

TRADIE *New Zealand*

MEDIA KIT 2025



Available in
Print and
Digital formats
for your
convenience

NZ's greatest
smoko tool
FREE
to take home

THE MAGAZINE SPECIFIC TO ALL TRADES

WWW.TRADIENZ.CO.NZ

DISTRIBUTION Publication Dates

OUR REACH Print + Digital

2025

February/March

April/May

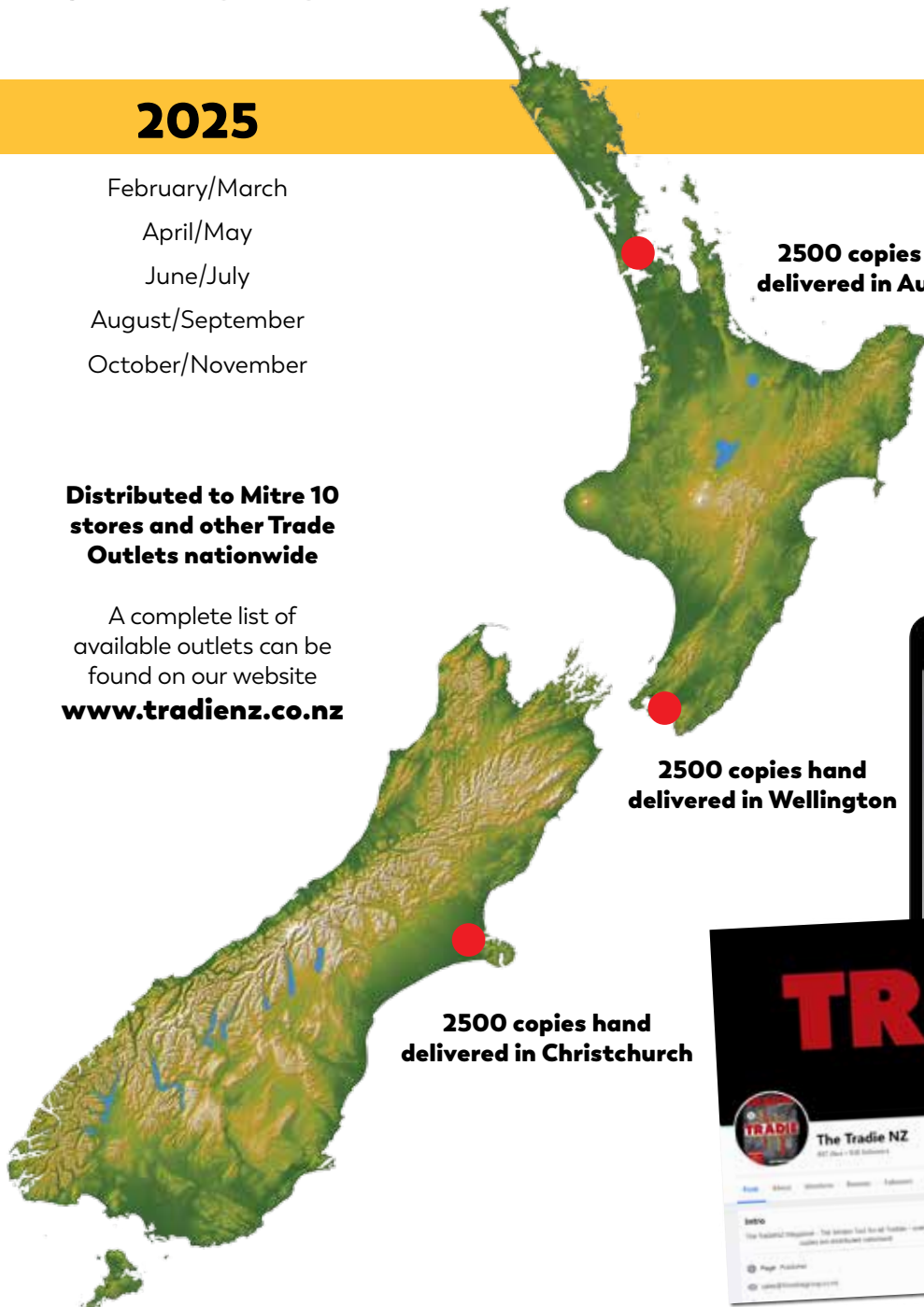
June/July

August/September

October/November

Distributed to Mitre 10 stores and other Trade Outlets nationwide

A complete list of available outlets can be found on our website www.tradienz.co.nz



2500 copies hand delivered in Auckland

2500 copies hand delivered in Wellington

2500 copies hand delivered in Christchurch

Magazine

Combined print and digital readership of 83,000 per issue

Website

www.tradienz.co.nz

Digital Edition

Smartphone, tablet & online magazine tradies, business owners and tool enthusiasts subscribed

