



are
media

MEDIA KIT 2024

Brands & audiences



2 million New Zealanders have read our magazines in the past year and more than **622,000 users** engage with our digital platforms every month

Household Shoppers
Home & Lifestyle
Travel
Current Affairs



Audience

#1

Household shoppers & women 25-54



#1

Business decision-makers & \$200K+ HHI



#1

Digital brand in the Home category



Reach

2 MILLION

New Zealanders have read an *are* media magazine brand in the past 12 months

550,000

are media magazines sold every month

Engagement

Time spent reading* is 5 minutes longer for *are* media Consumer titles

97
MINUTES

Is the average time spent reading* a magazine by primary readers

102
MINUTES

Is the average time spent reading* an *are* magazine by primary readers



Woman's Day



Editor
Sebastian
van der Zwan

New Zealand's best-selling weekly women's magazine, Woman's Day is a lifeline for many Kiwi women, offering them celebrity escapism alongside practical tools to keep them informed of the issues that affect them and their families. Woman's Day readers like to be "in the know" and "up with the latest" at all times.



Core Target
Females
25-54

The reader

Woman's Day is a fabulous bubble where she can finally switch gears, tune out and dream a little. It's intimate, restorative, blissful – the perfect instant reward and antidote to her always-on life. It's a mini holiday. The experience leaves her smiling, entertained, unburdened, reinvigorated, in the know on all things pop culture and empowered by the lifestyle content.

Primary
Readers spend

94

minutes reading
a typical issue

242,000

Woman's Day readers
are main household
shoppers

132,000

readers have a
household income
of more than \$100k

138,000

of Woman's Day readers
are prepared to pay more
for better quality products

Circulation: 47,000
Readership: 374,000
Subscriber base: 4,250
Facebook: 78,354
Instagram: 33,624

Deadlines, rates and dimensions

On sale every Monday

**Booking & Material
Deadline:**
One week prior to on-sale

Cancellation deadline:
3 weeks prior to on-sale

Dimensions

AD SPECS	BLEED W x H	TRIM W x H	TYPE W x H
Full page	220 x 285	210 x 275	190 x 255
Double page spread	Supply as two separate full pages, using full page specs as above		
Half page horizontal	220 x 147.5	210 x 137.5	189 x 117.5
Half page vertical	113 x 285	103 x 275	92 x 255
Third page horizontal	220 x 106	210 x 91	190 x 71
Third page vertical	77 x 285	67 x 275	54 x 255

Rates

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

Woman's Day

Digital



Womansday.co.nz is New Zealand's celebrity and women's lifestyle hub. Stay up to date with the best stories from Woman's Day, The New Zealand Woman's Weekly and The Australian Women's Weekly. You can count on us to keep you in the know about everything from the latest celebrity news, inspirational real-life stories, parenting, health, fashion, beauty, lifestyle tips & trends and so much more.

