

# THE TRADIE

NEW ZEALAND'S GREATEST SMOKO TOOL

## NEW ZEALAND

**MEDIA KIT 2020/21**



New Zealand's greatest smoko tool. The magazine that speaks to all trades.

**[www.tradienz.co.nz](http://www.tradienz.co.nz)**



# What Is **The Tradie**?

- The TRADIE Magazine is their best mate on site – the funniest, toughest, best informed foreman any hard working hero could ask for.
  - A coffee table mag we aint, but you will find us hanging around the coffee machines and lunch rooms on construction sites, mechanic shops, or in the back of the ute, all around New Zealand.
  - We're also there to say “hi” whenever tradies head out to buy tools and materials, grab a feed, have a smoko or raise a glass.
  - The TRADIE Magazine gets product and industry reviews, news and promotions to the entire trade community in an entertaining and informative way, fuelling word-of-mouth discussion on-site and providing “pub ammo” for after work banter.
  - The TRADIE Magazine is an advertiser's best friend! The Tradie NZ Magazine is designed for the small business owner. Catering to all trades including the construction industry, automotive, electrical, plumbing, even florists and much more.
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## **Distribution**

- 6,000 copies of The TRADIE find their way into NZ tradies' hands as they work, rest and play – but you won't see us at your local newsagent.
- 80% are handed out at trade stores, where tradies rock up and demand the mag by name. A comprehensive list of stores where The TRADIE is available can be found on our website - [www.tradienz.co.nz](http://www.tradienz.co.nz)
- 20% ride into 300+ trade sites every month on the back of our TRADIE distributors. The mags are handed out in person by The TRADIE distributors – a visit that always gets the boys' attention and makes each issue a major event.
- **We also provide boxes of The TRADIE to our advertisers at cost, enabling you to pull a crowd at events, exhibitions and trade shows, or ensure your key retailers are handing out copies in store to support your campaign.**




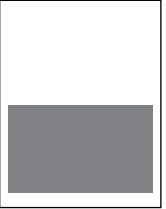
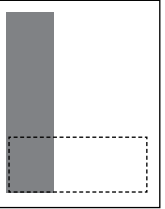
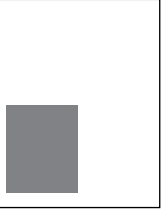
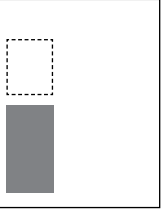
# Page Rates

	CASUAL	3 ISSUES	6 ISSUES
Double Page Spread	\$3,800	\$3,600	\$3,200
Full Page	\$1,850	\$1,755	\$1,600
Half Page	\$1,200	\$1,080	\$1,000
Third Page	\$850	\$765	\$750
Quarter Page	\$650	\$600	\$585
Sixth Page	\$500	\$425	\$345
Directory Ad	\$119	\$105	\$99
Inside Front Cover	\$2,800	\$2,520	\$2,300
Outside Back Cover	\$3,450	\$3,300	\$3,125
Loose Insert	\$250 PER THOUSAND		
Catalogue Insert	Call us for a quote		
Front Cover	\$5,000 - includes 2 page editorial & images		

Advertisements MUST BE supplied as hi-res PDFs with all fonts embedded, images formatted as CMYK at a resolution of 300dpi or more and with the appropriate artwork bleed. Rates are based on the understanding that all material is supplied according to our material requirements. A hard-copy colour laser proof must be supplied for all new material. Advertisements below 5MB can be emailed to us. If your file size is larger than 5MB please send via a file transfer site (yousendit.com, transferbigfiles.com, dropbox).

If you require The Tradie to create your artwork or make changes to your advertisement please let us know. If you require special illustrations, logos, images or photos in your artwork, please supply these as high resolution images or hard copy for advertisements to be created.

## Page Sizes

						
<b>Double Pg Spread - with bleed</b> Bleed Size: 303mm h x 426mm w Trim Size: 297mm h x 420mm w	<b>Full Page - with bleed</b> Bleed Size: 303mm h x 216mm w Trim Size: 297mm h x 210mm w	<b>Half Page Vertical</b> 268mm h x 93mm w	<b>Half Page Horizontal</b> 132mm h x 190mm w	<b>Third Page Vertical</b> 268mm h x 61mm w <b>Third Page Horizontal</b> 88mm h x 190mm w	<b>Quarter Page</b> 132mm h x 93mm w	<b>Sixth Page Horizontal</b> 132mm h x 61mm w <b>Directory Ad</b> 90mm h x 61mm w

## Publication Dates

Jan/Feb/Mar '20

Aug/Sep '20

Apr/May '20

Oct/Nov/Dec '20

Jun/Jul '20

Jan/Feb/Mar '21

### BOOK YOUR SPACE NOW!

Call Julie, Sales Manager

027 588 1893

E: [julie@ttmediagroup.co.nz](mailto:julie@ttmediagroup.co.nz)

[www.tradienz.co.nz](http://www.tradienz.co.nz)

 **tradienz**

IRD: 113 096 063

 **Trans Tasman  
MEDIA N.Z.**  
Specialising in Multi-Platform Media Communications





# THE TRADIE magazine is going digital!

The Tradie digital data base is now in excess of 18,000 contacts!

**CLICK TO VIEW**

**SAMPLE ONLY:**

<https://tradie.partica.online>

## OPTIONS AVAILABLE:

- Addition of video with your advertisement
- Banner, Header and Footer ads for extra coverage and awareness
- Advertisers will have extra options to promote their business to our extensive readership.

[www.tradienz.co.nz](http://www.tradienz.co.nz)



## PRICES:

(3 months of digital exposure for one payment)

Video added to article (3 months)	\$300 + GST
Banner header/footer	\$300 + GST
Banner in an specific article	\$250 + GST
Digital ad in an article	\$300 + GST

**Please note.** This offer is only available to advertisers who have placed print advertising in the TRADIE Magazine. Please contact Patrick for other possibilities.

**ttn Trans Tasman MEDIA N.Z.**

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