

WOMAN



FOR NZ WOMEN BY NZ WOMEN

MEDIA KIT

2024

ABOUT

In a country with a rich multicultural population, where each person has a story to be told, celebrated and heard, we proudly present WOMAN; a platform that encapsulates the spirit, resilience and diversity of women across New Zealand.

With every story shared, we embark on a journey to empower, inspire and elevate the voices of women who have shaped our society and our country.

WOMAN is more than just a brand; it's a testament to the achievements, ambitions and aspirations of women. We talk to women in the metros and the regions; cities to the provinces.

Our stories are of real women who are trailblazers in their own right and who have turned dreams into reality.

WOMAN explores the tapestry of womanhood; we celebrate, we challenge and we educate our audience.

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PILLARS



FASHION & BEAUTY
HEALTH & WELLNESS
HOME & LIVING
TRAVEL
CULTURE & ARTS
BUSINESS & INNOVATION
EAT & DRINK

THE TEAM



Ange Fredatovich
Editor

Sarah Hoffmann
Sales Director

Martine Skinner
General Manager

Art Director
Production Manager
Content Executive
Publisher

Tori Tuinman
Jules Calnan
Nadia Shaw-Owens
School Road Publishing

THE READER

Let us meet the muse of WOMAN, a paragon of our brand's essence. She is not flawless, but a vibrant and relatable soul. She is the quintessential New Zealand woman, neither rich nor poor, but a true embodiment of the kiwi spirit.

Her name is Emma, and she is a 38-year-old resident of Napier. As a devoted mother of three school-age children and the proprietor of a small café, Emma carries the weight of her household while juggling her busy life. She is very proud of her business, but her family remains her top priority. With her husband, she owns a home and strives towards financial stability, saving for her children's education and their own retirement. Emma is always keen to learn new ways to save money and secure her family's future.

As a discerning chef, Emma prefers locally-sourced produce and doesn't mind paying extra for healthy food. She seeks out easy-to-follow recipes that can see her through the week and loves a glass of NZ wine, and is always on the lookout for a recommended brand at her local supermarket.

In her spare time, Emma has an active presence on digital platforms and social media, seeking quick snippets of inspiration and connection from WOMAN throughout the day. However, come the weekend, she indulges in WOMAN Magazine, immersing herself in its content for approximately 90 minutes, reading from cover to cover.

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AUDIENCE

150K

ESTIMATED
READERSHIP

5.6K

EDM SUBSCRIBERS
47%
OPEN RATE

94K

MONTHLY
PAGE VIEWS

8.8K

INSTAGRAM
FOLLOWERS

67K

MONTHLY
UNIQUE
VISITORS

4K

FACEBOOK
FOLLOWERS

JANUARY 2024

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RATE CARD

PRINT

Net

BRAND	HALF PAGE	4,500
	FULL PAGE	6,000
	DOUBLE PAGE	11,000
SPONSORED	HALF PAGE	6,000
	FULL PAGE	8,000
	DOUBLE PAGE	13,000

DIGITAL

CONTENT	1 WEEK TENANCY ON HOMEPAGE	
	NATIVE	5,000
	SPONSORED	3,000
	SPONSORED GALLERY	4,000
	SPONSORED COMPETITION PAGE	5,000
DISPLAY	100% SOV FOR 1 WEEK	
	HOMEPAGE AND RELEVANT SECTION HOMEPAGE	
	TOP BANNER 970 X 250	4,000
	BOTTOM BANNER 970 X 250	3,000
	PRE-ROLL	\$35 cpm
EDM	BANNER	1,500
	SPONSORED CONTENT DRIVER	2,000
	SOLUS EDM	3,000
SOCIAL	INSTAGRAM & FACEBOOK	
	POST	1,000
	STORY	1,000

DEFINITIONS

Native Content

- Topic to be supplied by advertiser and written by the WOMAN editorial team
- 1 x advertiser mention within story
- No approval required
- Advertiser can roadblock page

