

# Print & digital specs 2025 + Ts&Cs

# NEW ZEALAND MARKETING



**Advertise**  
Email [editor@nzmarketingmag.co.nz](mailto:editor@nzmarketingmag.co.nz)

# NEW ZEALAND **MARKETING** digital dimensions

## **Pixels count.**

For website and eDM advertising,  
please supply these sizes.

### **Solus eDM**

#### **html asset**

Please supply html file  
with images embedded  
(or supply images  
separately)

### **Rectangles**

#### **MREC 1**

300 x 250

#### **MREC 2**

300 x 250

#### **Large tower**

300 x 600

### **Up top**

#### **Megaheader**

1920 x 480

#### **Leaderboard**

**(please supply 3 sizes)**

728 x 90 – desktop

320 x 100 – mobile

600 x 200 – eDM

### **Deadlines**

Please supply assets  
plus url click-throughs  
3 working days prior to  
the live date

All measurements in pixels

# NEW ZEALAND **MARKETING** resolution & formats

## The right dpi for the job.

On screen or in print, this is what to supply to make your visuals sing.

### Digital ads

#### Resolution

72dpi

#### File size

Maximum 200KB

#### Formats

png, jpg, gif

### Images for print

#### Resolution

300dpi

#### File size

Minimum 1MB

#### Formats

jpg preferred

### pdfs

#### Resolution

High-res pdf/X-1a

#### Please include

Crop marks, bleed  
and all fonts

### Not sure?

#### Get in touch

We're happy to check  
your artwork – email

[penny.murray@  
scg.net.nz](mailto:penny.murray@scg.net.nz)

# **NEW ZEALAND** MARKETING display ad sizes

## How big?

It's a perfect fit – your dimensions for adverts in the magazine.

### Full pages

Please supply pdf  
216 wide x 281 high  
(inc 3mm bleed  
all sides)

### DPS run of mag

Please supply pdf  
426 wide x 281 high  
(inc 3mm bleed all sides)

Allow  
10mm clear each  
side of spine

### DPS covers

Please supply as  
single page pdfs  
216 wide x 281 high  
(inc 3mm bleed all sides)

Allow  
10mm clear each  
side of spine

### Half page vertical

Please supply pdf  
101 wide x 271 high  
(inc 3mm bleed  
all sides)

All measurements in millimetres

# NEW ZEALAND **MARKETING** technical data

## Need to know

It's the little things that make the magic happen.

### Mag details

#### Finished dimensions

210 wide x 275 high

#### Binding

Perfect bound

#### Colour

CMYK

### pdf instructions

#### Please supply

High-res pdf/X-1a CMYK

#### Please include

Crop marks, bleed  
and all fonts

### Trimmed advert sizes

#### Full page

210 wide x 275 high

#### Double page spread

420 wide x 275 high

#### Half page vertical

95 wide x 265 high

### Onserts & tip-ons

#### Standard size

210 wide x 275 high

#### Quantity to supply

2,000

All measurements in millimetres

# Booking dates and deadlines 2025

**Issue 82:**  
**March/  
April**  
On sale  
April 7

- **Advertorial**  
Booking deadline: Feb 14  
Copy & images: Feb 21  
Final approval: Mar 6
- **Brand ads** (supplied)  
Booking deadline: Feb 19  
Material deadline: Mar 13

**Issue 84:**  
**Sept/  
Oct**  
On sale  
Sept 8

- **Advertorial**  
Booking deadline: July 11  
Copy & images: July 25  
Final approval: Aug 8
- **Brand ads** (supplied)  
Booking deadline: July 23  
Material deadline: Aug 14

**Issue 83:**  
**June/  
July**  
On sale  
June 16

- **Advertorial**  
Booking deadline: Apr 18  
Copy & images: May 2  
Final approval: May 16
- **Brand ads** (supplied)  
Booking deadline: Apr 30  
Material deadline: May 22

**Issue 85:**  
**Dec 2025/  
Jan 2026**  
On sale  
Dec 8

- **Advertorial**  
Booking deadline: Oct 10  
Copy & images: Oct 24  
Final approval: Nov 7
- **Brand ads** (supplied)  
Booking deadline: Oct 22  
Material deadline: Nov 13

# NEW ZEALAND **MARKETING** Ts & Cs

## On the same page

The headline information all in one place.  
And it's straightforward – just like us.

### **Rates**

#### **Usual conditions**

All rates are subject to *NZ Marketing's* standard conditions of sale and are agency commission bearing

### **GST Prices**

All rates quotes are exclusive of GST  
**Overseas advertisers**  
GST does not apply to advertisers outside NZ

### **Publication**

#### **Right of refusal**

*NZ Marketing* reserves the right to decline the insertion of any advertisement

### **Currency**

#### **NZ\$**

All prices are quoted in NZ dollars

#### **Payment**

All invoices to be paid in NZ dollars

These conditions are part of the contract issued by SCG Media Ltd



# The fine print

## Conditions of acceptance of advertising

- These conditions are deemed part of the contract issued by SCG Media.

## General

- The Publisher reserves the right to decline the insertion of any advertisement.
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid.
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order.
- While every care is exercised, the Publisher will not accept liability for any loss incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

## Contract advertising

- Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

## Material

- All advertising material to be delivered to the Publisher without expense to the Publisher.
- Any expenses incurred following copy deadline date in trying to secure material (e.g. couriers) to be recoverable from the Advertiser or Advertising Agency and to be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date, the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production.
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher.

## Terms

- Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication.
- Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause, the month of publication shall be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

## Rate protection

- Should advertising rates change, Advertisers on a current contract with SCG Media Ltd will be given rate protection (i.e. charged at "old" rates) – for one issue of *NZ Marketing* magazine – from and including the issue at which any new rate increase takes effect.

## Postponement or cancellation of space

- This cannot be effected after 5pm on the last day of the month, one month prior to the publication date.

## Tax and levies

- Any Government or industry taxes and/or levies are additional to the rates on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

## Terms of acceptance of advertising copy

- The Advertiser warrants and undertakes that no statement, representation or information in the supplied advertisement is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act 1986; or is defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or is otherwise in breach of any Statute Regulation or law.
- The Advertiser acknowledges that SCG Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.