Media Kit

WOMAN

BY NEW ZEALAND WOMEN FOR NEW ZEALAND WOMEN

School Road Publishing

MAY 2021

Woman is more than a magazine.

It is a collective, where real women are heard, respected, understood and inspired. A magazine full of colour, with so much light and shade you could paint a rainbow. Woman is a place where we can come together and connect through the power of shared stories; shared joy, shared pain, and shared success.

The time is now for a magazine brand with a fresh perspective, that truly reflects and resonates with New Zealand women today.

Welcome to *Woman* - a modern magazine brand about New Zealand women, for New Zealand women, by New Zealand women."

Susanna Andrew

Editor, *Woman*

FEARLESS

Recent Issues

Our Affluent Audience

Target Audience Females 40-65+ ***(15+)***

Average Age 48

Combined household income skews $150k-$200k+

Top three Occupations: Business Manager, Self Employed, Retired

45.9% of readers income $100k+

Audited Readership of 88,000

91% are aged over 40

The Average personal income of reader is 6% higher than national average In New Zealand

WOMAN can be found in top Air NZ Lounges in NZ and international

Readers Favourite travel destinations are New York, Fiji , Sydney and Queenstown

Our Reader is predominantly female (75%)

Our audience is the women of Aotearoa. Woman that aren't afraid to speak their minds, and women that are getting to know who they are. We aim to engage females across the nation to build an inclusive, active, and connected community.

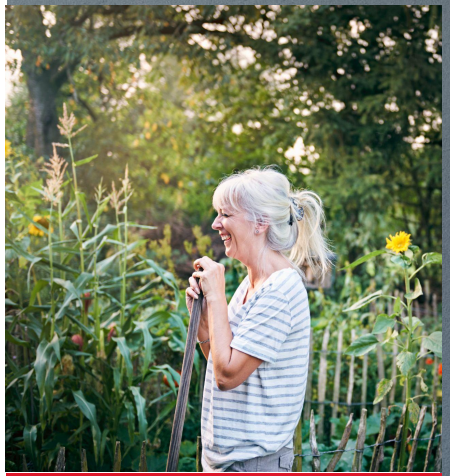
Source - WOMAN. Subscriber Database Hubspot survey tool & Nielsen Media CMI January 2021 - December 2021

More than just a Magazine

More than a print publication. Woman connects with women throughout Aotearoa across all platforms, driving deeper consumer engagement, relevance and connection.

Now available on paper, and online at womanmagazine.co.nz

Distribute 16,000+ copies monthly for each Woman Magazine issue



4,600 subscribers to e-newsletter

There are 3,000+ Woman active print subscribers

Readership 88„000+*

We distribute additional copies for each issue in to Air NZ Lounges.

Woman Magazine had 70,000 website unique visitors in the last 90 days on our subscriber website (paywall)

Instagram 7,000 followers

Facebook 2,200+followers

Our Content Pillars

NZ CURRENT AFFAIRS

TRAVEL

SPORTS

HOME & GARDEN

FASHION & BEAUTY

ENTERTAINMENT

BOOKS

HEALTH AND WELLBEING

TE REO

Digital Ecosystem

Filled with unique, extended content, video, downloads and opinion pieces, it's the place where our community comes together to engage deeply with our content and each other. Our live readers forum creates a space to comment, share and engage.