Sponsored Content

- Brief supplied by advertiser
- The WOMAN editorial team to write story
- Advertiser gets full approval
- Will sit in the Sponsored space on the home page

Sponsored Gallery

- Topic to be supplied by advertiser and written by the WOMAN editorial team
- Advertiser gets full approval
- Advertiser to supply all images
- Advertiser can roadblock page

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DEADLINES



VOLUME	ON SALE	BRAND	SPONSORED	MATERIAL
2	26th Feb	8th Feb	5th Feb	9th Feb
3	27th May	9th May	3rd May	15th May
4	26th Aug	8th Aug	5th Aug	9th Aug
5	25th Nov	13th Nov	8th Nov	14th Nov

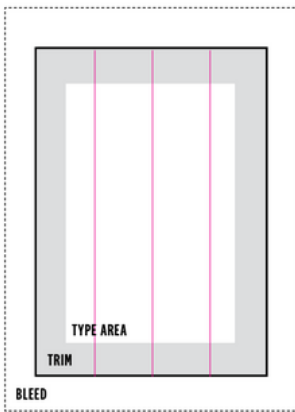
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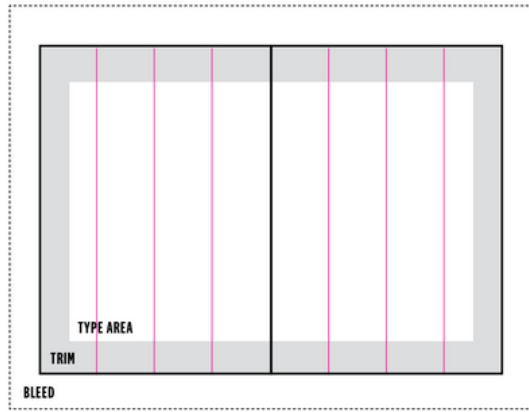
SPECIFICATIONS

INSERTIONS	BLEED H X W (mm)	TRIM H X W (mm)	TYPE H X W (mm)
1. Full Page	307 x 220	297 x 210	257 x 170
2. Double Page Spread (DPS)	307 x 430	*297 x 420	257 x 380
3. Half Page Horizontal	160 x 220	146 x 210	125 x 170
4. Third Page Vertical	307 x 80	297 x 70	257 x 52
5. Half Page Horizontal Spread	160 x 430	150 x 420	125 x 380

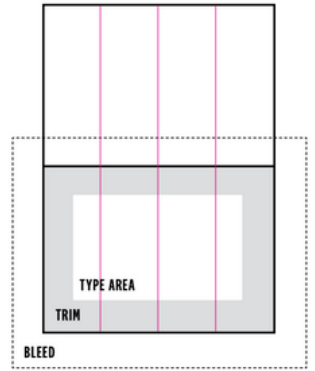
1. FULL PAGE



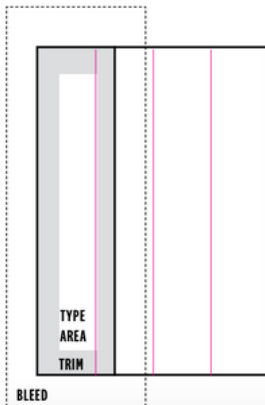
2. DOUBLE-PAGE SPREAD (DPS)



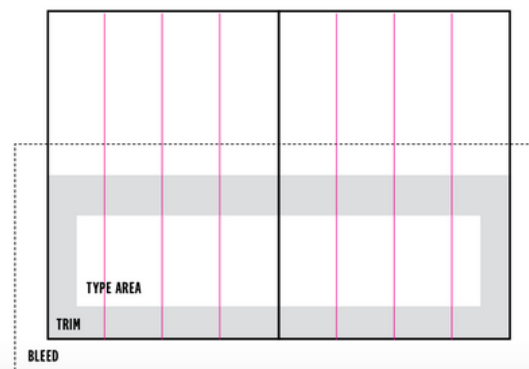
3. HALF-PAGE HORIZONTAL



4. THIRD-PAGE VERTICAL



5. HALF-PAGE HORIZONTAL DPS*



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