

NEW ZEALAND'S GREATEST SMOKO TOOL

# THE TRADIE LIFESTYLE

The Tradie Magazine's premium Lifestyle insert

NEW ZEALAND  
MEDIA KIT 2022/2023  
PRINT AND DIGITAL





**Tradie Lifestyle** is inserted into every issue of The Tradie Magazine and gives you direct access to the Tradies of New Zealand to promote your products and services.

Allow us to help you execute campaigns that tell your story to the best possible audience using a company profile, product release announcement, product application or re-brand.

**WE'RE NOT JUST ABOUT ADVERTISING.**

We offer advice on design, copy, editorial, social media and advertising guidelines. We're about providing a range of options for our clients to assist in achieving the best outcomes for their business.

We welcome the opportunity to work with you and utilise new communication techniques to deliver content that is tailored to your marketing objectives and budget.

**TRAVEL**

Destinations, Adventures, Equipment

**PASTIMES**

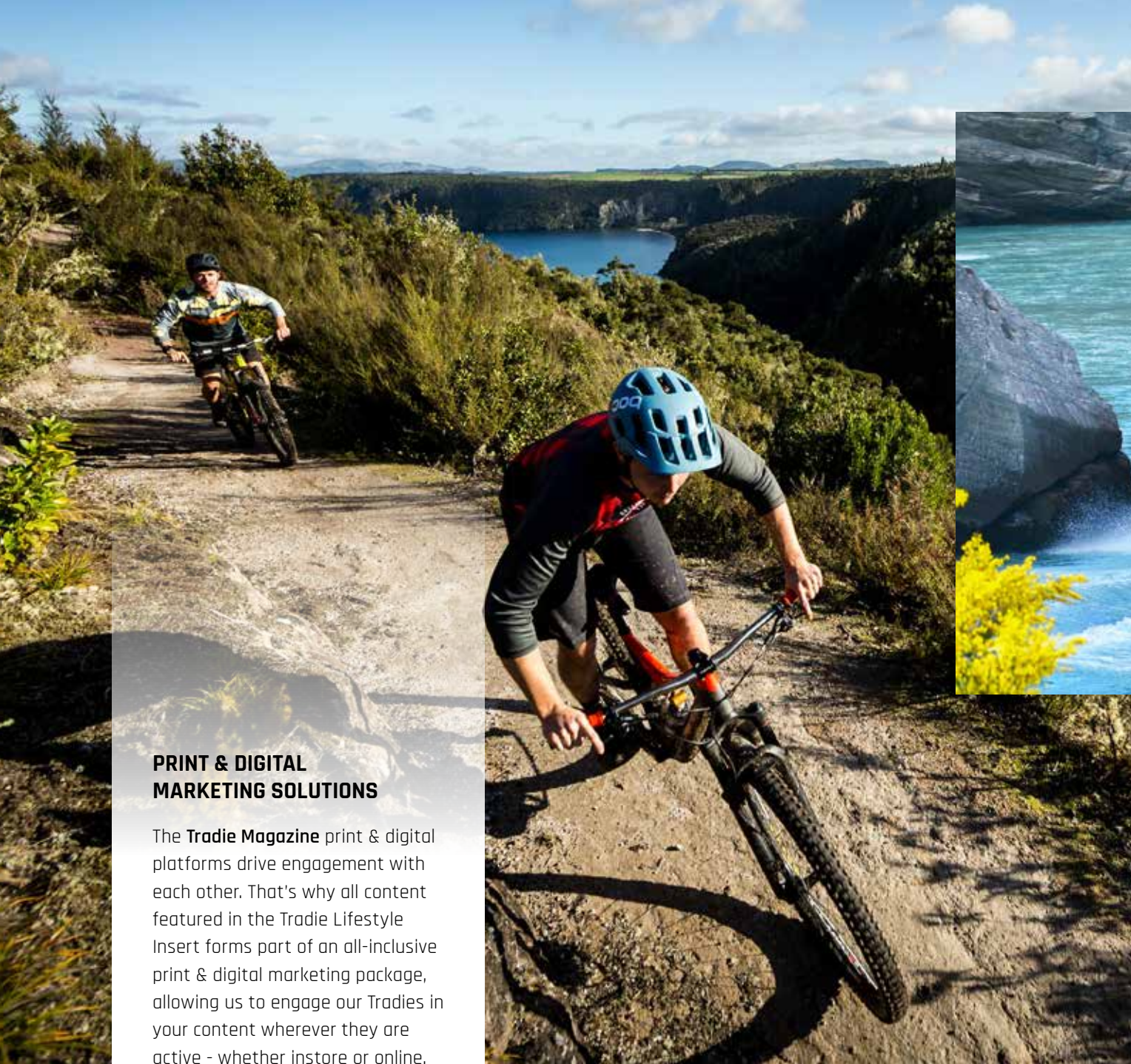
Sports, Leisure, Activities, Relaxation

**LIFESTYLE**

Home, Luxury Goods, Fashion

**TECHNOLOGY**

Vehicles, Boys Toys, Audio/Visual



## PRINT & DIGITAL MARKETING SOLUTIONS

The **Tradie Magazine** print & digital platforms drive engagement with each other. That's why all content featured in the Tradie Lifestyle Insert forms part of an all-inclusive print & digital marketing package, allowing us to engage our Tradies in your content wherever they are active - whether instore or online.

**10,000** copies distributed within the Tradie Magazine, on countertops of trade store across New Zealand.

**39,000** tradies subscribed to receive Tradie Magazine Digital edition directly to their inbox.

Combined Print & Digital readership of **83,000**.

PLUS **8,500+** followers on social media platforms.