Optimised for Web, Mobile and Tablet

***Woman* e-newsletters** - 4600 subscribers

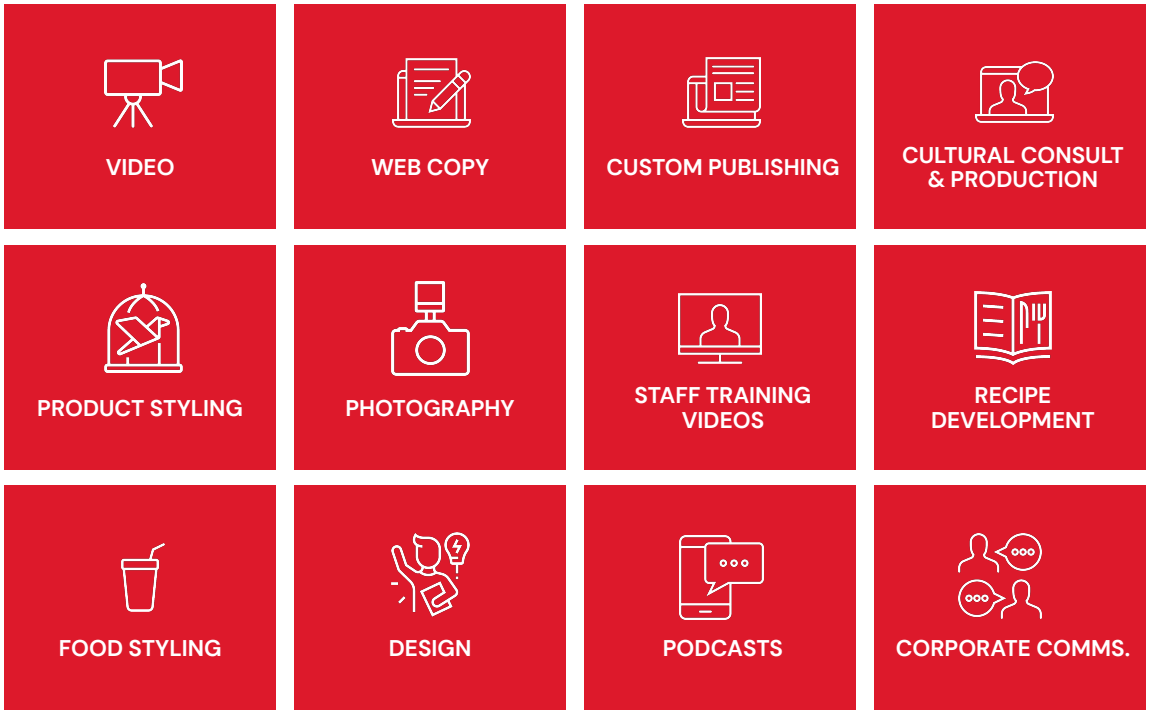
On Mondays and other times in the week, we reach out to our reader community database, incorporating relevant editorial, images, video and links to advertising partners.

Social Media: Facebook and Instagram

Bringing our content to life with our community through enabling and sharing content across all social media platforms.

@womanmagnz 6782+ followers 2067+ followers

Brand Solutions



Leveraging our unique capabilities to drive greater connection value – we know and connect with NZ women

Custom Content

WOMAN + TOYOTA

Best of
both worlds

Amy Prebble gets on board with the hybrid hype.

"On my road trip, I opened up the huge panoramic roof and sang along to the radio, enjoying both the luxurious interior and reassuring handling"

A panoramic sunroof offers a different perspective for passengers, while surround-vision reversing camera "parking aids"

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Toyota

Matakana and beyond

Head north for laid-back vibes and artistic adventures.

Matakana Village

Matakana Village Farmers' Market

The Sawmill Brewery and Smoke Room

Brick Bay Wines and Sculpture Trail

Goat Island Marine Reserve

Sculptureum

Auckland Unlimited

WOMAN + XERO PROMOTION

Planning for the future

Geneva Harrison (Ngāti Kahu, Te Hauwa, Te Aupāri) is well aware of the time pressures of running a small business. She holds down a full-time job as well as co-owning Yuki Stationery with her good friend of 13 years, Michelle Mihi (Ngāti Kahu, Te Aupāri, Ngāpuhi, Te Whānau-a-Apanui, Te Arawa, Ngāti Awa).

The pair were inspired to start the business to make te reo Māori more accessible to a greater number of people.

"Michelle and I were sitting at the kitchen table chatting about how most people pick up te reo when their children are at kōhanga reo or in kapa haka, but our kids were all past that age. So we were like, 'What do we use every day that we could utilise for the language?'" says Geneva.

"We knew that we used te reo Māori in a number of corporate settings and thought it would be really helpful to have that information to something we could use at work, like a notebook, or even whiteboards [and] stickers. Anything added to that wasn't our photos, but planners," she adds, with a laugh.

While Geneva is "all in school" in her love of journals and planners, she embraces technology in her business. As Yuki is a passion project that the duo is around full-time operations-wise, she's keen to ensure that the business as much as possible.

When they launched their first product in 2018 — a notebook, soon followed by a journal based on the marumaruku (the Māori hour calendar) and a diary (Te Kāhui Maramataka) — Geneva made use of every spare minute she had.

