

NZ

RETAIL

GET THE LATEST RETAIL INTELLIGENCE

MEDIA KIT 2017



If you want to talk shop, NZ Retail and The Register are the places to do it. At 69 years old, we think NZ Retail could be New Zealand's oldest business publication. This well-loved print magazine was refreshed and relaunched for a new generation of retailers in 2015, and carries profiles of industry figures; long-form feature articles; promotional features on practical topics like 'Loyalty programmes', and opinion pieces.

EDITORIAL FOCUS /// The magazine is journalistic in approach. It covers retail in both its business and cultural contexts, producing in-depth and practical content with a focus on facts, people, case studies and data.

TARGET AUDIENCE /// NZ Retail and The Register target people involved in retail.

READER PROFILE /// The magazine has a strong subscription and distribution base, and is endorsed by Retail NZ. As such, all members are paid subscribers. The magazine is also distributed to retail professionals across the industry.



SARAH DUNN
Editor

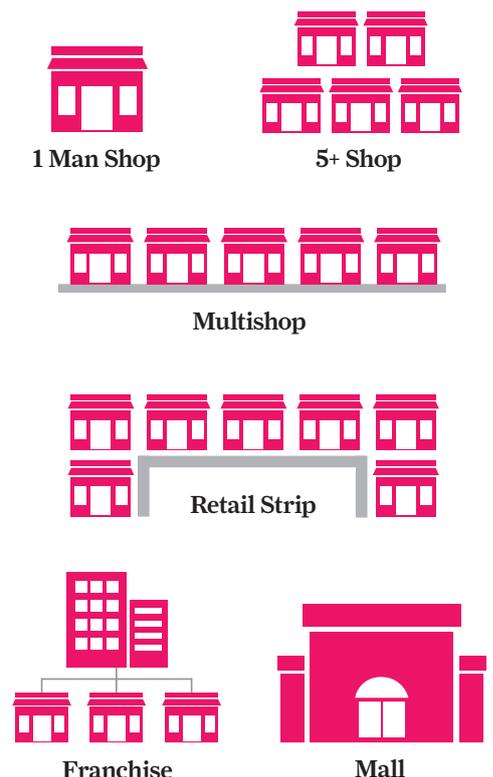
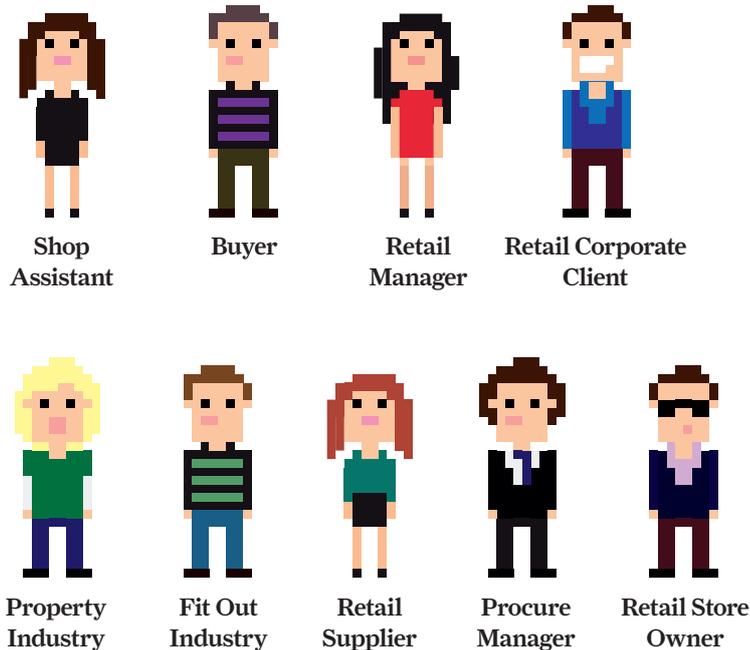
Key retail decision-makers read NZ Retail

TOTAL DISTRIBUTION

4,620

**Source: NZ Audited Bureau of Circulation; Total NZ Audited Net Circulation to 2017*

READERS



INSIDE MAG BRANDED CONTENT

Client feature/topic dependent

STICKY BUSINESS
LOYALTY SCHEMES HAVE BEEN AROUND SINCE TIME IMMEMORIAL, WITH FLY BUGS LEADING THE PACK SINCE ITS LAUNCH OVER 20 YEARS AGO, BUT THERE'S CHANGE AFOOT, AND JAI BREITHAUER HAS THE LOWDOWN ON WHAT RETAILERS NEED TO KNOW.

