



NEW ZEALAND

# WEDDINGS

MEDIA KIT 2018/19



# PROFILE

While a wedding will always include touches of tradition, New Zealanders are showing us that they're keen to celebrate their nuptials with a personal approach. No two couples are the same, and that definitely goes for how people choose to wed.

*New Zealand Weddings* is proud to offer a mix of practical, credible and well-presented information through print and digital media, social communities and face-to-face events.

We would love to introduce your product or service to our loved-up audience.

With more than 20,000 weddings held each year in Aotearoa, the bridal audience is not only limited to the bride and groom – or make that bride and bride, groom and groom...

*New Zealand Weddings'* audience and content philosophy goes beyond the commitment ceremony and the party; because marriage is a major life milestone for the couple, their family and friends – as well as a damn good reason to party! Beyond the big day, our audience seeks support for the next steps in their life stage – amalgamating finances, saving for that house, securing their assets.



Pamela

PAMELA MCINTOSH EDITOR



MAGAZINE READERSHIP  
**72,000\***



MONTHLY UNIQUE  
WEBSITE VIEWS  
**22,246\***



FACEBOOK LIKES  
**18,108**



INSTAGRAM FOLLOWERS  
**11,900**

**25-39**

THE AVERAGE AGE OF NZ  
BRIDES AND GROOMS

**129,793**

AMOUNT OF PEOPLE WE  
'REACH' MONTHLY  
(MAG360 DATA)

**\$22,813**

THE AVERAGE COST OF  
A KIWI WEDDING

**20,685\***

THE NUMBER OF  
WEDDINGS IN NZ YEARLY

\*READERSHIP 72,000 – NIELSEN DATA Q317 – Q218; GOOGLE ANALYTICS FOR WEBSITE STATS; NUMBER OF WEDDINGS IN NZ YEARLY – NZ STATISTICS; OTHER SURVEY INFO – READER SURVEYS FROM 2018 WEDDING SHOWS

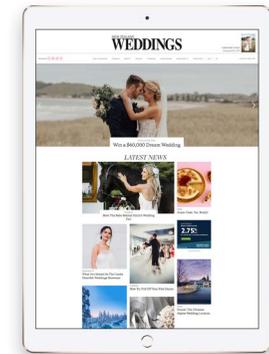


# OUR COMMUNITY



## NZ'S MOST-READ BRIDAL MAGAZINE

Our refreshed contemporary quarterly publication provides our readers with achievable and practical information and inspiration, showcasing the diversity of New Zealanders and how they choose to celebrate this life milestone.



## WEBSITE

*newzealandweddings.co.nz* is a comprehensive information hub that provides couples with planning ideas, vendor contacts, real wedding galleries wherever they are, whenever they're ready.



## SOCIAL MEDIA

Inspirational instagram feeds with a behind-the-scenes look at the wedding industry, as well as a facebook community that is in the know.



## EVENTS

A visual presence at nationwide wedding shows as well as DIY bridal events, beauty gatherings and our own show at New Zealand Fashion Week.

# ADVERTISING & MARKETING SOLUTIONS



## Directory

Digital, print and Instagram directory listing for your business.



## Content Partnership

After discussing your brand objectives, we would love the opportunity to tailor creative concepts to introduce our readers to your product or service.



## Magazine Advertising

Our magazine welcomes double page spreads, full pages and broken space print-ready advertising.



## Editorial Integration

Align your product or service with a relevant editorial feature or story, for relevance and instant affiliation with the topic.



## Video

We can create video content for website and social integration with how-tos, behind-the-scenes and more. Raw video right through to highly produced is available.



## Email Newsletters

Every fortnight we send an email to our 4500 strong opt-in bridal database. We can include your product or service via feature inclusion, supplied ads, or solus emails that includes your brand message exclusively.



## Subscription Gift

Drive our magazine subscriptions with your product showcased across *New Zealand Weddings* digital and print platforms.



## Brand Introductions

A Q&A style editorial piece about your business and why brides should know about it. Print and digital options available.



## Sponsored Content

Your brand aligned with our editorial content providing expert advice and a strong brand association.



