

WHAT'S IN THE MAGAZINE



GAME

PHOTO CREDIT BY MARIAN FORTNEY / FOOD COLLECTIVE

SAVE THE DATE

BLACK CRANE PRESENTS LIVE - OLD BOLA
Auckland, Whangape, and Christchurch
4 - 10 September

WORLD OF WEARABLE ART AWARDS SHOW
23 June, Melbourne
28 September - 10 October

WINE, MELLOW, DRINKS FROM NEW ZEALAND
Auckland, Dunedin, Christchurch, Napier, and Gisborne
4 - 10 August

NEW ZEALAND SYMPHONY ORCHESTRA - JAZZ
Michael Furey, Gavin Milligan
9 September

KEEP NEW ZEALAND BEAUTIFUL - CLEAN UP WEEK
Nationally
12 - 22 September

WORLD DOWNTOWN FESTIVAL 2022
Christchurch
23 September - 4 September

ART IN THE PARK
Auckland
1 - 14 September

HAVE AN EVENT, PERFORMANCE OR BUSINESS IN THE YARD
Auckland
1 - 14 September

WILD DOGGIE AWARDS
Thames, Oamaru, Te Anau, Opotiki, Eglinton, New Plymouth, Whangape
14 September

FORE THEIR ME

Jeanette Oiler's memories of the surviving...
BY DONNA CHESTER

Bienvenue les Kiwi

Kiwi players make as much as five times more in France as back home, return flights are paid for, and they're offered allowances, cars - the works.

BLUE SMOKE: THE PAST, PRESENT AND FUTURE OF OUR CAR

OUR WORDS

The home of New Zealand's best long-form journalism, *North & South's* feature stories cover the topics which make our nation tick — profiles, investigations, politics, health matters and more. Written by the country's best journalists and accompanied by commissioned photography and illustrations, our features are deservedly award-winning.

OUR SECTIONS

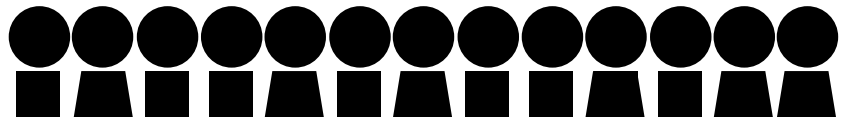
'Culture Etc' is what's engaging us right now from the worlds of music, food, art, wine, TV and film. Every issue also has a dedicated books review section and a guided tour to a (usually) small town that is brought to life in words and pictures.

'Four Corners' opens the main editorial section every issue. Informative, funny, often unexpected and rich with information, it's must-read. 'Four Corners' also features 'Save The Date' a monthly round up of events, openings and tours around the motu.

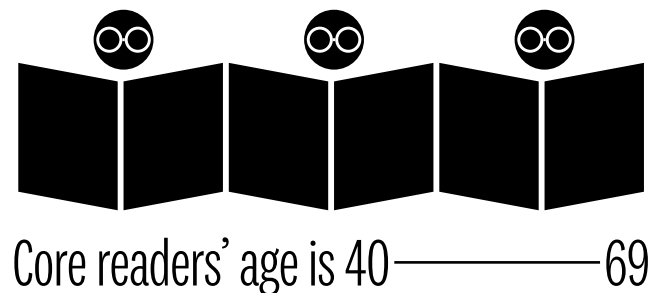
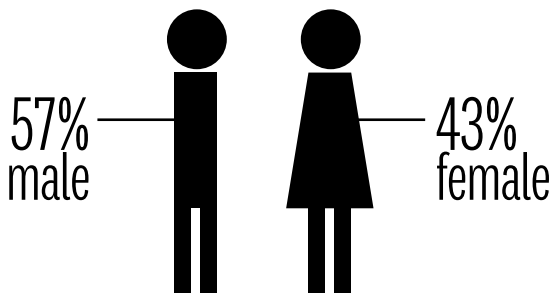
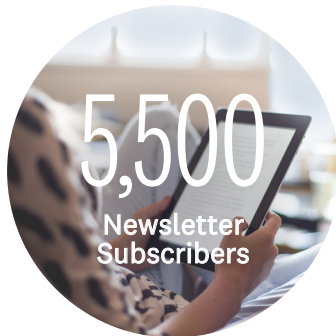
When estimating fatalities, the wild card is those black swan events — a large number of people in the wrong place at the wrong time.