Loyalty programmes work because they provide tangible reward and recognition to customers for participating with the retailer.

Jai Breithauer

Client branded content 1 page

AA Smartfuel works for customers and retailers
With its user-friendly app and customer-centric, AA Smartfuel works for retailers like no other loyalty program.

Jai Breithauer

Client branded content 4 page

Milford Centre: The shopping centre that dares to be different
New Zealand Retail Property Group is reimagining the shopping centre with the Milford Centre, an award-winning 600,000sqm development in the heart of the city. The change includes an on-site 2000sqm urban farm, and a variety of experiences and services that will redefine the shopping centre.

Jai Breithauer

Client branded content 3 page

INTRODUCING THE RETAIL-SPECIFIC LINE RANGE

Light up your life

Jai Breithauer

Client branded content 3 page

Light up your life

Jai Breithauer

Client branded content 3 page

Light up your life

Jai Breithauer

RATE CARD

Six issues per year.

SPECIAL REPORTS & FEATURES NZ Retail regularly commissions specialist writers and exclusive research to publish marketing related surveys, features and guides. These provide advertising and sponsorship options to align your brand with. Ask Marlene Coote about these – marlene.coote@tangiblemedia.co.nz

DISPLAY ADVERTISING**	Casual
Outside Back Cover	\$3,300
Inside Front Cover	\$3,300
Inside Front Cover and page 1 DPS	\$5,500
Double Page Spread (460w x 275h + 5mm bleed)	\$5,000
Full page (230w x 275h + 5mm bleed)	\$2,750
Half page Vertical (100w x 235h)	\$1,700
Half page Horizontal (205w x 120h)	\$1,700
Third page Horizontal*** (205w x 80h)	\$1,200
Quarter page Horizontal*** (205w x 60h)	\$870

PAID CONTENT (ADVERTORIAL)

Provides retailers an opportunity to tell stories and deliver complex messages in a high quality advertorial-style format. Can be company profiles, case-studies, expert opinion/thought-leadership - either prepared by the advertiser or, for an extra cost, written by NZ Retail/The Register journalists.

This type of content allows retailers to contract our editorial team to use their judgement and skill to tell our readers your story in a compelling way, appropriate to our channels.

The content can be published in the magazine only, or also on The Register, NZ Retail's online presence.

THE MAGAZINE carries profiles of industry figures and companies, long-form feature articles, promotional features on practical topics and opinion pieces. If you're looking to educate this sector about an industry issue or comment on an ongoing conversation this is an opportunity to deepen retailers' understanding of trends and developments which may affect their businesses.

THE REGISTER - website, newsletters and events – the hub for New Zealand's retail industry, provides essential news and intelligence. Informative and interactive, The Register website is updated daily, as news breaks, providing readers a forum for lively commentary

INSERTS AND TIP-ONS

Inserts within the magazine are a popular way to deliver promotional material direct to our readers.

Quantity to supply:	4,620
Standard rate A4 size:	\$1,800
For non standard size:	POA
Tip-ons can be attached to the cover or on-page inside the magazine:	POA

All rates are quoted exclusive of GST and subject to NZ Retail's standard conditions of sale. GST does not apply to non-New Zealand advertisers. All invoices are to be paid in New Zealand dollars. All rates are agency commission bearing.

** advertiser supplies finished, camera-ready artwork

**Note: Solus positioning not guaranteed

and opinion on industry trends, movers/shakers, job opportunities and more. The Register newsletters are delivered free to 5,093 subscribers' inbox every Tuesday and Thursday. If you're looking to directly introduce your brand to this audience, and maintain high awareness, this is the place.

Our audience wants to read articles which cover retail-relevant topics, or come from that perspective, and are also:

NEW /// What can you tell our readers that they haven't heard before?

about personal stories - real responses to well-loved brands, things that touch the emotions.

DISTINCTIVE /// Do you have an unusual perspective on something?

USEFUL ADVICE /// Do you have expertise in an area retailers struggle with? What can you advise?

HUMAN STORIES /// Readers love hearing

PAID CONTENT OPTIONS

INTERVIEW Our writers will work with you to find angles which align with our audiences’ interests. Interviews can be face-to-face or via phone or email.

