

# kiwigardener

GROWING WITH YOU

100%

MEDIA KIT  
2018





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GROWING WITH YOU

February 2018 | 100%

Just add water  
MAKING A FEATURE  
OUT OF H2O

GARDEN-HOPPING ON  
GREAT BARRIER ISLAND  
Kiwi Gardener on tour

SUMMER  
SURVIVAL  
TIPS, TRICKS &  
TASKS TO KEEP  
YOU GROWING

ALL SET FOR  
SEED SAVING  
PLANNING FOR  
A GROWING  
FUTURE

Plants that  
love the beach!  
COASTAL PLANTING  
IDEAS

15 tips for late summer  
greenhouse gardening



YOUR GARDEN IN

kiwigardener  
Quarterly

# SUMMER

SUMMER SUCCULENTS  
+ FLOWER POWER  
PLANTS FOR HEAT & COLOUR



CROPS THAT  
NEED YOU NOW  
+ HOW TO HARVEST  
CAPSICUM & BEANS  
+ BACK TO BASICS  
WITH BERRIES

DRINKS &  
DRESSINGS  
SUMMER GARDEN  
RECIPES

DIY: UPCYCLED  
OUTDOOR TABLE  
+ GARDEN  
SHELVING

TIPS FOR  
SAVING  
WATER

\$9.25 incl. GST



## About Kiwi Gardener

Kiwi Gardener is a well-established specialist-interest publication. Every issue provides the advice that enables Kiwi gardeners to get the most out of their plants, throughout the seasons.

The monthly Kiwi Gardener is a growing resource for all gardeners. Features on growing plants (natives, flowers, trees) and edibles (vegetables, fruit, nuts, herbs) are presented as guides to all that can be added to the garden that month. While inspiring feature gardens, community gardens and articles on everyday Kiwi gardeners show us how it's done.

Supported by a loyal subscriber base, engaged Facebook community and newsletter database, Kiwi Gardener connects with green thumbs across the country.

## Advertising benefits\*

- **Kiwi Gardener** advertising rates are extremely cost-effective, and provide you with a powerful tool to ensure your products reach their target audience across the country with 109,000 readers.
- Reach a database of 5200+ dedicated gardeners through the **Kiwi Gardener** newsletter.
- Reach the 6100+ engaged members of the **Kiwi Gardener** Facebook community.
- 68% of **Kiwi Gardener** readers are regularly active in the garden.
- A third of readers keep their copies for more than six months.
- Rates include ALL production costs.
- 24,000 readers visited a garden centre (excluding Big Box Stores) in the last month.
- 47,000 readers tended their garden in the last seven days.
- 66,000 readers say they get ideas and inspiration from advertising in magazines.
- 54,000 readers say they are influenced by the featured products in magazines.

\*As of 15 January 2018

## Distributed monthly

### 2018

#### MARCH

On sale date	26 February
Booking deadline	8 February
Artwork to set	9 February
Complete ad deadline	13 February

#### APRIL

On sale date	26 March
Booking deadline	8 March
Artwork to set	9 March
Complete Ad deadline	13 March

#### MAY

On sale date	23 April
Booking deadline	5 April
Artwork to set	6 April
Complete Ad deadline	10 April

#### JUNE

On sale date	21 May
Booking deadline	3 May
Artwork to set	4 May
Complete Ad deadline	8 May

#### JULY

On sale date	25 June
Booking deadline	7 June
Artwork to set	8 June
Complete Ad deadline	12 June

#### AUGUST

On sale date	23 July
Booking deadline	5 July
Artwork to set	6 July
Complete Ad deadline	10 July

#### SEPTEMBER

On sale date	27 August
Booking deadline	9 August
Artwork to set	10 August
Complete Ad deadline	14 August

#### OCTOBER

On sale date	24 September
Booking deadline	6 September
Artwork to set	7 September
Complete Ad deadline	11 September

#### NOVEMBER

On sale date	22 October
Booking deadline	4 October
Artwork to set	5 October
Complete Ad deadline	9 October

#### DECEMBER

On sale date	26 November
Booking deadline	6 November
Artwork to set	7 November
Complete Ad deadline	9 November

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## Advertising rates

1/3 page	\$1424	1/3 page landscape 1/3 page portrait	210mm wide x 99mm deep 70mm wide x 297mm deep
1/2 page	\$1895	1/2 page landscape 1/2 page portrait	210mm wide x 148mm deep 105mm wide x 297mm deep
Full page	\$2995	Full page	210mm wide x 297mm deep
Back page	\$3995	Back page	210mm wide x 297mm deep
DPS	\$5000	DPS	420mm wide x 297mm deep
EDM	\$249	EDM	600px wide x 400px deep*
Facebook Promotion	\$199		Call for more information
Inserts	\$140+gst per 1,000		Call for more information

All supplied ads must have 5mm bleed on every side and copy must be set within 7mm margins.

Supply a high resolution 300dpi CMYK PDF to: [sarah.bright@starmedia.kiwi](mailto:sarah.bright@starmedia.kiwi)

All advertising prices include layout and design, but exclude GST.

\*No bleed required for EDM adverts. Please supply as an RGB jpeg at 72dpi.



## Marketplace

	1 ISSUE	6 ISSUES*	12 ISSUES*
Small	\$100	\$90	\$75
Medium	\$199	\$175	\$150
Large	\$375	\$325	\$275

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 All advertising prices include layout and design, but exclude GST.

\*All prices per issue