

Print & digital specs 2026 + Ts&Cs

# NZ MARKETING



**Advertise**

Email  
[dan.prestige@scg.net.nz](mailto:dan.prestige@scg.net.nz)

# **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

#### **Half page**

300 x 600

### **Up top**

#### **Leaderboard**

(please supply 3 sizes)

728 x 90 – desktop

320 x 100 – mobile

600 x 200 – eDM

### **Go large**

#### **Megaheader**

(please supply 3 sizes)

1920 x 480 – desktop 1

1000 x 250 – desktop 2

450 x 250 – 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

# MARKETING digital dimensions

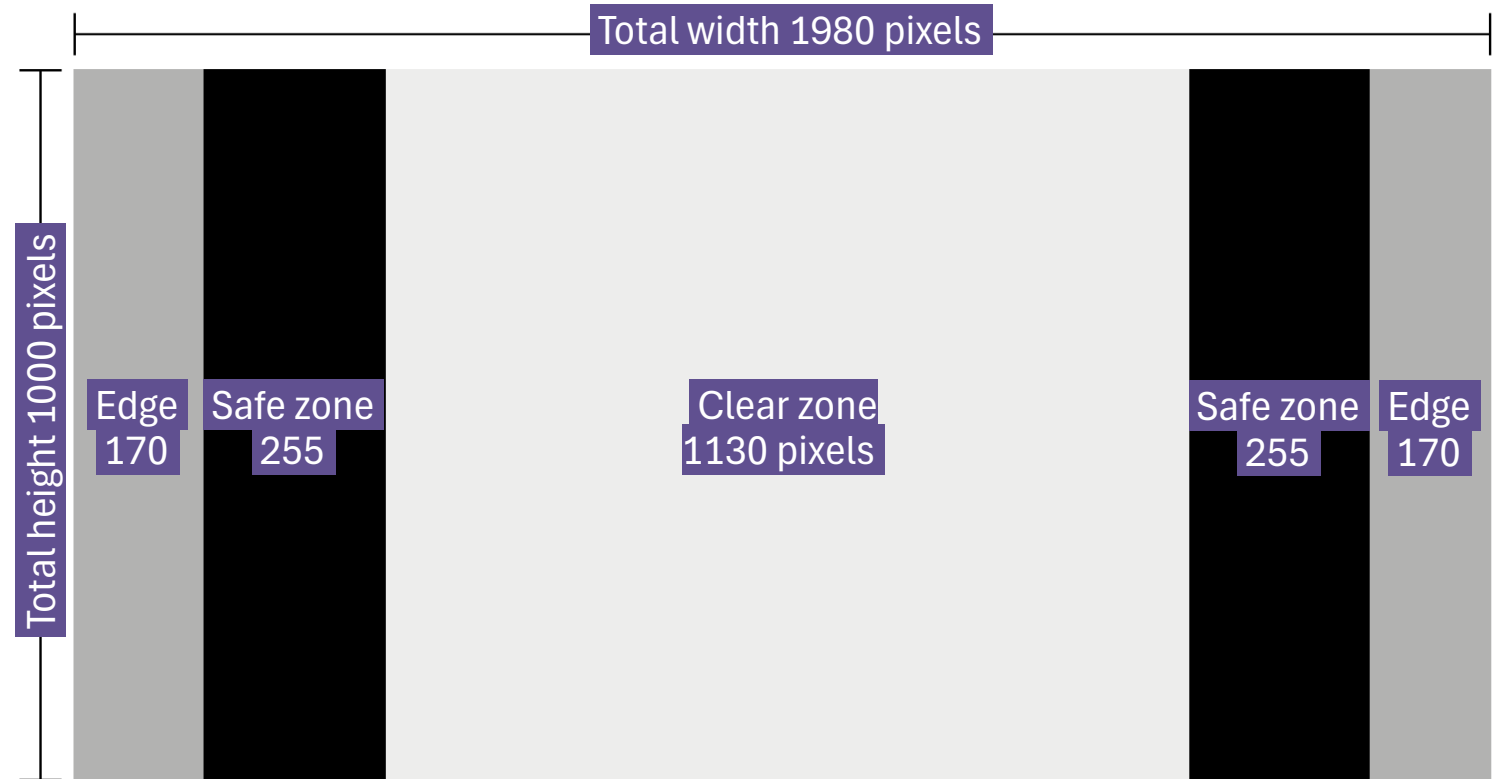
## Go wall to wall.

For wallpaper skins, send us jpg or png (no gifs please!) Put your call to action near the top.

### Wallpaper (Skins)

1980 x 1000 total  
(leave 1130 x 1000  
blank in the centre)

Max file size  
500kb



All measurements in pixels

# 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

[dan.prestige@](mailto:dan.prestige@scg.net.nz)

[scg.net.nz](mailto:scg.net.nz)

# **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

# **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

### **Onserts & tip-ons**

#### **Standard size**

210 wide x 275 high

#### **Quantity to supply**

2,000

### **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

All measurements in millimetres

# Booking dates and deadlines 2026

**Issue 86:  
Mar-May  
2026**  
On sale  
Mar 30, 2026

- **Advertorial**  
Booking deadline: Jan 21  
Copy & images: Feb 4  
Final approval: Feb 20
- **Brand ads** (supplied)  
Booking deadline: Feb 4  
Material deadline: Feb 26

**Issue 88:  
Sept-Nov  
2026**  
On sale  
Sept 7, 2026

- **Advertorial**  
Booking deadline: July 1  
Copy & images: July 22  
Final approval: July 31
- **Brand ads** (supplied)  
Booking deadline: July 22  
Material deadline: August 6

**Issue 87:  
June-Aug  
2026**  
On sale  
Jun 15, 2026

- **Advertorial**  
Booking deadline: March 25  
Copy & images: April 15  
Final approval: April 24
- **Brand ads** (supplied)  
Booking deadline: April 15  
Material deadline: May 8

**Issue 89:  
Dec 2026-  
Feb 2027**  
On sale  
Dec 7, 2026

- **Advertorial**  
Booking deadline: Sept 30  
Copy & images: Oct 21  
Final approval: Oct 30
- **Brand ads** (supplied)  
Booking deadline: Oct 21  
Material deadline: Nov 5

# **NZ**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.