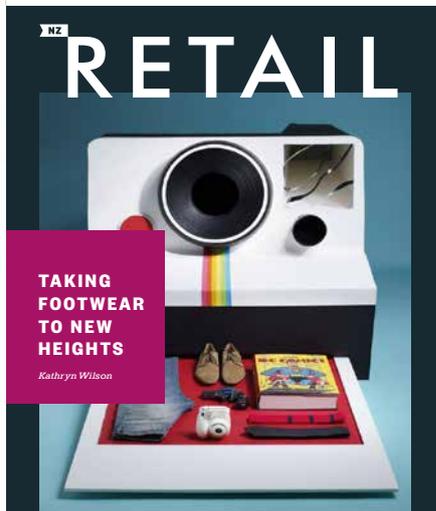
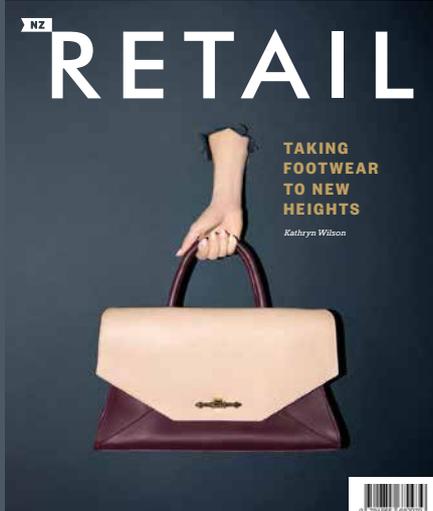
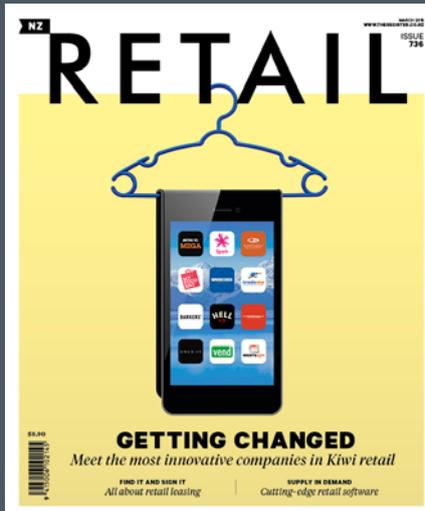


NZ

# RETAIL

## magazine



# NZRetail – the voice of New Zealand’s thriving retail sector.

NZRetail magazine speaks directly to the hearts of retailers, delivering applicable solutions and news to support retailers both in and out of their stores. NZRetail magazine’s goal is to support retailers in their unique retail journeys by delivering timely and relevant news, education and support.



12
FIT OUT
13







## Barkers brings back bricks and mortar

**Coffee, clothes and grooming. Barkers reckons it has found the perfect trio to encourage customers to step away from the computer and flock to its new flagship store in Auckland central. Ely Strang went to explore.**

**T**he bricks and mortar retail market in New Zealand has been lagging behind its online counterparts for a while, says Barkers general manager Glenn Craddock.

He says retailers can get ahead by surprising customers and giving them something online stores can't offer. A case in point is Barkers' new flagship store in Auckland City.

The store capitalises on growing coffee-drinking and male grooming trends by combining the Bazaar & Café espresso bar at the entrance, the

Barkers menswear shop and a Groom Room barber shop on the mezzanine level.

Barkers teamed up with renowned city brewer Eightyfour coffee for the espresso bar, and Matt Tross of Manawatu grooming lounge for the Groom Room, to add these two new departments to the store.

Craddock says it's this unique combination of coffee, clothes and grooming that draws curious punters into the store.

"Since we took over the business four years ago it's been about creating a new experience," he says.

**For full details on Barkers' flagship store or to arrange a visit for multiple projects to be discussed, please email: [info@barkers.co.nz](mailto:info@barkers.co.nz) or call 09 308 8888.**

**Also see: [The new also incorporates the Groom Room barber shop and the Bazaar & Café espresso bar.](#)**

**Editorial note: The photo of a customer was shot by a former fit.**

**“You come in and there are different touch points. It's not just your standard [fit] - come in, look at the clothing, walk out. You have to discover the different parts of the store and you have something a bit richer than a normal shopping experience.”**

**The bold new store has arrived at a time when many retailers in New Zealand are struggling to lure shoppers away from online stores.**