## Magazine Product Sampling

Looking for visibility and cut-through at retail? Tip on your product to our magazine and receive visibility at news-stands.



## Event Association

We're fondly known for our quality goodie bags at weddings shows and fashion events. Talk to us about getting your product directly in the hands of our audience at our highly reputable *New Zealand Weddings* Magazine events.



## Look Books

Do you have a new bridal/accessory collection to share with our audience? We can include up to 12 looks in a gallery which links each look to your website to browse, to gather information, to shop or to make appointments. These look books remain on our homepage.



## Digital Gallery

Gallery of images embedded into a relevant story that showcases any wedding industry product or service in a pictorial way with corresponding information.



## Social Media Posts

Want more social media reach? Let us promote your message out to our community via our extensive following on our Facebook and Instagram platforms.



## Digital Advertising

When it comes to the world wide web, we offer space for tile ads, banner ads, drop down takeovers, content features, galleries and much more.



## Podcast

Have a product that would work well in a round table audio chat? Sponsor our podcast – *Virtual Bridesmaid* – and we'll talk about what our listeners need to know with your brand message and profile incorporated into the chat. Alternatively, does your service warrant a great podcast conversation?

Let's make an interview series.



## Bespoke Solutions

Our ideas are in no way limited to this – we can create tailored concepts to help achieve your brand objectives.

# REGULAR PRINT FEATURES



## LOVE AT FIRST SIGHT

The latest wedding news, things we love, new products and services to the market.



## #TRENDING

Different theme each quarter providing ideas, inspiration and where to purchase.



## WEDDING GALLERY

A diverse Real Wedding gallery of kiwi couples' celebrations across NZ and beyond.



## GROOM'S ROOM

The latest in fashion for him – accessories and must-haves to complete his look.



## FASHION

Showcasing the latest designs and trends available for our brides to be, looks from classic to contemporary.



## FASHION COLLABORATION

Styled shoot that details specific design elements to provide readers with a more personal connection with the designer.



## BEAUTY FEATURE

A practical guide to looking and feeling your best on your day with in-depth features covering beauty advice, nutrition and wellbeing.



## PLANNING FEATURE

Different aspects of wedding planning and practical industry advice from budgeting, colour palettes to theme and styling ideas.



## LOVE NEST

Create a sanctuary together + newlyweds share how they made their house a home.



## STYLIST SECRETS

A styled shoot that helps couples visualise how they can style their day with décor ideas.



## HONEYMOON STYLES

A spotlight on honeymoon destinations from the city to the Islands and the essential items to take.



## DIRECTORY

A profile of the best products and services in the wedding industry in one comprehensive section.

# CONTENT OPPORTUNITIES



## DOUBLE PAGE INTEGRATION + ONLINE VIDEO

For a unique branding approach, align your brand/product within a relevantly themed editorial feature for impact.

Incorporate this with branded video content to further engage our audience.



## SPONSORED CONTENT + BRAND ASSOCIATION FEATURE

This opportunity allows your brand to be associated with our editorial content by utilising your experts along with full page brand activity for additional cut-through.



## SECTION OPENER + PRODUCT INTEGRATION

For a new product launch why not have your brand appear on a relevant opening page and be highlighted as the hero product along with additional activity throughout the issue for a cohesive campaign approach.



## QUARTER PAGE INTEGRATION

Your brand/products or service integrated into relevant content as a voice of authority.

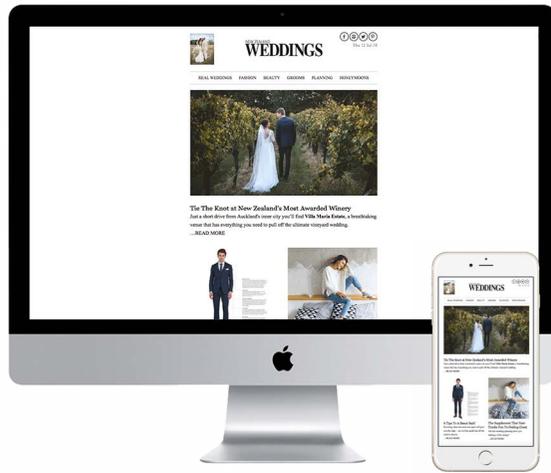


## ADVERTORIAL + ONLINE CONTENT

Engage with our hugely receptive New Zealand Weddings community and extend your reach potential with an integrated print and digital offering. We can create tailored opportunities to reach brides/grooms via different trials and collaborations and integrate that into our print publication to enhance brand awareness and recognition.