Social Media

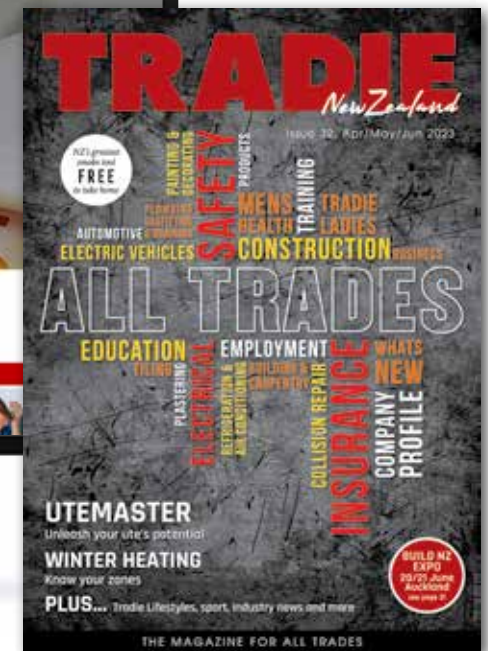
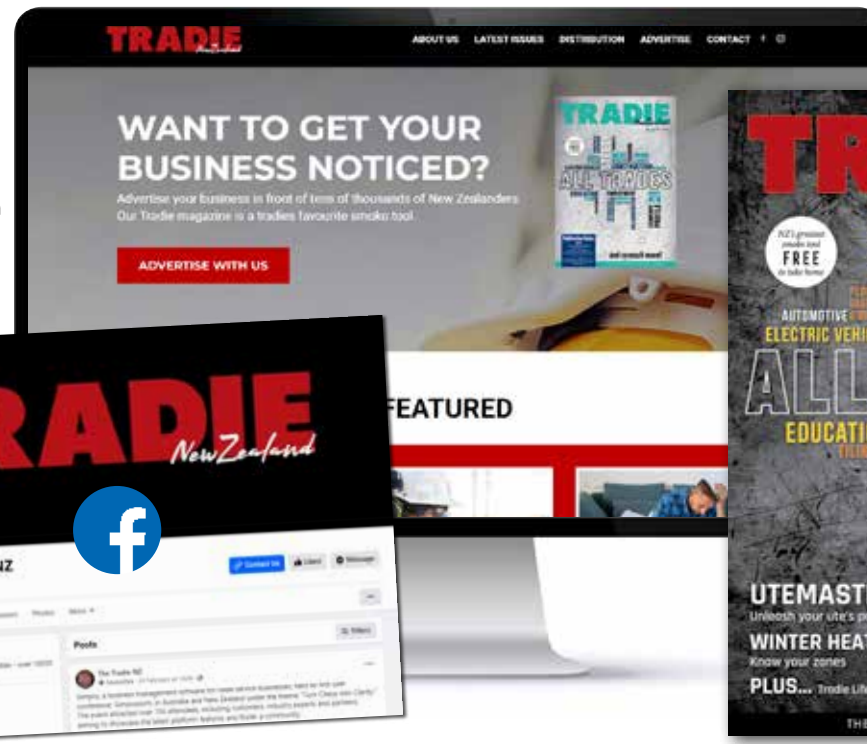
1000+ Facebook followers

Interactivity

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

E-newsletter

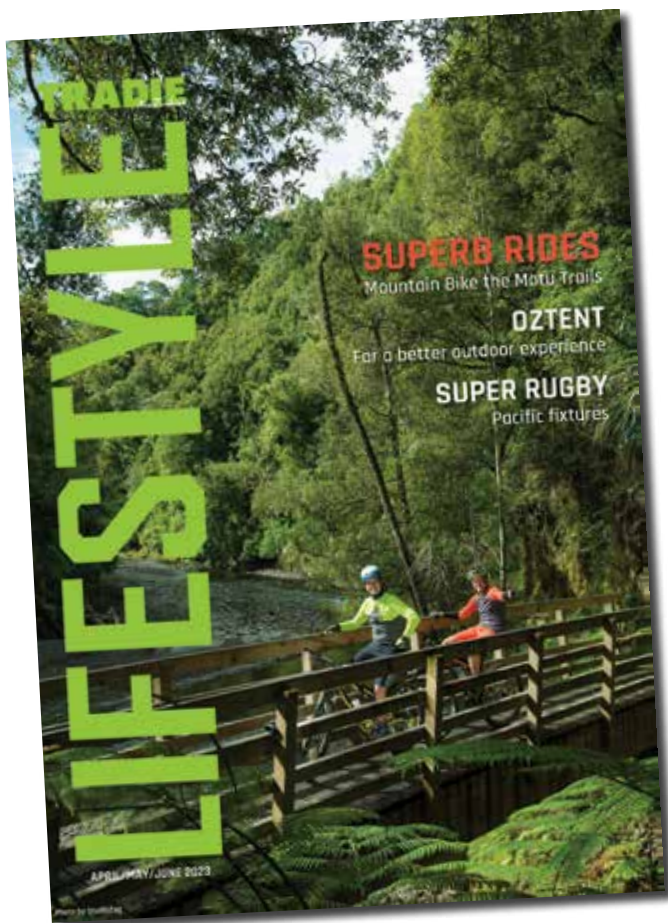
Tradies, business owners and tool enthusiasts subscribed



TRADIE
New Zealand

LIFESTYLE

Part of The Tradie NZ Magazine



TECHNOLOGY

Vehicles, Boys Toys,
Audio/Visual

PASTIMES

Sports, Leisure,
Activities,
Relaxation

LIFESTYLE

Home, Luxury
Goods, Fitness

TRAVEL

Destinations,
Adventures,
Events



What Tradies want after work



WWW.TRADIENZ.CO.NZ



REGULAR FEATURES EACH ISSUE

Education/Training and Employment

Training courses and workshops, new graduates, Apprenticeships and recruitment.