**Figures from BNZ's Online Retail Sale Index show New Zealand's total online retail spending last December was up 12 percent over the previous year, while in-store retail spending was only up 4 percent.**

**Since the shop's launch in September, Craddock says the High St store is exceeding the company's performance threshold. It is attracting many new customers, including women.**

**“We're predominantly male-oriented in the smaller shops, but here, we're getting a lot of females through. [The new store] is less intimidating and a little bit more welcoming,” he says.**

**He says the High St store's average customer spends twice as much as that of other city stores, and those times more than the average customer at provincial stores.**

**The store's head-to-toe grooming options appeal to a rising number of men whom Craddock says are meticulous about their appearance.**

**“Men are not grooming! It's unbelievable. I think it's one of the biggest grooming trends to be in, men's grooming.”**

**Barkers launched his first store on High St in 1972. The new store at 4 High St is a notable success, sprawling over 400 square metres in the heritage Stair-Loch Irish Insurance building.**

**Craddock says the large footprint and high staffing levels means the flagship store can act as a “grooming ground” for new managers and key staff.**

**The ample space also allows room for a separate made-to-measure suit department which runs directly out of the store. It is tucked away towards the back for privacy.**

**It also allows the display of Barkers' collaborations, with New Zealand brands such as shoemaker McKeays and businesswear company Dwanedi on show.**

**“What the space has allowed us to do is have different areas and different departments of the store so our business can breathe,” Craddock says.**

**Architects from A&W were told to take care from the hospital's history and the age of the building to apply to its historical design.**

**With the building's 1920s Chicago feel and previous life as a restaurant and bar, Craddock says it made sense to make the**

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## THE VOICE OF RETAIL

NZRetail is a must-read magazine, that is both valued and retained for all those in the retail industry. Recent reader research showed a 94% satisfaction rating and produced the following results:

- 81% of readers keep the magazine for reference;
- 81% read all or most of each issue;
- 65% spend more than 30 minutes reading each issue; and
- 68% enquired about products or services featured in the magazine.



Trade/Professional 2009  
Magazine of the Year  
and 2009 Editor of the Year

# THE GOODS

Our new-look, perfect bound and weightier NZRetail is published 6 times per year in: February, April, June, August, October and December.

Each issue is mailed to every member of Retail NZ as well as key stakeholders in the retail industry.

Print run: A minimum of 5,500 copies per issue with an audit figure to July 2014 - June 2015 of 4,913.

## NZRETAIL MULTIPLE INSERTION RATES

Size	Per Upload	Single issue	3 issues	6 issues	11 issues
Double Page spread	Per Insert	\$5,225	\$4,835	\$4,440	\$3,774
Full page	Per Insert	\$2,750	\$2,545	\$2,340	\$1,989
Half page	Per Insert	\$1,700	\$1,575	\$1,450	\$1,148
Third page	Per Insert	\$1,210	\$1,120	\$1,030	\$875
Quarter page	Per Insert	\$935	\$865	\$795	\$676
<b>Sponsored Editorial Content</b>	Per Editorial	\$5,000	NA	NA	NA
<b>Advertorial</b>	Per Insert	\$3,250*	\$2,925*	\$2,633*	\$2,238*

\* Rate includes production costs, editorial, design and proofs, but not writer's fee.

## PREMIUM POSITIONS

Size	Casual rate
Inside front cover	\$3,300*
Outside back cover	\$3,300*

## ADVERTORIAL

Size	Casual
Full page	\$3,250*
DPS	\$5,725*

\* Rate includes production costs, editorial, design and proofs, but not writer's fee.

## DEADLINES 2016

Issue	On Sale date	Advertorial deadline	Material deadline
Feb/Mar	29 February	18 January	12 February
April/May	18 April	21 March	1 April
June/July	13 June	16 May	27 May
Aug/Sep	15 August	18 July	29 July
Oct/Nov	17 October	12 September	29 September
Dec/Jan	28 November	24 October	11 November



### Toast of the town

Liquor retailers face a challenging combination of rising ethanol and decreasing sales, but a shift to premium products is driving business. Martin Gray looks at the sector's future retailing in 2016 through the eyes of independent liquor retailer Regional Wines and Spirits regional chair Leiford and Fordhead.

**L**iquor retailers face a challenging combination of rising ethanol and decreasing sales, but a shift to premium products is driving business. Martin Gray looks at the sector's future retailing in 2016 through the eyes of independent liquor retailer Regional Wines and Spirits regional chair Leiford and Fordhead.



