

## Advertiser Rates

Rates effective to Winter issue 2014, annual inflation adjustment of 1% CPI applied to Winter 2014

**NOTE:** That all rates are **per insertion** ie for each occurrence of the advertisement

	Size (mm) H x W	1 issue (\$)		2-3 issues (\$)		All 4 issues (\$)	
		Base	NGINZ member	Base	NGINZ member	Base	NGINZ member
<b>Full Page</b>	<b>275 x 210</b>	<b>3,790</b>	<b>2,850</b>	<b>3,440</b>	<b>2,570</b>	<b>3,070</b>	<b>2,270</b>
<b>Bleed add 5mm on all sides</b>							
½ page Vertical	275 x 101.5	2,350	1,760	2,120	1,580	1,890	1,400
<b>Bleed add 5mm on all sides</b>							
½ page Horizontal	134 x 210	2,350	1,760	2,120	1,580	1,890	1,400
<b>Bleed add 5mm on all sides</b>							
<b>Clippings Advertising</b> (these are combined/stacked on pages at the end of the magazine)							
½ page horizontal	120 x 180	1,700	1,270	1,540	1,130	1,370	1,020
½ page vertical	244 x 88	1,700	1,270	1,540	1,130	1,370	1,020
¼ page	118 x 88	1,130	800	900	690	870	590
Eighth page	57 x 88	580	410	510	360	470	320
NGINZ members receive a significant discount off standard advertising rates All prices exclude GST of 15% and are in \$NZ. Advertising agency commission 20% to accredited agencies applies Preferred position loading 10%. Ad design available. Designer charge is passed on to client							

## Issue Deadlines and on-sale dates

	<b>Spring 13</b>	<b>Summer 13</b>	<b>Autumn 14</b>	<b>Winter 14</b>
Booking deadline	19/7/13	2/9/13	13/12/13	7/3/14
Material deadline	31/7/13	20/9/13	17/1/14	21/3/14
Shop Window	15/7/13	9/9/13	13/12/13	7/3/14
<b>On Sale Date</b>	<b>30 Aug 2013</b>	<b>28 Oct 2013</b>	<b>28 Feb 2014</b>	<b>30 April 2014</b>

## File Specifications

We accept print optimized pdf files set to CMYK. **Text safe area:** ensure text and logos are within 7mm on all sides of the advertisement.

[Advertising: Phone/fax \(09\) 236 3260](tel:(09)2363260) [mobile \(0274\) 858 562](tel:(0274)858562) e-mail [dpascoe@xtra.co.nz](mailto:dpascoe@xtra.co.nz) [www.gogardening.co.nz](http://www.gogardening.co.nz)



## Email Advertising Rates

Our consumer Email database is currently in the vicinity of 21,000 names, largely captured from competition entries in Go Gardening Magazine. This means the addressees are keen gardeners and actively visiting retail garden centres.

An opportunity exists to advertise in our out-bound email postings Options and costs are as follows:

**Postcard Email Sponsorship:** \$1500 plus GST (includes outbound postcard email with your logo, website page presence for one month with links to your own website as appropriate, face book posting. Timing can be negotiated to best fit the situation.

**Banner Advertising/Shop Window Profile:** \$500 plus GST (625 x 150 Pixel banner linked to your own website or a page on GoGardening.co.nz)

**Integrated Print and On-Line Campaign:** Combination of Print advertising and on-line options above, face book posting and email out bound Postcard with optional competition qualifies for a discount on applicable rates. Contact us to discuss your needs.

**Booking/Material Deadline** 15<sup>th</sup> of the Month Prior

## Print Circulation

The circulation of Go Gardening fluctuates in print volume from 50-75,000 copies per issue. Copies are distributed primarily through approximately 140 NGINZ member garden centres. These include Palmers, Mitre10, Kings, and quality independent garden centres. The publication is used as a marketing tool for regular and VIP customers so these reach garden centre shoppers to encourage a purchase. Readers are keen gardeners and active purchasers of gardening-related products. All Garden Industry members receive the magazine, themselves a receptive audience of potential customers. In addition we have introduced initiatives such as the 'Kids Go Gardening' mini magazine to encourage a developing reader base of children and families for the future. The integration of magazine and on-line presence continues to be a focus for the organization and the publication.

## Benefits of this Unique Publication

The key commercial benefit of Go Gardening is its unique position to assist to drive **“Sell In” and ‘Sell Through”** of plants and products. This is the garden centre’s ‘own promotional publication’ and as such, the retailer selling products featured is **part of the selling process** of your product and will appreciate you are supporting your product with advertising to their customers. We are at the expert end of the market aligned with the industry key players both at wholesale and retail levels. This has a credibility benefit i.e. as the publication of the industry speaking to the consumer as the official magazine from the professional to the gardener.

The most compelling argument for advertising in Go Gardening Magazine is in the proven sales response at both retail and consumer levels. Go Gardening sells featured plants and garden products extremely effectively.

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## Retailer Research Findings

### **Ever wondered just what the financial impact at retail point of sale is of 'Go Gardening'?**

During Spring 2012 an Auckland Retailer tested sales as a result of a target group of customers picking up their copy of Go Gardening. (customers were emailed to come in store and pick up their personal copy of Go Gardening)

- The group receiving Go Gardening copies increased spend over prior year by a massive 48% in the month period evaluated.
- Each customer purchased \$609 worth of products and services in the month post receipt of the magazine
- Each customer receiving Go Gardening purchased on average \$16.80 worth of products featured in the magazine within 1 month of receipt
- These customers had a higher spend per visit statistic. \$46.58 compared to the target of \$40
- The extra turnover value of this lift was \$42,000 based on the target group

So the cost of the magazines given away by the retailer was \$129. But the retailer sold \$3562 worth of product directly out of the magazine, plus 'other purchasing' brought in a massive \$42,000 of incremental business over prior year. Go Gardening sells product through for retailers hence the sell in effect experienced for advertisers commonly reported by our clients.

## Kids Go Gardening Magazine

**This mini magazine is an opportunity for potential sponsors interested in schools and our future gardeners. interested parties please contact Debbie Pascoe as below for further discussion**

## Contact Us

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