# DIGITAL CONTENT OPPORTUNITIES

Prices provided upon request and/or incorporate into a tailored package to suit your advertising objectives



## The Bridal Party E-NEWSLETTER (EDM)

The bride to be's fortnightly must-read update on planning, fashion, styling and ideas in the world of weddings. Reach 4,500 brides to be who are actively planning their big day and are highly engaged with the content in the newsletter. Open rates are on average 23%. We can include a feature article on your business within our EDM.

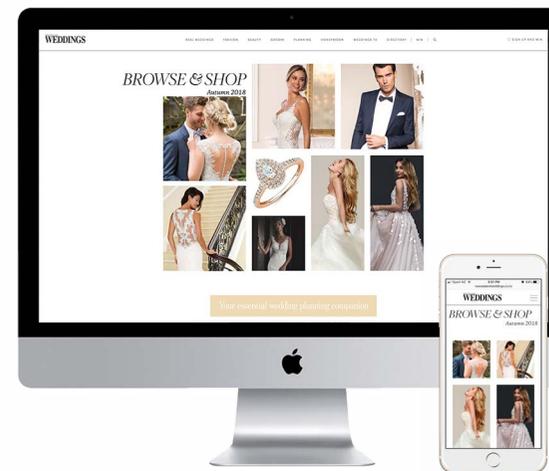
## TILE ADS AND DROPDOWN BANNERS

Have a compelling and regular tile presence run-of-site or within one relevant category with a 300 x 250 space. Or, why not consider a New Zealand Weddings site takeover where your brand and message will be prominently displayed prior to entering our site.



## Native or sponsored

Let us create a story for your brand whether it be a Q&A or profile. This will appear on our homepage and pushed out through our social channels for additional exposure and housed within a relevant category indefinitely and included in our eDM.

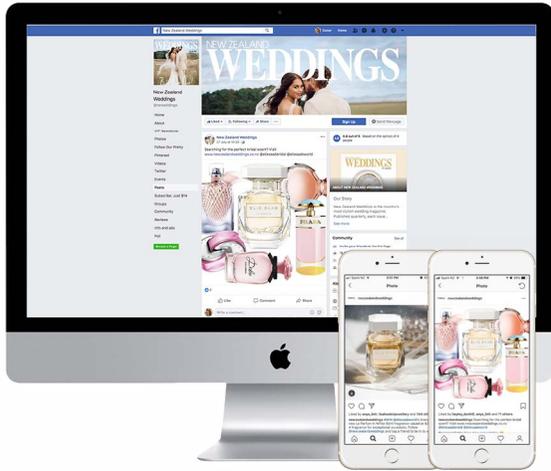


## Online look books

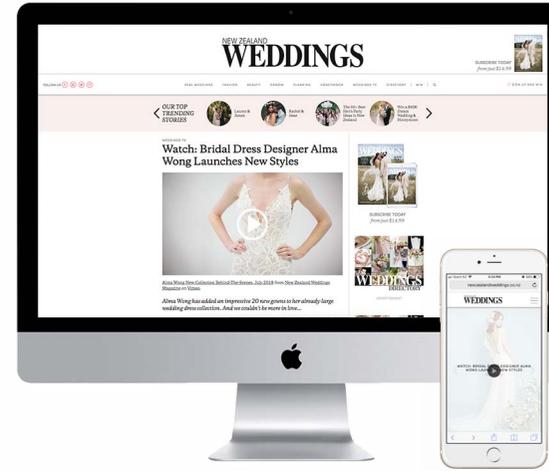
An opportunity to showcase your latest collection in a gallery format depicting beautiful images and corresponding information, as well as click-through to browse/shop. This will also be mentioned on Facebook and Instagram linking back to the look book.