TARGET AUDIENCE
25+ Females

MONTHLY UNIQUE USERS
240,210

MONTHLY PAGE VIEWS
405,512

AVERAGE DWELL TIME
2 mins 09

Social numbers

WOMANSDAY.CO.NZ



115,752
COMBINED TOTAL FOLLOWERS

Woman's Day: 78,354
NZ Woman's Weekly: 32,016
AWW: 5,382

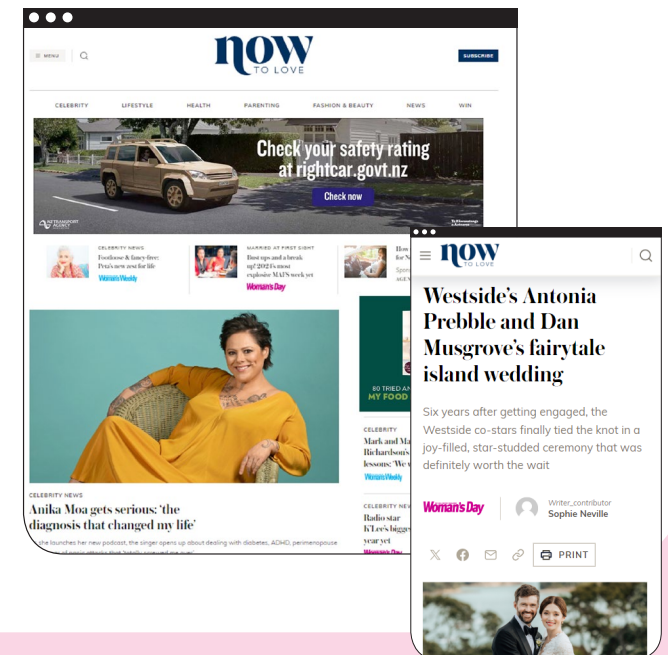


46,467
COMBINED TOTAL FOLLOWERS

Woman's Day: 33,624
NZ Woman's Weekly: 10,409
AWW: 2,434

Rates

DIGITAL RATES	RATE
Run of site display	\$45 CPM
Homepage takeover + 30,000 run of site display	\$4,000
Sponsored content including social	From \$5,000
Shoppable product mention	\$1,500
Competition/giveaway* including social	\$4,000
*minimum value of \$250 supplied by client	





Core Target
Females
40+

NEW ZEALAND Woman's Weekly



Editor
Marilynn
McLachlan

The country's most-read weekly magazine, New Zealand Woman's Weekly has been providing Kiwis with crucial weekly information for more than 90 years. The deeply connected and highly engaged community of readers revel in the stories of well-known New Zealanders that sit alongside tales from their beloved royal family and inspirational real life weekly people. Recipes, local columnists and practical lifestyle information is also a big driver for the audience.

The reader

She is a woman with character and life experience, goals and opinions, who looks to the New Zealand Woman's Weekly for a sense of connection and belonging. She is kind, generous and highly organised. Immersed in the needs of her family, she also makes time for her close circle of friends, her career and her community. She enjoys growing food and flowers in her garden, trying new recipes, shopping for wonderful but wearable fashion, catching up with loved ones over lunch and taking time out to travel with her partner.



Primary
Readers spend

107

minutes reading
a typical issue

256,000

New Zealand
Woman's Weekly
readers are main
household shoppers

#1

weekly magazine
for reaching New
Zealanders who love
reading new recipes
and trying them out

275,000

readers says a
healthy diet and
plenty of exercise
are essential parts
of their life

Circulation: 32,000
Readership: 438,000
Subscriber base: 6,450
Facebook: 32,016
Instagram: 10,409

Deadlines, rates and dimensions

On sale every Monday

*Booking & Material
Deadline:
One week prior to on-sale*

*Cancellation deadline:
3 weeks prior to on-sale*

Dimensions

AD SPECS	BLEED W x H	TRIM W x H	TYPE W x H
Full page	210 x 285	200 x 275	177 x 250
Double page spread	Supply as two separate full pages, using full page specs as above		
Half page horizontal	210 x 144	200 x 134	177 x 122
Half page vertical	109 x 285	99 x 275	87 x 177
Third page horizontal	210 x 102	200 x 92	177 x 80
Third page vertical	78 x 285	68 x 275	56 x 250

Rates

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

Digital



New Zealand Woman's Weekly Food is the digital home that brings New Zealand's favourite recipes together with inspirational and educational food and cooking content.

From classic Kiwi favourites, quick weeknight dinners and elevated meals for special occasions, our recipes are local and delicious and thoroughly tested so you know you can trust them to work. Discover tips and tricks to enhance your cooking skills, learn about seasonal ingredients, and stay up-to-date with the latest food trends. We're more than just recipes; we're your trusted kitchen companion.

