New Zealand Geographic reaches 341,000* New Zealanders. Make sure you’re in front of this affluent audience that is hard to find in other publications.

Source: * Nielsen Media Research, Readership survey Q4 2016 - Q3 2017
New Zealand Geographic celebrates New Zealand and all its diversity—its people, places and wildlife.

This multi-award-winning magazine is loved by readers of all ages and is renowned for its high quality reproduction, lavish photography and in-depth editorial coverage of wide-ranging subjects—values that now extend into it’s digital offerings at NZGeo.com and social channels.
341,000
Kiwis read *New Zealand Geographic*. They are affluent, educated and active.

100,000
sessions per month on nzgeo.com

42,000
recipients of weekly email newsletter.

150–200,000
users reached per week on Facebook.
ABOUT

Readership: 341,000 kiwis with a love of New Zealand’s extraordinary wildlife and locations.

Circulation: 11,016

Demo: 56% males, 166,000 aged 30-59

High household income: Average $96,000

Collectable: 87% of readers keep their magazines indefinitely

Highly involved readers: Readers spend on average 3.5 hours with the magazine, each issue, reading it cover to cover.

Exclusive advertising environment: only 20 pages of advertisements give your ads exceptional visibility

SOURCES: NIELSEN MEDIA RESEARCH, READERSHIP SURVEY Q4 2016-Q3 2017, AUDIT BUREAU OF CIRCULATION, JAN/FEB 09
READER SURVEY – 2000+ RESPONDENTS

For all advertising enquiries, please contact:
MILES GANDY on 021 266 8145; miles@cooperstreet.co.nz

NEW ZEALAND GEOGRAPHIC
High household income—average $96,238, 20,000 have incomes over $200,000.

Highly educated—twice as likely to hold post-grad qualifications.

Highly engaged—primary readers spend over an hour reading the magazine.

ALL DATA, NIELSEN CMI Q1 16 – Q4 16 FUSED INDEX BASE: ALL 15+
104,000 readers expect to buy a new car in the next 12 months

They are 95% more likely to spend in the highest bracket, indexing higher than any competing magazine.
NZGeo.com digital subscriptions are provisioned for 770,000 kiwi students by the Ministry of Education. No other media outlet can claim this.

New Zealand Geographic readers are 53% more likely to be aged 15-17 years old than the general population (24,000 students) and 88% more likely to be planning on doing a Bachelor degree.
178,000 New Zealand Geographic readers have savings or investments, 45,000 of which invest in the top bracket of $200,000 or more.

They are 24% more to invest in the sharemarket, 12% more likely to invest in bonds and 71% more likely to invest in foreign currency.
New Zealand Geographic readers are 24% more likely to want to holiday off the beaten track.

110,000 New Zealand Geographic readers visited a sports/outdoor equipment store in the past month.
51,000 New Zealand Geographic readers choose to pay more for premium quality wine, and 142,000 prefer New Zealand wines.

They are 43% more likely than the general population to buy their wine from specialist wine stores and 79% more likely from wine clubs.

Readers spend $279,560 on coffee each year.

58,000 drink whisky.
41,000 New Zealand Geographic readers have practiced photography in the past week, and they are 157% more likely than the general population to have bought something at a photography specialist store in the past month.
Take advantage of New Zealand Geographic’s premium digital content offerings with hubs for Travel, Photography and Science subject areas. Connect with a massive and engaged existing audience receiving email newsletters and active on nzgeo.com. See what other organisations are doing at www.nzgeo.com/photo, or bespoke content hubs created at /climate, /water, /earthquakes and /kermadecs

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PACKAGES

Take advantage of New Zealand Geographic’s premium digital content offerings with hubs for Travel, Photography and Science subject areas. Connect with a massive and engaged existing audience receiving email newsletters and active on nzgeo.com. See what other organisations are doing at www.nzgeo.com/photo, or bespoke content hubs created at /climate, /water, /earthquakes and /kermadecs.
### Rates

<table>
<thead>
<tr>
<th></th>
<th>Casual</th>
<th>3 x rate</th>
<th>6 x rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread (DPS)</td>
<td>$11,500</td>
<td>$10,950</td>
<td>$10,450</td>
</tr>
<tr>
<td>Full Page (FP)</td>
<td>$6900</td>
<td>$6600</td>
<td>$6300</td>
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<tr>
<td>Half Page</td>
<td>$3950</td>
<td>$3800</td>
<td>$3650</td>
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</tbody>
</table>

Pricing for special positions, digital advertising, inserts and content marketing available upon request.

### Digital Display Ads

- **Banner** (homepage) | $600 (per month, share of voice)
- **Island** (run-of-site) | $1600 (per month, share of voice)

All rates exclude GST

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## Print Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Advertising Deadline</th>
<th>Material Deadline</th>
<th>On-Sale Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>#149 Jan/Feb 2018</td>
<td>24/11/17</td>
<td>01/12/17</td>
<td>18/12/17</td>
</tr>
<tr>
<td>#150 Mar/Apr 2018</td>
<td>02/02/18</td>
<td>09/02/18</td>
<td>26/02/18</td>
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<tr>
<td>#151 May/Jun 2018</td>
<td>06/04/18</td>
<td>13/04/18</td>
<td>30/04/18</td>
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<tr>
<td>#152 Jul/Aug 2018</td>
<td>08/06/18</td>
<td>15/06/18</td>
<td>02/07/18</td>
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<tr>
<td>#153 Sep/Oct 2018</td>
<td>03/08/18</td>
<td>10/08/18</td>
<td>27/08/18</td>
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<tr>
<td>#154 Nov/Dec 2018</td>
<td>05/10/18</td>
<td>12/10/18</td>
<td>29/10/18</td>
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<tr>
<td>#155 Jan/Feb 2019</td>
<td>23/11/18</td>
<td>30/11/18</td>
<td>17/12/18</td>
</tr>
</tbody>
</table>

**Cancellations:** 6 weeks prior to on sale date. All rates exclude GST

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DOUBLE PAGE SPREAD

Trim size: 420mm wide X 276mm high
Bleed size: 426mm wide X 282mm high

SINGLE PAGE

Trim size: 210mm wide X 276mm high
Bleed size: 216mm wide X 282mm high

HALF PAGE

Horizontal: 190mm wide X 123mm high

Supply files to publisher@nzgeographic.co.nz as CMYK PDFs with 3mm bleed on edges.

DIGITAL — ISLAND

Size: 300w x 250h pixels
Placement: Run of site

DIGITAL — BANNER

Size: 960w x 150h pixels
Placement: Home page only

Accepted file formats:
GIF, JPEG, Animated GIF, PNG, SWF

(Please note: SWF files require GIF or html5 alternatives for mobile devices)
Max file size: 250k