# DIGITAL CONTENT OPPORTUNITIES

Prices provided upon request and/or incorporate into a tailored package to suit your advertising objectives



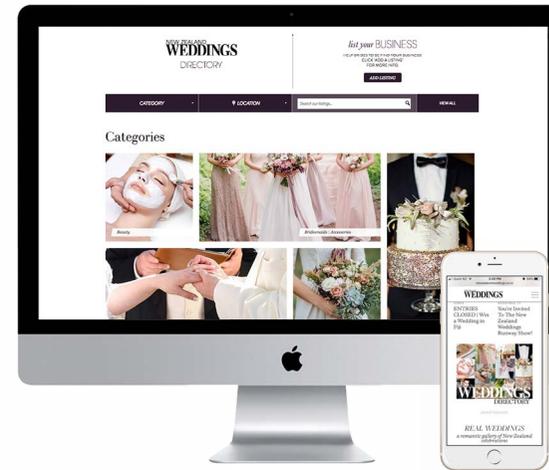
**Social post**  
**FACEBOOK AND/OR INSTAGRAM**  
 Interact with our audience via a compelling social media campaign with imagery and copy tagged and boosted.



**Video**  
**YOUR VIDEO CONTENT**  
 This can be supplied, or our skilled team can create video content for you that profiles your brand in an engaging way.



**Wedding of the Week Sponsorship**  
**SPONSORED POST**  
 Our Real Wedding galleries on our site are hugely popular and provide ideas and inspiration for couples planning their big day. Take advantage of the page views for our Real Weddings and sponsor this segment of our site. Also receive brand exposure on our homepage and via Facebook promotion.

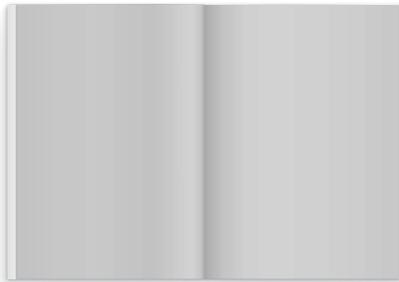


**Digital listings**  
**ONLINE DIRECTORY**  
 Be included in our comprehensive directory listings page under a relevant category, making your business prominent when brides search for industry providers. Your business profile will include a company name, website and contact details, logo, 500-word business description and an image gallery displaying up to 12 beautiful photos of your product or service.

From \$99 + GST for one year

# PRINT AD AD SPECIFICATIONS & RATES

## Brand ad specs



### SPREAD (DOUBLE PAGE)

Trim size: 460mm x 300mm  
+ 3mm bleed all round



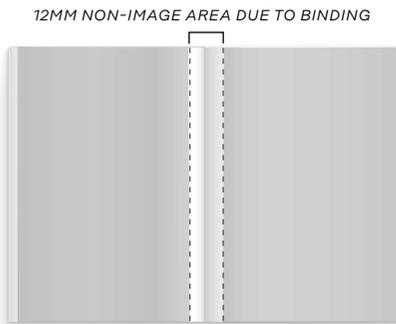
### SINGLE (FULL PAGE)

Trim size: 230mm x 300mm  
+ 3mm bleed all round



### THIRD PAGE

Trim size: 78mm x 300mm  
+ 3mm bleed all round



### INSIDE COVERS

Trim size: 227mm x 300mm  
+ 3mm bleed all round

*The IFC and IBC are a different size due to binding.  
This also applies to the pages opposite the IFC and IBC  
(i.e. the first and last pages).*

## Directory ad specs



### HALF PAGE HORIZONTAL

186mm x 123mm  
+ 3mm bleed all round



### HALF PAGE VERTICAL

91mm x 250mm  
+ 3mm bleed all round



### QUARTER PAGE

91mm x 123mm  
+ 3mm bleed all round

## Classifieds



### SIXTH PAGE

91mm x 76mm  
+ 3mm bleed all round



### TWELFTH PAGE

91mm x 40mm  
+ 3mm bleed all round

## Rates

### Brand advertising

#### DOUBLE PAGE SPREAD

\$6,000

#### FULL PAGE

\$3,300

#### INSIDE FRONT COVER (DPS)

\$6,500

#### OUTSIDE BACK COVER

\$4,000

#### INSIDE BACK COVER

\$3,300

#### THIRD PAGE

\$1,800

#### FASHION COLLAB

#### FULL PAGE

\$1,800

*Rates are exclusive of GST.*

*We can negotiate rates and provide discounted package offerings for those clients wanting to secure an annual commitment.*