TARGET AUDIENCE

25+ Females

MONTHLY UNIQUE USERS

98,464

MONTHLY PAGE VIEWS

206,491

AVERAGE DWELL TIME

2 mins 13

Social numbers

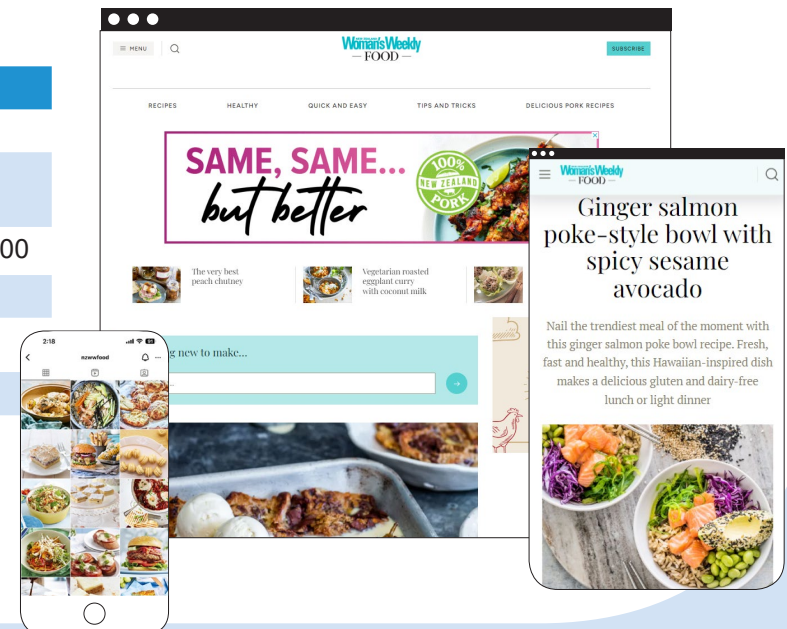
**NZWOMANSWEEKLY
FOOD.CO.NZ**

 **16,220**
FOLLOWERS

 **3,335**
FOLLOWERS

Rates

DIGITAL RATES	RATE
Run of site display	\$45 CPM
Homepage takeover + 30,000 run of site display	\$4,000
Sponsored content including social	From \$5,000
Shoppable product mention	\$1,500
Competition/giveaway* including social	\$4,000
*minimum value of \$250 supplied by client	





THE AUSTRALIAN Women's Weekly

NEW ZEALAND EDITION



Editor
Sarah Henry

New Zealand's best-selling monthly women's magazine. Local celebrity driven with strong heartland New Zealand connections. The magazine offers broad-based lifestyle content with particular emphasis on recipes and food. Leveraging celebrity influence, The Australian Women's Weekly NZ edition, offers current affairs information in an engaging way alongside practical advice for improving and enhancing Kiwis lives.



Core Target
Females
35-54

The reader

Genuine and loving, spontaneous and a lover of life. Her family's welfare, health and wellbeing are what matters most. She leads a busy lifestyle, involves herself in the community, entertains friends with good food and great wine. The Australian Women's Weekly NZ edition readers are financially well off and can afford to spend on extras (+10% above the NZ average). They are the CEOs of their households, making decisions about everything from home renovations and family holidays to what is on the table for dinner. More importantly, they are the mums of Gen Y: some still at home, others starting their careers, getting married and having their first child.

Primary Readers spend

107

minutes reading a typical issue

232,000

Australian Women's Weekly readers are main household shoppers

56%

of readers love reading new recipes and trying them out

215,000

readers like to use beauty products that are derived from nature, and 208,000 readers like to use products that are scientifically proven

Circulation: 40,000
Readership: 395,000
Subscriber base: 10,000
Facebook: 5,382
Instagram: 2,434

Deadlines, rates and dimensions

Rates

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

Dimensions

AD SPECS	BLEED W x H	TRIM W x H	TYPE W x H
Full page	220 x 285	210 x 275	180 x 235
Double page spread (DPS)	Supply as two separate full pages, using full page specs as above		
Half page vertical	108 x 285	98 x 275	78 x 240
Half page horizontal	220 x 146	210 x 136	180 x 115
Third page vertical	75 x 285	65 x 275	49 x 240
Third page horizontal	220 x 103	210 x 93	180 x 75