"We saw every kind of app there is to use business," says Geneva. "Afterpay, Shopify... You name it. We did learn a bit of a hiccup in the beginning as as e-commerce business, as there were so many ways that customers could pay us. One tip that I have for anyone starting a business is to make sure your accountant is familiar with multiple payment gateways. I did find in the early days that not all accountants were so familiar with e-commerce.

"We were with Xero right from the beginning and their app connects to Afterpay and Shopify, so once we had everything in place and we found the right accountant, it was pretty smooth.

The business has grown exponentially since 2018, with a wide range of stationery now available as well as children's educational resources and storybooks. Geneva also expanded in 2020 to introduce sister brand Yuki Bakery, a bilingual bureau and English range.

Geneva is justifiably proud of all of the products. "With our Yuki range, we didn't want it to matter whether you were fluent in te reo Māori, just beginning to connect, or not. Māori wanting to learn. With Yuki, I wanted my son to see both his parents' languages and cultures, [and also] bi-/multicultural resources," she says.

To find out more about digitalisation and improving wellbeing, visit xero.com.au/governed to discover the best tools for your business.

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Xero

Our Unique solution: **Content creation + audience reach**

Our Unique Solution for you

- Our readers are your consumers
- Our journalists are experts in building stories and creating content.
- Content development capability across digital and non digital advertising platforms
- Advertising solutions that encompass print, digital and social platforms - we have established audiences to deliver reach.
- NZ owned and operated - we understand New Zealand businesses and customers
- Affordable production turned around fast (this is what we do every day)
- Relevant (your customers are our audiences - we know them well, we are in their homes every week)
- Proven success (we work with some of New Zealand's biggest brands)

2022 Dates & Deadlines

Cover Date	On Sale Date	Booking Deadline	Cancellation Deadline	Brand Ad Deadline
May	18 April	1 April	28 March	4 April
June	16 May	29 April	25 April	2 May
July	13 June	27 May	23 may	30 May
August	11 July	24 July	20 June	27 June
September	15 Aug	29 July	25 July	1 Aug
October	19 Sep	2 Sep	29 Aug	5 Sep
November	17 Oct	30 Sep	26 Sep	3 Oct
December	14 Nov	28 Oct	24 Oct	31 Oct
January	19 Dec	2 Dec	28 Nov	5 Dec

Rates

PRINT ADVERTISEMENTS	
Full Page	*$2,500 nett*
Double Page	*$3500 nett*
Full Page Advertorial	*$3,000 nett*
Double Page Advertorial	*$4,000 nett*
Inside Front Cover	*$4,500 nett*
Outside Back Cover	*$3,500 nett*

*Rates exclude GST

ONLINE/MOBILE DISPLAY
Billboard
Banner
Half Page
Rectangle
Homepage Takeover
Sectional Sponsorship
E-NEWSLETTER
Billboard
Banner
Custom Content

For Advertising Enquiries

General Manager
Lisa Hay
lisa.hay@schoolroad.nz

Sales & Marketing Coordinator
Olivia Jackson
olivia.jackson@schoolroad.nz

Wellington & Christchurch Sales Manager
Heidi Van Wheeler
heidi.vanwheeler@schoolroad.nz

Advertising Specs

PRINT	BLEED	TRIM SPECS	TEXT SAFE AREA
Double Page	310x 460 mm	300 x 450 mm	280 x 410 mm
Full Page	310 x 235 mm	300 x 225 mm	280 x 185 mm
Half Page (Horizontal)	155 x 235 mm	145 x 225 mm	125 x 185 mm
Half Page (Vertical)	310 x 120 mm	300 x 110 mm	280 x 100 mm
Third Page (Vertical)	310 x 80 mm	300 x 70 mm	280 x 56 mm

ONLINE/MOBILE DISPLAY	DIMENSIONS
Billboard	970w x 250h
Banner	728w x 90h
Half Page	300w x 600h
Rectangle	300w x 250h
E-NEWSLETTER	**DIMENSIONS**
MREC	300w x 250h
Banner	728w x 90h

Size footnote: 100KB Max for all digital files, Jpg only for eDM.

NB: Please supply all advertising material to your School Road account manager

School Road Publishing

Ngā mihi

WOMAN

WHERE WOMEN CONNECT WITH WOMEN

SUZY CAVE