# Digital



## Interactivity

E-magazine with embedded video on your advertisement (aligned with print edition)



## Website

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



## E-newsletter

**39,500+** tradies, business owners and tool enthusiasts subscribed



## Digital Edition

Smartphone, tablet & online magazine  
**39,500+** tradies, business owners and tool enthusiasts subscribed



## Social Media

**8,500+** Facebook followers

## + Print



## Magazine

Combined print and digital readership of  
**83,000** per issue

PRINT	CASUAL	3 ISSUES	6 ISSUES
Directory Ad	\$119	\$99	\$89
Quarter Page	\$650	\$600	\$585
Third Page	\$850	\$765	\$750
Half Page	\$1,200	\$1,080	\$1,000
Full Page	\$1,850	\$1,755	\$1,600
Inside Front Cover	\$2,800	\$2,520	\$2,300
Outside Back Cover	\$3,450	\$3,300	\$3,125
Double Page Spread	\$3,500	\$3,300	\$3,100
Front Cover Strip	\$2,850		
Loose Insert	\$250 per thousand		
Front Cover	\$5,000 (includes 2 page editorial)		

#### DIGITAL (2 months of digital exposure for one payment)

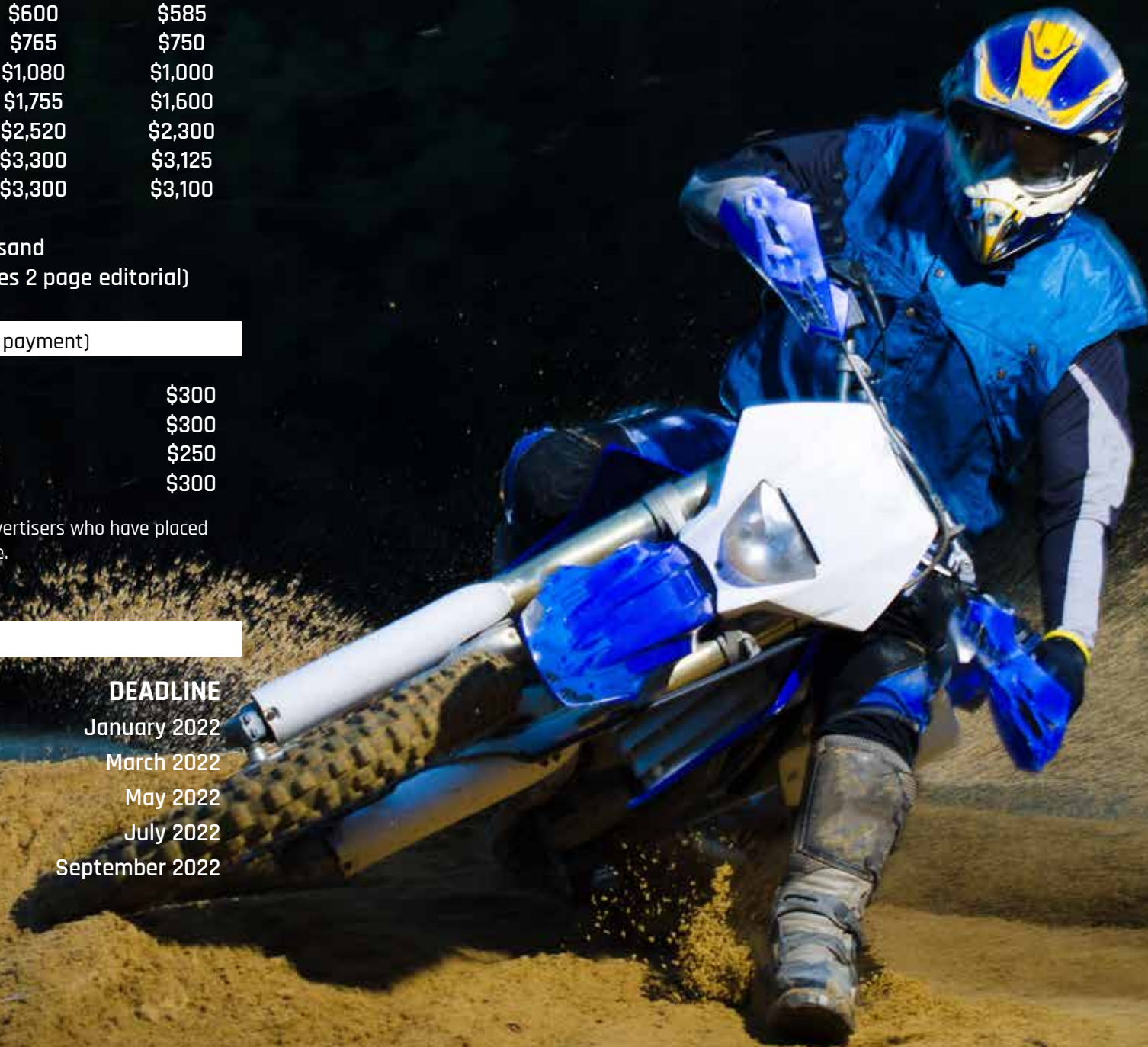
Video added to article	\$300
Banner header/footer	\$300
Banner in a specific article	\$250
Digital ad in an article	\$300

Please note: The digital offer is only available to advertisers who have placed print advertising in an issue of The TRADIE magazine.

All prices are excluding GST

#### DATES & DEADLINES

ISSUE/MONTH	DEADLINE
February/March 2022	January 2022
April/May 2022	March 2022
June/July 2022	May 2022
August/September 2022	July 2022
October/November/December 2022	September 2022



# The Tradie Magazine embraces the **Electric Evolution**