Deadlines

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
August 24	11/07/2024	31/05/2024	21/06/2024	26/06/2024
September 24	08/08/2024	01/07/2024	19/07/2024	24/07/2024
October 24	05/09/2024	29/07/2024	16/08/2024	21/08/2024
November 24	03/10/2024	26/08/2024	13/09/2024	18/09/2024
December 24	31/10/2024	23/09/2024	11/10/2024	16/10/2024
Christmas 24	28/11/2024	21/10/2024	08/11/2024	13/11/2024
January 25	26/12/2024	18/11/2024	06/12/2024	11/12/2024
February 25	23/01/2025	16/12/2024	03/01/2025	08/01/2025
March 25	20/02/2025	13/01/2025	31/01/2025	05/02/2025
April 25	20/03/2025	10/02/2025	28/02/2025	05/03/2025
May 25	17/04/2025	10/03/2025	28/03/2025	02/04/2025
June 25	15/05/2025	07/04/2025	24/04/2025	30/04/2025
July 25	12/06/2025	05/05/2025	23/05/2025	28/05/2025

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.



your home and garden



Editor
Fiona Hawtin

As much a purchasing resource as it is entertainment, Your Home and Garden offers ideas, expert advice and information to inspire and teach readers how to make any space a home. The title showcases creativity and readers engage in the brand for ideas they can replicate at home through locally sourced products.



Core Target
Females
30-54

The reader

Your Home and Garden is all about featuring homes that real people live in, beautiful products that they can access and afford, and useful, practical advice. Home improvement, styling and interior design are all passion points for our readers. They are foodies, gardeners, collectors and DIY-ers. Your Home and Garden is at the forefront of all these movements, and delivers colourful, creative, inspiring and engaging content across multiple platforms. We help our audience personalise and improve their homes through everyday inspiration, the latest products and services, expert advice, and money-saving tips and tricks.

Primary Readers spend

94

minutes reading a typical issue

56%

of readers are in the top 3 socio economic groups

46%

of readers are planning to renovate their home within the next 12 months

46,000

readers like to keep up to date with new ideas to improve their home

Circulation: 18,000
Readership: 100,000
Subscriber base: 4,000
Facebook: 161,117
Instagram: 78,983

Deadlines, rates and dimensions

Rates

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

Dimensions

AD SPECS	BLEED W x H	TRIM W x H	TYPE W x H
Full page	225 x 307	215 x 297	190 x 272
Double page spread	Supply as two separate full pages, using full page specs as above		
Half page horizontal	225 x 158	215 x 148	190 x 130
Half page vertical	117 x 307	107 x 297	90 x 272
Third page horizontal	225 x 109	215 x 99	190 x 75
Third page vertical	80 x 307	70 x 297	55 x 272

Deadlines

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
August 24	18/07/2024	17/06/2024	02/07/2024	04/07/2024
September 24	22/08/2024	22/07/2024	06/08/2024	08/08/2024
October 24	19/09/2024	19/08/2024	03/09/2024	05/09/2024
November 24	17/10/2024	16/09/2024	01/10/2024	03/10/2024
December 24	21/11/2024	21/10/2024	05/11/2024	07/11/2024
January 25	19/12/2024	18/11/2024	03/12/2024	05/12/2024
February 25	16/01/2025	16/12/2024	16/12/2024	18/12/2024
March 25	13/02/2025	13/01/2025	28/01/2025	30/01/2025
April 25	13/03/2025	10/02/2025	25/02/2025	27/02/2025
May 25	17/04/2025	17/03/2025	01/04/2025	03/04/2025
June 25	15/05/2025	14/04/2025	29/04/2025	01/05/2025
July 25	19/06/2025	19/05/2025	03/06/2025	05/06/2025

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

your home
and garden

Digital



The best of New Zealand's home inspiration, all in one place.

