

NEW ZEALAND

# RUGBY NEWS

The authority on our national game since 1970.



Media Kit 2019



## Advertising benefits

- Reach 146,000 readers (Nielsen Q3 16 - Q2 17)
- Engage with 18,000 plus Facebook followers: [facebook.com/RugbyNewsNZ](https://facebook.com/RugbyNewsNZ)
- Communicate your message to an unbeatable EDM reach of 12,000.
- Target our loyal, growing subscriber base. Since 2015 there has been a 22% increase in subscriptions, with 50% opting for 2-year subscriptions.



## About

Rugby News is the complete guide for any rugby fan, young or old; armchair critic, sideline supporter, or experienced player.

Rugby News has been the authority on our national game since 1970. the authority on our national game since 1970. Award-winning journalists and international correspondents continue to provide insight, analysis and coverage on all aspects of the game, from local grassroots rugby through to the Rugby World Cup.

In February 2019, the magazine increased in frequency, from six issues a year to 10, each with the same 100-page format. Every magazine is filled with the most highly anticipated interviews, features and insights and covers all aspects of New Zealand rugby – from schools and club rugby through to profiles on All Black and Black Fern superstars. Phil Gifford, Ian Jones, Melodie Robinson, Liam Napier and other industry insiders provide our readers with knowledge and trustworthy opinions on the game we all love.

## Our readers

### Gender:

Male 71%  
Female 29%

### Age of readers

66% are aged 49 years and under  
34% are aged 50+

### Where do readers live

53% live in the northern region  
20% live in the central region  
27% live in the southern region



# Publishing 2019



## FEBRUARY

On Sale	11 February
Booking deadline	14 January
Artwork to set	21 January
Complete ad deadline	25 January

## MARCH

On Sale	4 March
Booking deadline	4 February
Artwork to set	11 February
Complete ad deadline	15 February

## APRIL

On Sale	1 April
Booking deadline	4 March
Artwork to set	11 March
Complete ad deadline	15 March

## MAY

On Sale	6 May
Booking deadline	8 April
Artwork to set	12 April
Complete ad deadline	17 April

## JUNE

On Sale	3 June
Booking deadline	6 May
Artwork to set	13 May
Complete ad deadline	17 May

## JULY

On Sale	8 July
Booking deadline	10 June
Artwork to set	17 June
Complete ad deadline	21 June

## AUGUST

On Sale	5 August
Booking deadline	8 July
Artwork to set	15 July
Complete ad deadline	19 July

## SEPTEMBER

On Sale	2 September
Booking deadline	5 August
Artwork to set	12 August
Complete ad deadline	16 August

## OCTOBER

On Sale	7 October
Booking deadline	9 September
Artwork to set	16 September
Complete ad deadline	20 September

## NOVEMBER

On Sale	25 November
Booking deadline	28 October
Artwork to set	4 November
Complete ad deadline	7 November

# Advertising rates

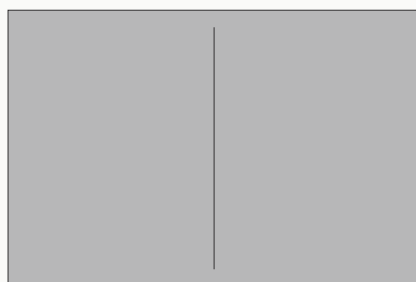
Inside front cover DPS	\$5500
Double page spread	\$4500
Outside back cover	\$3995
Full page	\$2995
1/2 page	\$1500
1/3 page	\$900
1/4 page	\$700
Strip banner	\$450

## Digital rates

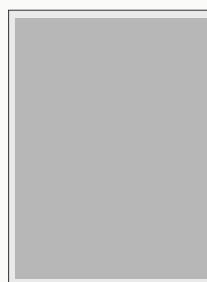
EDM	\$500 per week
Facebook post	\$199



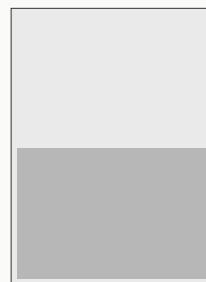
## Advertising sizes



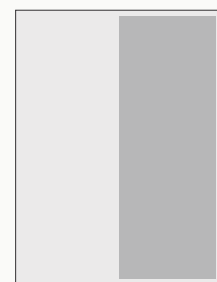
Double page spread  
297mm h x 420mm w



Full page  
297mm h x 210mm w



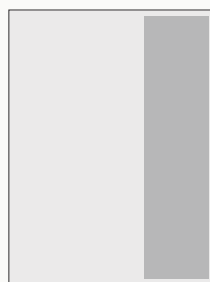
1/2 page landscape  
148mm h x 210mm w



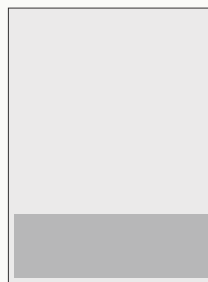
1/2 page portrait  
297mm h x 105mm w



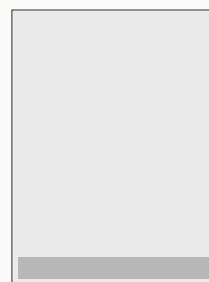
1/3 page landscape  
99mm h x 210mm w



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



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](mailto: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**  
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