### The modern grocer

Huckleberry Farms wants more shoppers to get a natural with their food choices. The company, which specialises in organic food, has launched a new series of stores called huckleberry which bring back the local corner store to the neighbourhood, reports Eilly Strong.

**I**n the days before supermarkets, shopping consisted of a single store where you could find everything you needed. It was a place where you could find everything you needed. It was a place where you could find everything you needed.



**The** modern grocer... **L**iquor retailers face a challenging combination of rising ethanol and decreasing sales, but a shift to premium products is driving business. Martin Gray looks at the sector's future retailing in 2016 through the eyes of independent liquor retailer Regional Wines and Spirits regional chair Leiford and Fordhead.

### Secret shopper

**Secret shopper**

**What was the last purchase that surprised you?**

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## ADVERTISING CONTACT

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NZRetail is proudly published on behalf of Retail NZ by Tangible Media, see [www.tangiblemedia.co.nz](http://www.tangiblemedia.co.nz)

## TERMS AND CONDITIONS

### Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by Tangible Media Ltd.

### Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

### Postponement or cancellation of space

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

### Material

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

### Rate protection

Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

### Terms

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

### Tax and levies

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

### General

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion - except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

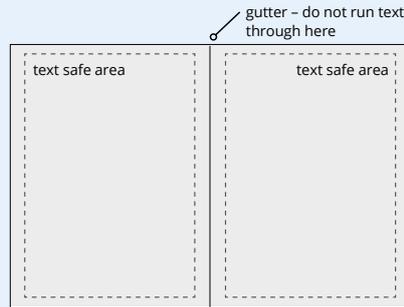
### Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

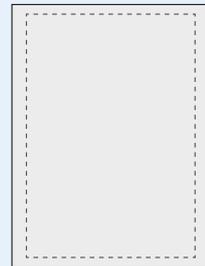
- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

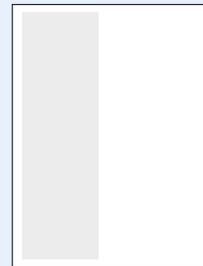
## ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



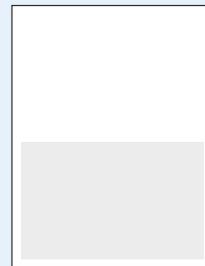
**DOUBLE PAGE SPREAD**  
275(h) x 460(w) + 5mm bleed



**FULL PAGE**  
275(h) x 230 (w)  
+ 5mm bleed



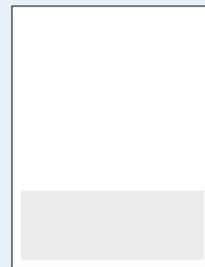
**VERTICAL ½-PAGE**  
235(h) x 95(w)



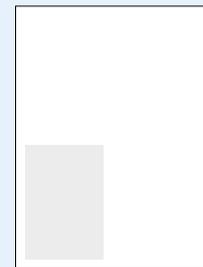
**HORIZONTAL ½-PAGE**  
120(h) x 200(w)



**VERTICAL 1/3-PAGE**  
235(h) x 65(w)



**HORIZONTAL 1/3-PAGE**  
75(h) x 200(w)



**SQUARE ¼-PAGE**  
115(h) x 95(w)

### Mechanical

Size 230(w) x 275(h)  
Paper 100/200 satin matt art  
Binding Perfect bound  
Colour CMYK

### Sizes

#### FULL PAGE

Trim 230(w) x 275(h)  
Bleed add 5mm all round trim

#### DOUBLE PAGE SPREAD

Trim 275 (deep) x 460mm  
Bleed add 5mm all round trim  
Inside front cover (IFC), inside back cover (IBC) and opposing pages Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 5mm bleed all round.

### Material format

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

#### USING ADOBE DISTILLER

- Print document to file by selecting PostScript® File printer option in the print dialogue window
- Select Adobe PDF or Acrobat Distiller PPD
- Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- Select crop marks
- Select composite CMYK output
- Include all fonts
- Set transparency flattening options to high resolution
- Save to create the PostScript® file
- Launch Adobe Acrobat Distiller
- Select PDF/X1a as the default job options
- Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

#### EXPORTING FROM INDESIGN

- From the export options, select preset PDF/X1a
- Select crop marks and 3mm bleed all round
- Ensure font subsetting is set to 100%
- Set transparency flattener options to high resolution

### Screen

175 lpi (screen ruling)

\*Note: Solus positioning not guaranteed