Your Home and Garden celebrates New Zealanders' passion for renovation and home decoration across multiple media channels. Our appetite for real homes, practical advice and inspiring content continues to grow. Whether we are living small or living large, living together or living alone, we all want to make our house a home.

Alongside our expert knowledge and style inspiration we create, we also love to shop, which is why we launched Shop Your Home & Garden, our marketplace site full of carefully curated homewares to help you achieve the house of your dreams.

From small local artisans producing one-of-a-kind pieces through to the 'must-have' trend items no home should be without, they're all right here in our shop.

TARGET AUDIENCE

30+ Females

MONTHLY UNIQUE USERS

68,804

MONTHLY PAGE VIEWS

115,651

AVERAGE DWELL TIME

1 min 34

Social numbers

YOURHOMEANDGARDEN.CO.NZ



201,486

COMBINED TOTAL FOLLOWERS

Your Home and Garden:

161,117

Homes to Love: 40,369



126,073

COMBINED TOTAL FOLLOWERS

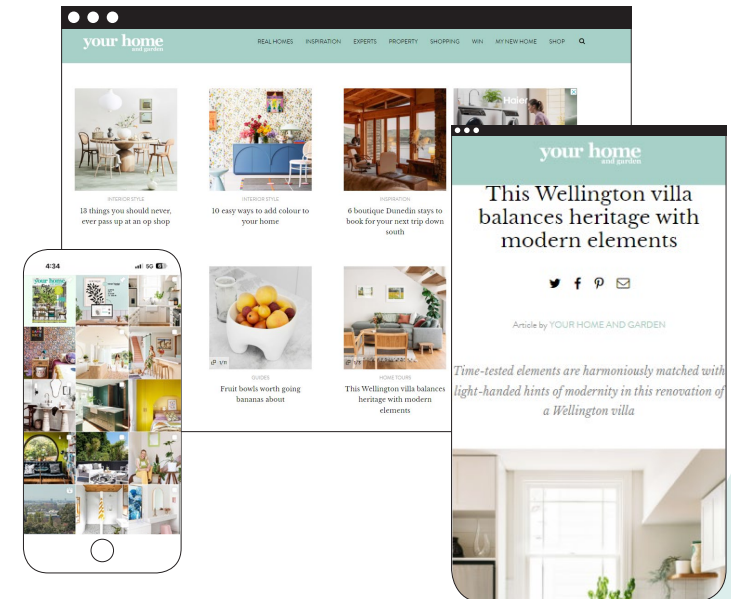
Your Home and Garden:

78,983

Homes to Love: 47,090

Rates

DIGITAL RATES	RATE
Run of site display	\$45 CPM
Homepage takeover + 30,000 run of site display	\$4,000
Sponsored content including social	From \$5,000
Shoppable product mention	\$1,500
Competition/giveaway* including social	\$4,000
*minimum value of \$250 supplied by client	