*Product inclusion opportunities: Do you have a product you want to promote through goodie bag inclusion? Gift with purchase? We have ample product promotion opportunities. More information available on request.*

### Directory Brand advertising

#### DIRECTORY

#### HALF PAGE

\$1,250

#### DIRECTORY

#### QUARTER PAGE

\$800

#### CLASSIFIEDS

#### SIXTH PAGE

\$400

#### CLASSIFIEDS

#### TWELFTH PAGE

\$200

### Directory Editorial style features

*Client to provide up to 50-80 words of copy which will be edited to fit the editorial style of the magazine, contact details and high resolution image.*

#### 'WE LOVE' DIRECTORY

#### THIRD PAGE

\$800

#### 'STYLE & HIRE'

#### SIXTH PAGE

\$500



# PRINT AD NOTES

## MECHANICAL

Size: 230mm (w) x 300mm (h)

Binding: Perfect bound

Colour: CMYK

## SIZES

*Full page*

Trim: 230mm (w) x 300mm (h)

Bleed: 236mm (w) x 306mm (h)

*Double page spread*

Trim: 460mm (w) x 300mm (h)

Bleed: 466mm (w) x 306mm (h)

## INSIDE FRONT COVER (IFC), INSIDE BACK COVER (IBC) AND OPPOSING PAGES

Image area is reduced due to binding (see diagram page previous). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

*Single page image area*

Trim: 227mm (w) x 300mm (h)

Bleed: 233mm (w) x 306mm (h)

## 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*

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

*Exporting from InDesign*

- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 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.

# DIGITAL AD SPECIFICATIONS & RATES

## Website



### MEGAHEADER

**WEB:** 1920 x 480 pixels  
**MOBILE:** 320 x 100 pixels  
Supply with URL link



### BANNER

**WEB:** 728 x 90 pixels  
**MOBILE:** 320 x 100 pixels  
Supply with URL link



### WEB TILE

300 x 250 pixels  
Supply with URL link

## Email newsletter



### BANNER

560 x 200 pixels  
Supply with URL link

## Rates

### Website

**MEGA HEADER**  
\$1,500 per month

**BANNER WEB TILE**  
\$600 per month

**HOMEPAGE  
BODY WEB TILE**  
\$600 per month

**CATEGORY  
BODY WEB TILE**  
\$500 per month

**ONLINE LOOK BOOK**  
*Client to provide up to 12 high res  
images, descriptions, and prices.*  
\$800 per month

**VIDEO**  
*Supply as embedded link  
or by arrangement. Prices upon  
request.*

**SOCIAL POST**  
\$500

### eDM (Email Newsletter)

**BANNER**  
\$1,000 per insertion

**INCLUSION**  
\$500 per insertion

## On Sale Dates

**ISSUE 66**  
8th October 2018

**ANNUAL PLANNER**  
10th December 2018

**ISSUE 67**  
7th January 2019

**ISSUE 68**  
8th April 2019

**ISSUE 69**  
8th July 2019

**ISSUE 70**  
7th October 2019

## Contact

Pamela McIntosh  
**PRINT, DIGITAL  
AND BEAUTY EDITOR**  
022 639 0461  
pamela.mcintosh@icg.co.nz

Hayley Dunhill  
**ADVERTISING SALES MANAGER**  
021 1878 247  
hayley.dunhill@icg.co.nz

Chloe Thomsen  
**ADVERTISING SALES**  
027 626 0155  
chloe.thomsen@icg.co.nz

*Rates are exclusive of GST.*

*Rates are non-commission bearing.*

*We can negotiate rates and provide  
discounted package offerings for  
those clients wanting to secure an  
annual commitment.*

*Product inclusion opportunities:  
Do you have a product you want to  
promote through goodie bag  
inclusion? Gift with purchase?  
We have ample product promotion  
opportunities. More information  
available on request.*