

Print & digital specs June 2026 + Ts&Cs

NZ MARKETING



Advertise

Email

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

[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

MRECs

300 x 250

Half page

300 x 600

Deadlines

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

Up top

Leaderboard

(please supply 3 sizes)

728 x 90 – desktop

320 x 100 – mobile

600 x 200 – eDM

Go large

Megaheader

(please supply 5 sizes)

1920 x 480 – desktop 1

1000 x 250 – desktop 2

450 x 250 – mobile 1

320 x 180 – mobile 2

600 x 200 – eDM

All measurements in pixels

MARKETING digital dimensions

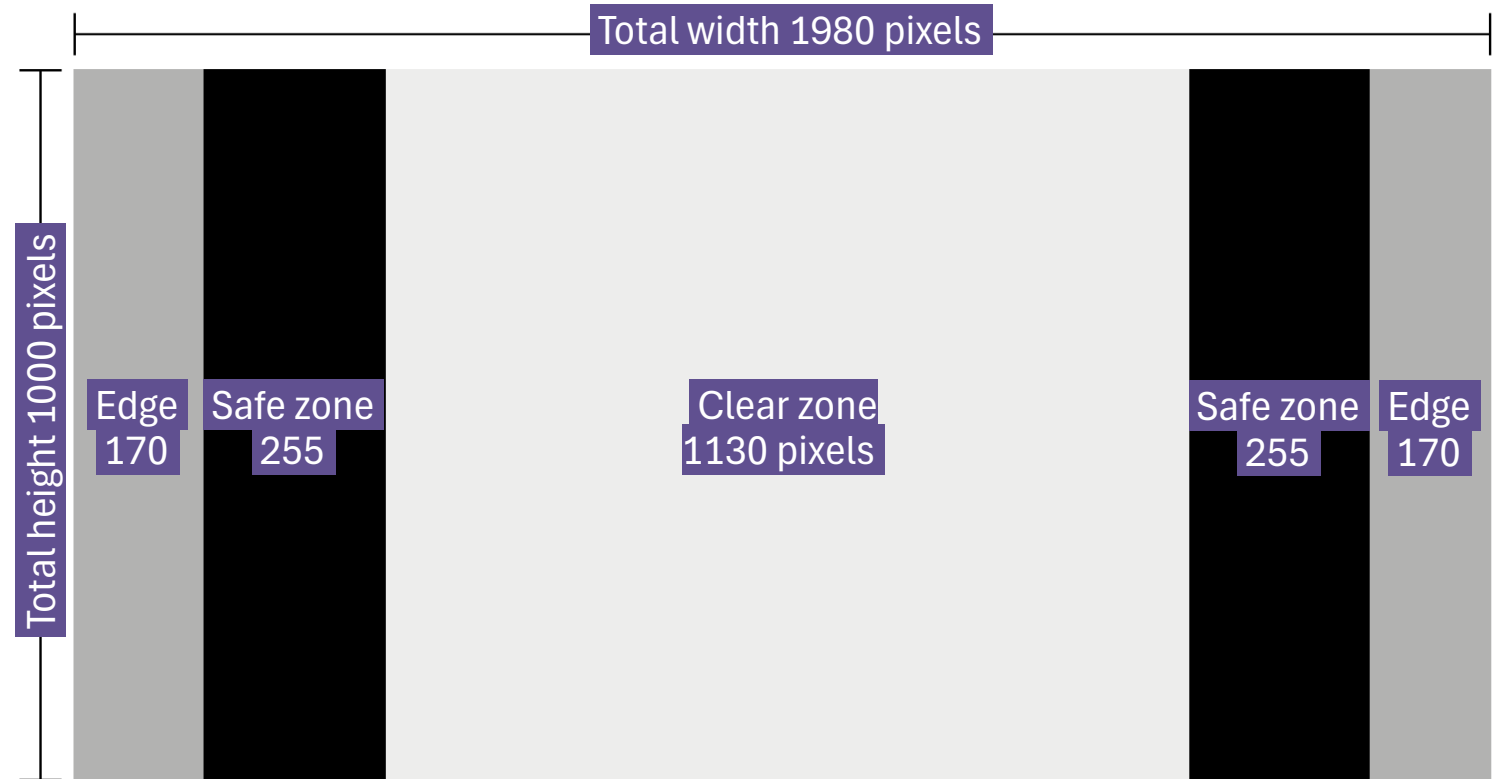
Go wall to wall.

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

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

NZMARKETING 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.