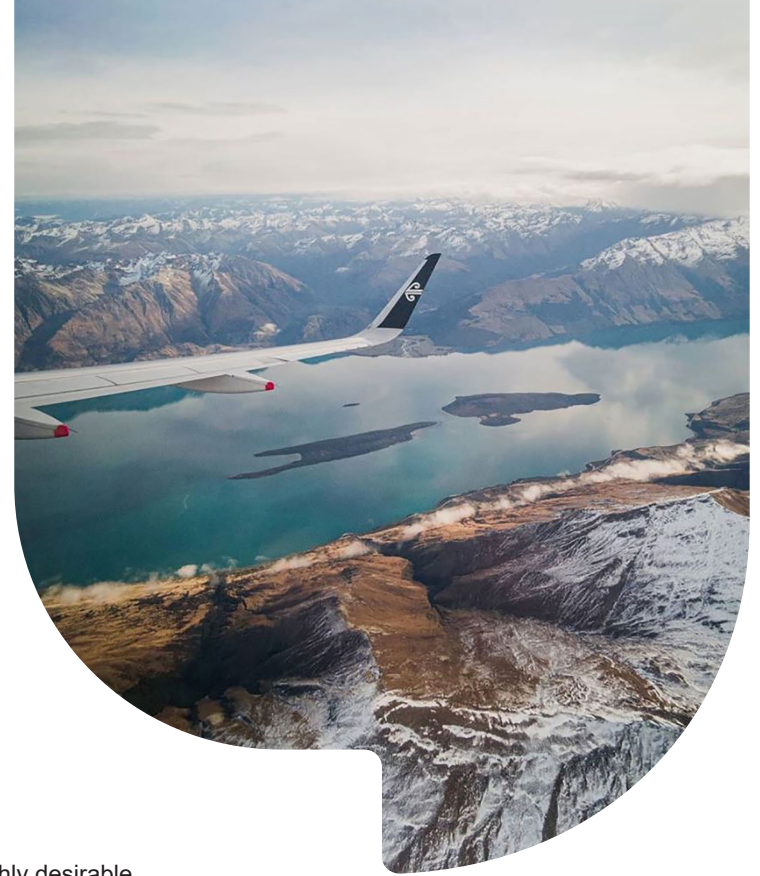
AIR NEW ZEALAND INFLIGHT MAGAZINE

Kia Ora



Editor
Virginia Larsen

A premium custom publication for Air New Zealand, Kia Ora delivers lushly illustrated, engaging editorial content spanning informative travel features and stories on local business and culture to a vast, wide-reaching readership. The magazine also helps drive the airline’s mission to “connect New Zealanders to each other and New Zealand to the world”.



Core Target
35-54

The reader

50% MALE/50% FEMALE. Air New Zealand’s inflight magazine readers are a highly desirable audience, comprising travellers for business and pleasure. Kia Ora serves both to inform and entertain, showcasing the best of New Zealand travel, accommodation, dining and culture while celebrating the country’s entrepreneurs and innovators. Fresh, inclusive content includes columns on food, wine, beer, technology, wellness, beauty and events nationwide. The magazine also covers the airline’s wider network with lively, useful travel stories on international destinations.

#1

magazine for reaching people with a household income over \$200k

189,000

readers are business decision-makers

115,000

of Kia Ora readers have investments of over \$100k

112,000

readers are very likely or extremely likely to buy a car in the next 12 months

Print Run: 38,000
Readership: 421,000
Domestic Passengers
Per Month:
Up to 1 million

Deadlines, rates and dimensions

Rates

STANDARD	RATE
Full page	\$14,000
Sponsored content full page	\$16,800
Double page spread	\$21,000
Sponsored content double page spread	\$25,000
Half page horizontal/vertical	\$9,500
Third page horizontal/vertical	\$7,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

Dimensions

AD SPECS	BLEED W x H	TRIM W x H	TYPE W x H
Full page	220 x 285	210 x 275	180 x 250
Double page spread (DPS)	Supply as two separate full pages, using full page specs as above		
Half page vertical	110 x 285	100 x 275	85 x 250
Half page horizontal	220 x 145	210 x 135	180 x 120
Third page vertical	83 x 285	73 x 275	55 x 250
Third page horizontal	220 x 100	210 x 90	180 x 75

*Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right

*Due to Air New Zealand rules, no QR codes are allowed on creative

Deadlines

COVER DATE	ON BOARD	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
August 24	01/08/2024	17/06/2024	01/07/2024	04/07/2024
September 24	01/09/2024	12/07/2024	01/08/2024	05/08/2024
October 24	01/10/2024	19/08/2024	02/09/2024	04/09/2024
November 24	01/11/2024	16/09/2024	01/10/2024	03/10/2024
December 24	01/12/2024	11/10/2024	01/11/2024	05/11/2024
January 25	01/01/2025	18/11/2024	29/11/2024	03/12/2024
February 25	01/02/2025	13/12/2024	16/12/2024	18/12/2024
March 25	01/03/2025	14/01/2025	30/01/2025	03/02/2025
April 25	01/04/2025	17/02/2025	03/03/2025	05/03/2025
May 25	01/05/2025	17/03/2025	31/03/2025	02/04/2025
June 25	01/06/2025	11/04/2025	01/05/2025	05/05/2025
July 25	01/07/2025	19/05/2025	30/05/2025	04/06/2025

Air New Zealand is committed to supercharging New Zealand's success socially, economically and environmentally. To do this, we are committed to the highest standards of social and environmental responsibility and ethical conduct.