OUR AUDIENCE

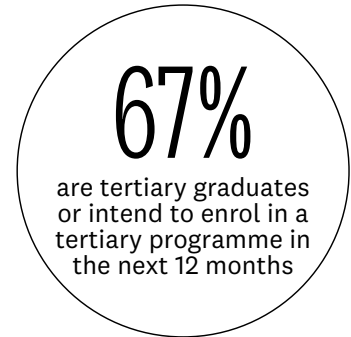
150,000 loyal readers



3.6% Adults ages 15+



OUR AUDIENCE



A SUMMARY

- They are passionate committed kiwis.
- Culturally engaged. They love travel, reading, film and theatre, good food and good wine.
- They have attitude, influence and discretionary income to spare.
- 49% more likely to choose to pay more for top quality foods.
- While they are 35% more likely to have few financial concerns — they are 59% more likely to have \$200,000 invested.
- They are financially secure and asset-rich.

BRAND AD RATES

Double-page spread.....	\$13,000	Third-page vertical.....	\$3,000
Full page.....	\$7,000	Inside front cover DPS.....	\$14,600
Half-page horizontal.....	\$4,500	Outside back cover.....	\$7,800

SPONSORED EDITORIAL RATES

Double-page spread.....	\$15,000
Full page.....	\$9,000
Half-page horizontal.....	\$6,500

All rates are net and exclusive of GST.

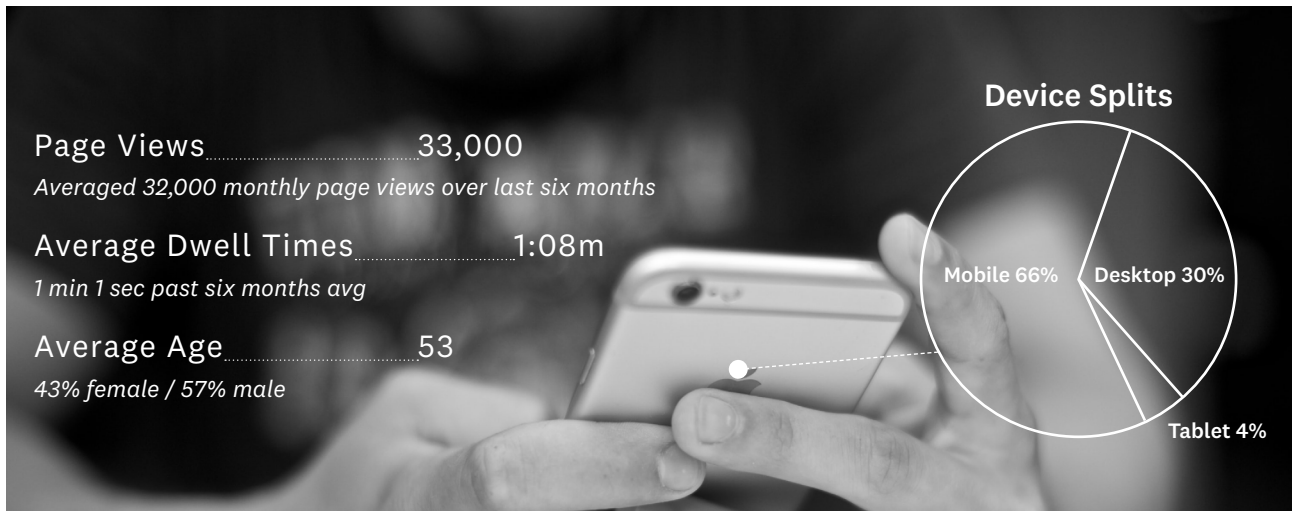
Inserts: We accept insert bookings for both single sheet and multi page formats.

Please enquire about rates and availability.

DEADLINE CALENDAR

Cover date		On Sale Date	Brand ad Booking Deadline	Sponsored Editorial Booking Deadline	Material Deadline
2023	August	24/07/23	04/07/23	27/06/23	05/07/23
	September	21/08/23	01/08/23	28/07/23	04/08/23
	October	18/09/23	29/08/23	25/08/23	01/09/23
	November	16/10/23	24/09/23	22/09/23	29/09/23
	December	13/11/23	22/10/23	18/10/23	25/10/23
	Jan/Feb	11/12/23	21/11/23	17/11/23	24/11/23
2024	March	12/2/24	23/01/24	26/01/24	19/01/24
	April	11/3/24	20/02/24	23/02/24	16/02/24

DIGITAL AUDIENCE



ADVERTISING OPPORTUNITIES

Digital Display:

- Digital Display with audience targeting: \$45CPM
- Weekly Site Takeovers: POA
- 100% SOV of all billboard and mid-page banner positions
- Page Takeovers: 100% SOV on selected web pages. POA
- Additional bespoke ad units available upon request

Digital Partner Content:

- Hosted within a Partner Content section on the home page
- Page View guarantees, additional audience targeting and traffic driving and content licensing available upon request.

eNewsletter Sponsorship:

- 100% SOV of the billboard and mid-page banner ad units. \$2,000 per newsletter

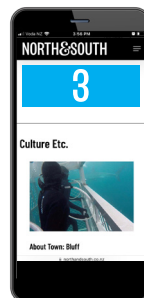
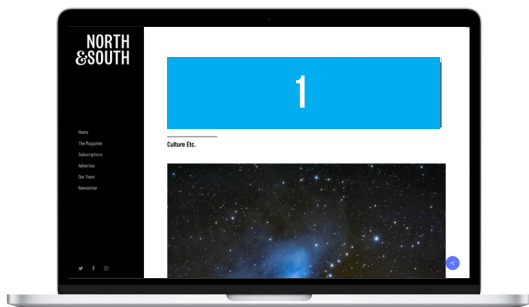
Social:

- Instagram story - \$800
- Instagram post - \$1000
- Facebook post - \$1000
- Boosting available on request

- Minimum Investment: POA

All digital activity booked will include a Post Campaign Analysis and real-time optimisation where relevant.

DIGITAL AD SPECS



1. DESKTOP BANNER **970 x 250px**
 150 DPI Minimum / + URL

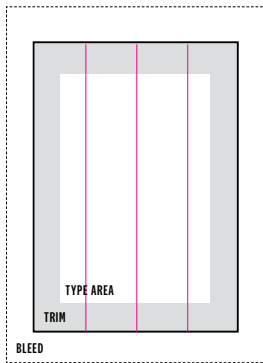
2. SMART PHONE BANNER **320 x 50px**
 150 DPI Minimum / + URL

3. MREC **350 x 300px**
 150 DPI Minimum / + URL

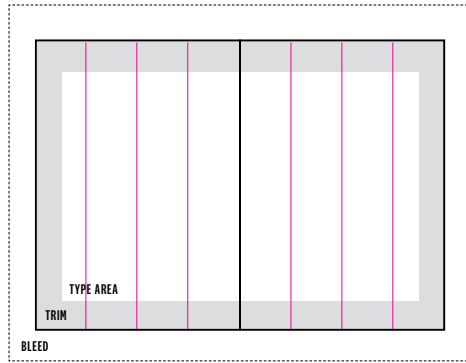
ADVERTISEMENT SPECIFICATIONS

INSERTIONS	BLEED H X W (mm)	TRIM H X W (mm)	TYPE H X W (mm)
1. Full Page	307 x 220	297 x 210	257 x 170
2. Double Page Spread (DPS)	307 x 430	*297 x 420	257 x 380
3. Half Page Horizontal	160 x 220	146 x 210	125 x 170
4. Third Page Vertical	307 x 80	297 x 70	257 x 52
5. Half Page Horizontal Spread	160 x 430	150 x 420	125 x 380

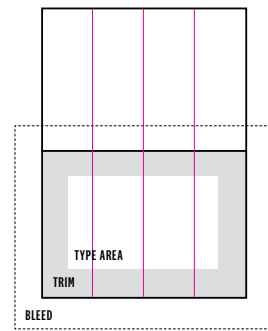
1. FULL PAGE



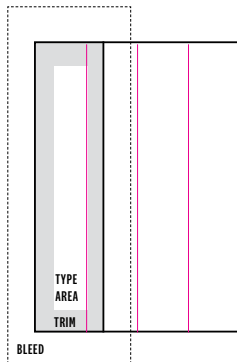
2. DOUBLE-PAGE SPREAD (DPS)



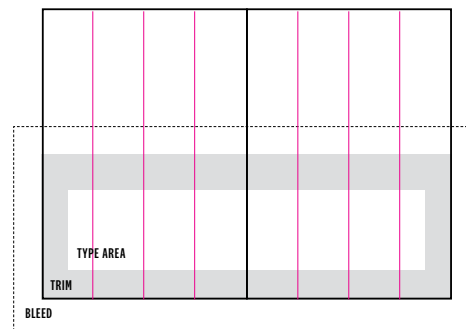
3. HALF-PAGE HORIZONTAL



4. THIRD-PAGE VERTICAL



5. HALF-PAGE HORIZONTAL DPS*



The publisher reserves the right of final approval of all advertisements.