Safety in the Workplace

Workwear, equipment, new to the market products and Health & Safety updates.

Business Systems

Software programmes, must-have Apps and mentors.

Automotive

All things automotive, associated products, best buys and fancy extras.

Tools of the Trade

Everything you SHOULD have in your toolbox plus all the things you WANT to have in there.

FEB/MAR - TAX TIME

software programmes, inventory, accounting and bookkeeping, apps, financial and business advisory services

APR/MAY - PREPARING FOR WINTER

workwear, safety gear, vehicle products and gadgets, servicing, insulation, wellbeing

JUN/JUL - MID WINTER GETAWAYS

RVs, caravans, accessories for vehicles, accommodation and activity options

AUG/SEP - SPRINGTIME ALL THINGS SPRING

commercial cleaning, waste management, vehicles, mechanical products & maintenance, workshop and tool upgrades, vehicle accessories, landscaping

OCT/NOV - PREPARING FOR THE HOLIDAY SEASON

Protection of tools and materials, insurance, health/wellbeing, workwear, sun protection products

Page Rates

SIZE	STANDARD	5 ISSUES
Sixth Page	\$710	\$640
Quarter Page	\$995	\$895
Third Page	\$1,020	\$920
Half Page	\$1,635	\$1,470
Full Page	\$2,765	\$2,490
Inside Front Cover	\$3,480	\$3,135
Back Cover	\$4,095	\$3,685
Double Page Spread	\$4,400	\$3,960
Loose Insert	\$360 PER THOUSAND	
Catalogue Insert	Call us for a quote	
Front Cover	\$7,000 includes 2 pages editorial & images	
Agency Commission	10%	

ALL PRICES EXCLUDE GST

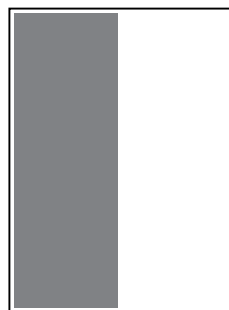
Page Sizes



Double Pg Spread - with bleed
Bleed Size: 303mm h x 426mm w
Trim Size: 297mm h x 420mm w



Full Page - with bleed
Bleed Size:
303mm h x 216mm w
Trim Size:
297mm h x 210mm w



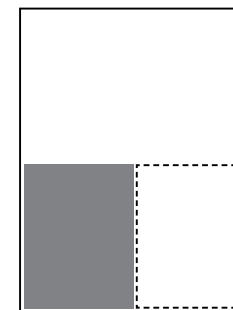
Half Page Vertical
268mm h x 93mm w



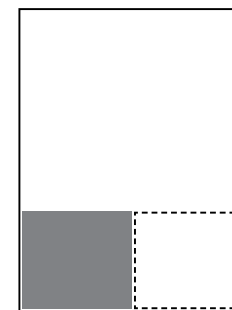
Half Page Horizontal
132mm h x 190mm w



Third Page Horizontal
88mm h x 190mm w



Quarter Page
132mm h x 93mm w



Sixth Page
87mm h x 92mm w

Advert & Image Specifications

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.

Sponsored Content

Sponsored Content allows you to have your editorial placed in your preferred priority position with the Tradie NZ platforms.

Sponsored Content packages provide you with exposure in our printed publication as well as our digital format, our website www.tradienz.co.nz, our weekly e-newsletter and social media.

Sponsored Content is editorial only (Advertisement cost are additional). Double page editorial spread in the printed magazine, website placement, digital and social media promotion, e-newsletter

Total cost: \$2,765



Digital Rates & Specifications

- Banner, Header and Footer ads for extra coverage and awareness
- Advertisers will have extra options to promote their business to our extensive readership.

PRICES:	SIZE (PIXELS)	CASUAL	6 ISSUES
Headline Banner	728px x 90px	\$450	\$380
Article Banner	728px x 90px	\$600	\$450
Digital ad in an article	600p x 750p	\$300	\$250
Video added to article (2 months)	600p x 750p	\$600	\$450

ALL PRICES EXCLUDE GST

Please note. This offer is only available to advertisers who have placed print advertising in The TRADIE NZ Magazine.
Please contact sales@ttmediagroup.co.nz for other possibilities.

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WWW.TRADIENZ.CO.NZ

 **Trans Tasman
MEDIA N.Z.**

Specialising in Multi-Platform Media Communications

