

kiwigardener

GROWING WITH YOU

100% 

MEDIA KIT
2021

FOR GARDENERS WHO LIKE TO GET THEIR HANDS DIRTY

Monthly edition



Quarterly edition



About

Kiwi Gardener is a New Zealand owned and operated, monthly gardening magazine with a practical focus.

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.

The magazine for gardeners who like to get their hands dirty!

Benefits

Targeted

- Kiwi Gardener is an extremely cost-effective way to advertise, with rates inclusive of all production costs
- We ensure your products reach their target audience of **is 104,000*** readers across the country
- Share your message to a database of 6106** dedicated gardeners through the popular Kiwi Gardener newsletter

Engaged

- Engage with 9,000** enthusiastic members in the Kiwi Gardener Facebook community
- 68% of Kiwi Gardener readers are regularly active in their gardens, with 47,000* readers tending to their garden in the last seven days

Influenced

- 54,000* readers say they are influenced by the products featured in magazines
- 73% of our readers admit to purchasing products after seeing them advertised in Kiwi Gardener

73%
of readers say they purchase products after seeing them advertised

*Nielsen Media CMI January – December 2018/all people 10+
**as at November 11, 2020

Kiwi Gardener Deadlines 2021

ISSUE	BOOKING DEADLINE	ARTWORK TO SET	COMPLETE MATERIAL	ON SALE DATE
February	Monday 11 January	Tuesday 12 January	Thursday 14 January	Thursday 28 January
March	Tuesday 2 February	Wednesday 3 February	Friday 5 February	Monday 22 February
Autumn Quarterly	Wednesday 10 February	Friday 12 February	Monday 15 February	Monday 1 March
April	Wednesday 3 March	Friday 5 March	Monday 8 March	Monday 22 March
May	Wednesday 7 April	Friday 9 April	Monday 12 April	Monday 26 April
June	Wednesday 5 May	Friday 7 May	Monday 10 May	Monday 24 May
Winter Quarterly	Wednesday 12 May	Friday 14 May	Monday 17 May	Monday 31 May
July	Tuesday 1 June	Thursday 3 June	Friday 4 June	Monday 21 June
August	Wednesday 7 July	Friday 9 July	Monday 12 July	Monday 26 July
September	Wednesday 4 August	Friday 6 August	Monday 9 August	Monday 23 August
Spring Quarterly	Wednesday 11 August	Friday 13 August	Monday 16 August	Monday 30 August
October	Wednesday 8 September	Friday 10 September	Monday 13 September	Monday 27 September
November	Wednesday 6 October	Friday 8 October	Monday 11 October	Monday 25 October
December	Wednesday 3 November	Friday 5 November	Monday 8 November	Monday 22 November
Summer Quarterly	Wednesday 10 November	Friday 12 November	Monday 15 November	Monday 29 November
January	Wednesday 1 December	Friday 3 December	Monday 6 December	Monday 27 December

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 be 300 DPI, CMYK, 5mm bleed, 7mm live type margins and sent as a PDF to: viv.montgomerie@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.



68%
of readers are regularly active in the garden

82%
of readers engage with Kiwi Gardener online

1/3
of readers keep their copies for more than six months

LARGE
92 x 130mm

SMALL
44 x 63mm

MEDIUM
92 x 63mm

Advertise your garden show, event or new products here!

Marketplace

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

*All prices per issue



Contact Details

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**Get in touch
today!**

Testimonials

“GARDENA are long-standing advertisers in Kiwi Gardener magazine, having found it be a consistently high quality, well produced magazine that is effective in reaching our passionate and practical gardening audience.

We value the close co-operation, responsiveness and innovative thinking of the Kiwi Gardener team, and consider Kiwi Gardener to be an important part of our overall customer engagement programme.”

- Husqvarna

“Daltons are proud to advertise with Kiwi Gardener and have built a strong relationship with their loyal readers over the last few years. We find it to be a high-quality, trusted publication that supports and encourages the gardening industry in New Zealand, which makes it a great fit for Daltons. It also helps that the team are great people to deal with!”

- Daltons

“The team at Yates value their relationship with the team at Kiwi Gardener. The magazine in our view targets a down-to-earth Kiwi consumer who is looking for often cost effective and obtainable ways to grow & enjoy gardening and plants. The team are always fantastic to deal with, flexible in their approach, appreciate of the value advertisers add to the mix, willing to give new things a go and reward their loyal advertisers.”

- Yates