Q&A Our editorial team will provide you with a series of questions to answer – usually via email.

ADVERTISER SUPPLIED – you the advertiser writes the article, and our editorial team will sub-edit and work into our style.

RATES

Subject to specific requirements. Rates include interview, writing, design, production and media space. Images to be supplied by advertiser.

	One page – 450 words plus images	Two pages – 800 words plus images
Interview	\$3200 – Retail. \$4200 to add The Register	\$4200 Retail. \$5200 to add The Register
Q&A	\$2800 – Retail. \$3800 to add The Register	\$3800 Retail. \$4800 to add The Register
Advertiser to write	\$2500 – Retail. \$3500 to add The Register	\$3500 Retail. \$4500 to add The Register

3 or 4 page options also available

TOPIC SERIES

When you want to delve deep into a topic or sector - anything from omnichannel strategies to logistics and everything in-between. Our writers will work with you to find the best angles.

4 article series, (including Intro page)

\$5,750 - 2 pages Print+Online
 \$7,000 - 4 pages Print+Online
 \$10,000 - 9 pages Print+Online

IMAGES enhance the content, and we ask the advertiser to provide these. Can be people pics, graphs/infographics, product shots, etc.. Size requirements depend on how the image is to be used. A standard picture running across two columns of text

should be 150 x 90mm or larger. Usually though we can work with any size. Images need to be high-resolution (300dpi or more) and sent in .jpg or .tif format please. Photography can be arranged at an additional cost.

DEADLINES

ISSUE	FINAL CONFIRMATION TO PARTICIPATE IN THE EDITION FOR BRANDED CONTENT OR ADVERT	MATERIAL IN FOR PAID BRANDED CONTENT & ADVERT	ON-SALE DATE
Aug/Sep 2017	7 July	13 July	14 Aug
Oct/Nov 2017	14 Aug	1 Sept	2 Oct
Dec/Jan 2017	2 Oct	19 Oct	20 Nov

Cancellation deadline is 60 days prior to publication date

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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.

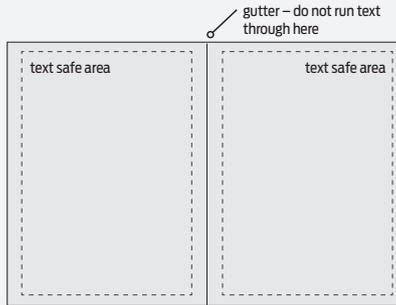
Terms of acceptance of advertising copy

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.

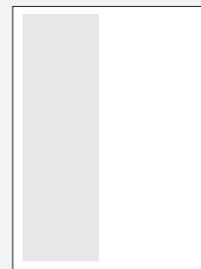
AD SIZES, SHAPES AND TECHNICAL DATA



Double page spread (please supply as two single page pdfs)
460w x 275h* - no allowance for gutters
440 x 255 text safe area



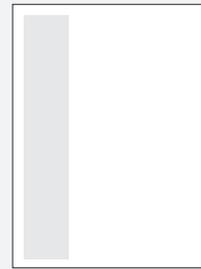
Full page
230w x 275h* + 5mm bleed
210w x 255h text-safe area



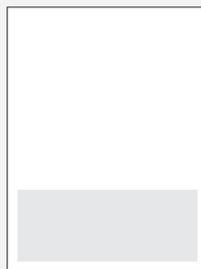
Half page vertical
100w x 235h



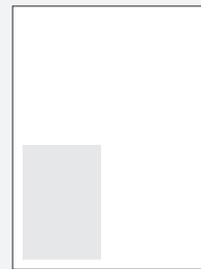
Half page horizontal
205w x 120h



Third page vertical
65w x 235h



Third page horizontal*
205w x 80h



Quarter page*
100w x 120h



Strip*
205w x 40h

*Note: Solus positioning not guaranteed

Mechanical

Size: 230w x 275h
Binding: Perfect bound
Colour: CMYK

Sizes

Full page

Trim: 230w x 275h
Bleed: 240w x 285h
Double page spread
Trim: 460w x 275h
Bleed: 470w x 285h

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.

Single page image area:

230w x 275h (deep)
Bleed: 240w x 285h

Back cover

Full page portrait

Material format

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

Using Acrobat 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)

Proofs

A colour digital proof is to be supplied with all advertising material.

The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

Tangible Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz> By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479. The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.