We seek to engage with companies who share our commitment and approach to conducting business in a sustainable way, and expect all companies advertising within Kia Ora to fully comply with all applicable laws and regulations.

All companies advertising within Kia Ora are encouraged to actively pursue opportunities to improve their sustainable business practices and transparently communicate this process with Are Media and Air New Zealand.

Air New Zealand and Are Media reserve the right to decline or reject a high risk advertiser if they feel they do not meet the standards. Advertising Sustainability Principles can be viewed on request from your Are Media representative or on the Are Media website www.aremedia.co.nz

AIR NEW ZEALAND INFLIGHT MAGAZINE





NEW ZEALAND LISTENER



Editor
Kirsty
Cameron

Driven by the strength of its agenda-setting content, The New Zealand Listener publication is the country's best-selling current affairs magazine with a per capita circulation higher than Time, the New Yorker and the Spectator. The gold standard for any magazine, in the era of unlimited free online content, is whether readers value the journalism enough to seek it out and pay for it. New Zealand Listener readers do that week after week.



Core Target
40-69

The reader

43% MALE /57% FEMALE. An energising read, full of witty insight and award-winning investigative journalism, this is the magazine that has been setting New Zealand's agenda since 1939. We're proud to have this country's best columnists and contributors as an integral part of the fabric of the New Zealand Listener. Our aim each week is to stand out as the magazine that provides compelling journalism that resonates with people up and down the country.

Primary Readers spend

128

minutes reading a typical issue

72%

more likely than average New Zealander to have over \$100k invested

78%

are currently concerned about a personal health issue

60%

of readers believe it is important to make investment now for the future

Circulation: 39,000
Readership: 189,000
Subscriber base: 25,000
Facebook: 20,288
Instagram: 2,620

Deadlines, rates and dimensions

**On sale every
Monday**

*Booking & Material
Deadline:
One week prior to on-sale*

*Cancellation deadline:
3 weeks prior to on-sale*

Rates

STANDARD	RATE
Full page	\$7,000
Sponsored content full page	\$10,000
Double page spread	\$12,500
Sponsored content double page spread	\$15,000
Half page horizontal/vertical	\$4,500
Third page horizontal/vertical	\$3,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

Dimensions

AD SPECS	BLEED W x H	TRIM W x H	TYPE W x H
Full page	210 x 285	200 x 275	177 x 250
Double page spread	Supply as two separate full pages, using full page specs as above		
Half page horizontal	210 x 144	200 x 134	177 x 122
Half page vertical	109 x 285	99 x 275	87 x 177
Third page horizontal	210 x 102	200 x 92	177 x 80
Third page vertical	78 x 285	68 x 275	56 x 250

Double page spread material needs to be supplied as two separate PDFs clearly labelled left and right.

NEW ZEALAND LISTENER

Digital



The *listener.co.nz* is the website of the award-winning New Zealand Listener, which has been covering the political, cultural and literary life of Aotearoa New Zealand for 80 years with features on current events, politics, social issues, health, technology, arts, food, culture and entertainment.

TARGET AUDIENCE

25-54

MONTHLY UNIQUE USERS

214,762

MONTHLY PAGE VIEWS

337,208

AVERAGE DWELL TIME

2 mins 22

Social numbers

LISTENER.CO.NZ



20,288
FOLLOWERS



2,620
FOLLOWERS

Rates

DIGITAL RATES	RATE
Run of site display	\$45 CPM
Sponsored content including social	From \$5,000
Listener eDM content inclusion	\$2,000

