

TRADIE

New Zealand

Media Kit 2024

NZ's greatest
smoko tool

FREE

to take home

PAINTING &
DECORATING

SAFETY

PRODUCTS

PLUMBING
GASFITTING
& DRAINING

MENS
HEALTH

TRAINING

TRADIE
LADIES

AUTOMOTIVE

ELECTRIC VEHICLES

CONSTRUCTION

BUSINESS

ALL TRADES

EDUCATION

TILING

PLASTERING

ELECTRICAL

EMPLOYMENT

REFRIGERATION &
AIR CONDITIONING

BUILDING &
CARPENTRY

COLLISION REPAIR

INSURANCE

WHATS

NEW

COMPANY
PROFILE

Publication Dates

2024

February/March

April/May

June/July

August/September

October/November

Distributed to Mitre 10,
The Tool Shed stores and
other Trade Outlets

and so much more!

THE MAGAZINE FOR ALL TRADES

Our Reach

Print + Digital

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



Included in each edition of The Tradie Magazine

TRADIE *New Zealand* LIFESTYLE

What Tradies want after work

TRAVEL

Destinations, Adventures, Equipment

PASTIMES

Sports, Leisure, Activities, Relaxation

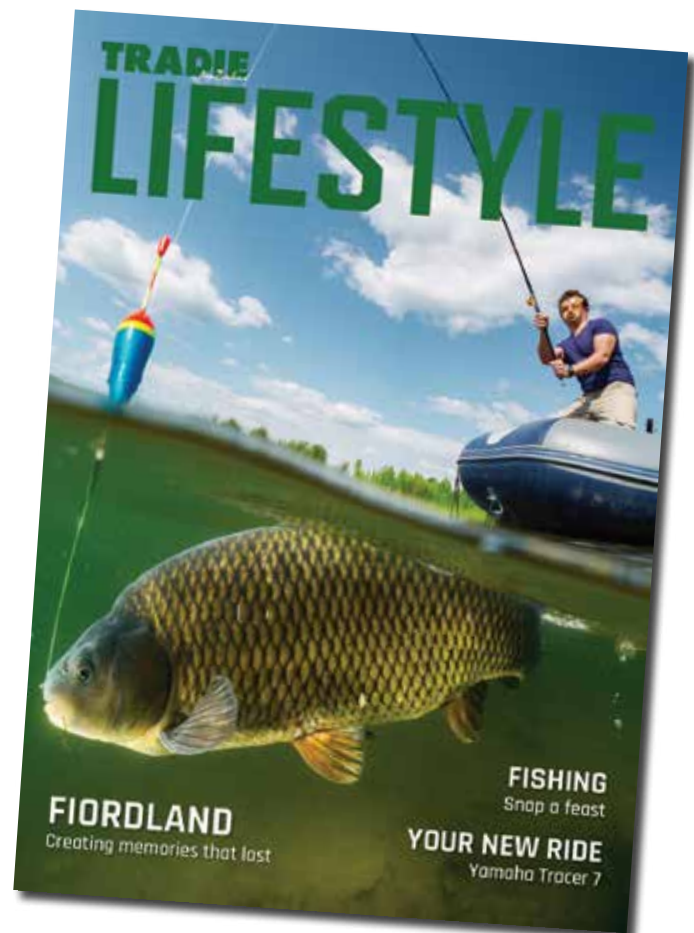
LIFESTYLE

Home, Luxury Goods, Fashion

TECHNOLOGY

Vehicles, Boys Toys, Audio/Visual

www.tradienz.co.nz



Page Rates

SIZE	STANDARD	6 ISSUES
Sixth Page	\$695	\$595
Quarter Page	\$985	\$725
Third Page	\$995	\$895
Half Page	\$1,595	\$1,395
Full Page	\$2,695	\$2,295
Inside Front Cover	\$3,395	\$2,995
Outside Back Cover	\$3,995	\$3,595
Double Page Spread	\$4,295	\$3,995
Gatefold (3 pages)	\$5,850	
Loose Insert	\$350 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

Digital Rates

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

PRICES:

(3 months of digital exposure for one payment)

Video added to article (2 months) **\$300 + GST**

Banner header/footer **\$300 + GST**

Banner in an specific article **\$250 + GST**

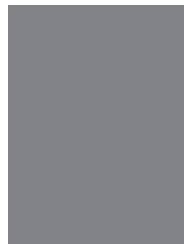
Digital ad in an article **\$300 + GST**

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

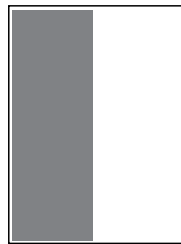
Page Sizes



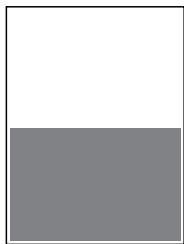
Double Pg Spread - with bleed
Bleed Size: 303mm h x 426mm w
Trim Size: 297mm h x 420mm w



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



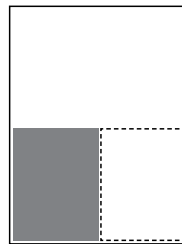
Half Page Vertical
268mm h x 93mm w



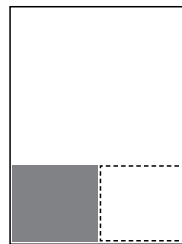
Half Page Horizontal
132mm h x 190mm w



Third Page Horizontal
88mm h x 190mm w



Quarter Page
132mm h x 93mm w



Sixth Page
87mm h x 92mm w

Advert & Image Specs

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.

BOOK YOUR SPACE NOW!

Follow us on  **tradienz**
www.tradienz.co.nz

ttm Trans Tasman MEDIA N.Z.

Specialising in Multi-Platform Media Communications

