

NEW ZEALAND

RUGBY NEWS

The authority on our national game since 1970





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RUGBY NEWS

About

Rugby News is an iconic brand that has stood the test of time and continues to grow in frequency.

Do not bother with cheap imitations. We are the pulse of the nation's favourite game, and have been for nearly 50 years.

We call on a stable of the country's best rugby scribes, to bring readers all the insight and analysis they need to accompany their rugby watching. Readers remain loyal and engaged as Ian Jones, Craig Dowd and Jeremy Paul offer knowledgeable regular columns from their vast experience at international level.

Our focus on grassroots rugby from club to school to provincial, not to mention women's and sevens, gives us a vital point of difference and antidote to the saturation coverage of the top end of the game. We do not neglect the game's history and there is plenty for rugby nostalgics to sink their teeth into.

Still cheaper than a rum and a coke, Rugby News continues to offer full value for money and is a must for any serious follower of the game.

NZ's most frequent rugby read - out 11 times a year

Advertising benefits

- Be seen by 134,000 readers (Nielsen Q1 - Q2 19)
- Engage with over 21,000 genuine Facebook followers: @RugbyNewsNZ
- Reach an unbeatable EDM audience of over 12,000
- Target our loyal subscriber base located across the length of the country and abroad



Our readers*

- Predominantly male, with an average age of 40 years.
- 59% are likely to take holidays away from crowds
- 43,000 are planning to buy a car in the next 12 months
- Average household income is \$93k
- 1 in 4 readers currently attend school or university
- 41% of our readers live in provincial and rural areas
- 59% of our readers live in main cities, Hamilton, Auckland, Wellington, Christchurch, Dunedin...

*Nielsen Q1 18 - Q4 18





Publishing 2021

FEB/MARCH

On Sale	22 February
Booking Deadline	3 February
Artwork to set	5 February
Complete ad deadline	8 February

APRIL

On Sale	1 April
Booking Deadline	12 March
Artwork to set	15 March
Complete ad deadline	17 March

MAY

On Sale	6 May
Booking Deadline	16 April
Artwork to set	19 April
Complete ad deadline	21 April

JUNE

On Sale	3 June
Booking Deadline	14 May
Artwork to set	17 May
Complete ad deadline	19 May

JULY

On Sale	1 July
Booking Deadline	11 June
Artwork to set	14 June
Complete ad deadline	16 June

AUGUST

On Sale	5 August
Booking Deadline	16 July
Artwork to set	19 July
Complete ad deadline	21 July

SEPTEMBER

On Sale	2 September
Booking Deadline	13 July
Artwork to set	16 July
Complete ad deadline	18 July

OCTOBER

On Sale	30 September
Booking Deadline	10 September
Artwork to set	13 September
Complete ad deadline	15 September

NOVEMBER

On Sale	4 November
Booking Deadline	15 October
Artwork to set	18 October
Complete ad deadline	20 October

DECEMBER

On Sale	20 December
Booking Deadline	1 December
Artwork to set	3 December
Complete ad deadline	6 December

Advertising rates

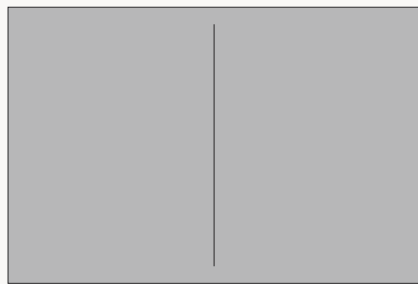
Inside front cover DPS	\$5500
Double page spread	\$4500
Outside back cover	\$3995
Full page	\$2995
1/2 page	\$1500
1/3 page	\$900
1/4 page	\$700
Strip banner	\$450

Digital rates

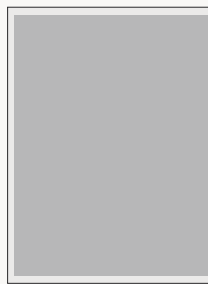
EDM	\$500 per week
Facebook post	\$199



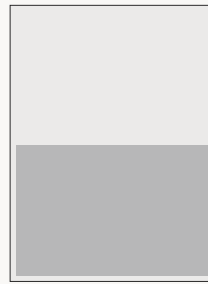
Advertising sizes



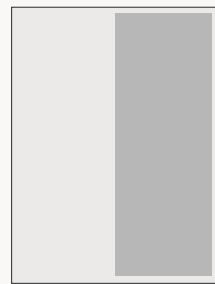
Double page spread
297mm h x 420mm w



Full page
297mm h x 210mm w



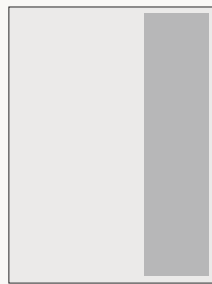
1/2 page landscape
148mm h x 210mm w



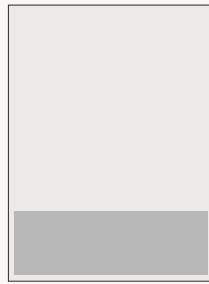
1/2 page portrait
297mm h x 105mm w



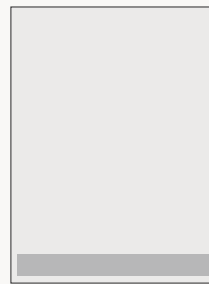
1/3 page landscape
99mm h x 210mm w



1/3 page portrait
210mm h x 99mm w



1/4 page landscape
75mm h x 210mm w



Strip banner
25mm h x 210mm w

Special
and guaranteed
positioning
15%

All supplied ads must have 5mm bleed and copy must be set within 7mm margins.

Please supply a high resolution CMYK PDF to scott.padgett@starmedia.kiwi

*EDM ads do not require bleed and should be supplied as RGB jpegs with a resolution of 72dpi.

All advertising prices include layout and design, but exclude GST.

Contact Scott Padgett
scott.padgett@starmedia.kiwi
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