

The leading retail business magazine

new zealand retail



SPECIAL RATES FOR NZRA MEMBERS



tangible

The content of *NZRetail* magazine closely reflects today's demands and pressures on the retail industry.

It is an informative trade publication which truly represents the needs of all retailers by providing business news, features and information designed to inspire and assist retailers to improve their business.

Regular features include Sector Analysis on a specific sector in the retail industry, a comprehensive section including interviews with major companies, key developments, past and future directions.

It delivers informed opinions and business development ideas, presenting them in an exciting consumer-oriented way.

KEY STATISTICS

Monthly retail business magazine (11 per annum – no January issue)

Launched 1948

Published under the auspices of the New Zealand Retailers Association (NZRA)

70 per cent of retailers are NZRA members

14,000 shopfronts receive the magazine

ABC Circulation: 5811

Readership: 2 – 5 people read each copy

(based on independent annual survey commissioned by NZRA)

INDUSTRY RECOGNITION

2009 Magazine Publishers Association (MPA) Awards

Winner Magazine of the Year
– Trade/Professional category

Winner Editor of the Year
– Trade/Professional category

2009 Tabbie Awards Programme

(Trade, Association & Business Publications)

“The judges of the 2009 MPA awards said *NZRetail* and its editor Trudy Cliff makes you want to be a retailer. They pointed to the great design, snappy news, good feature content and Trudy's forthright opinionated 'call-to-action' editorials as key reasons for the wins.”

Honourable Mention – Cover

Silver – Feature story

THE GOODS

NZRetail is published 11 times per year (monthly, except January). A minimum of 6000 copies per issue with an audit figure to June 2009 of 5811.

Non-member rates

| Size | Casual | 3 Times | 6 Times | 11 Times |
|--------------------|--------|---------|---------|----------|
| Double-page spread | 5,225 | 4,833 | 4,441 | 4,128 |
| Full page | 2,750 | 2,544 | 2,338 | 2,172 |
| Half-page | 1,705 | 1,577 | 1,449 | 1,347 |
| Third-page | 1,210 | 1,119 | 1,029 | 956 |
| Quarter-page | 935 | 865 | 795 | 739 |

Inserts – loose or bound-in – POA

Member rates

| Size | Casual | 3 Times | 6 Times | 11 Times |
|--------------------|--------|---------|---------|----------|
| Double-page spread | 4,441 | 4,108 | 3,775 | 3,509 |
| Full page | 2,337 | 2,162 | 1,987 | 1,846 |
| Half-page | 1,449 | 1,340 | 1,231 | 1,145 |
| Third-page | 1,028 | 951 | 875 | 812 |
| Quarter-page | 795 | 735 | 676 | 628 |

Inserts – loose or bound-in – \$1400 (less \$100 non-member price)

SUBSCRIBE TO NZRETAIL

If you're not a member of the New Zealand Retailers Association, you can still keep up to date with the latest retail business news, trends and developments with a subscription to *NZRetail*. The magazine is published 11 times per year (monthly, except January).

Non-members subscription offer

12 month subscription (11 issues) \$82.50

24 month subscription (22 issues) \$145.00

If you're a member of the New Zealand Retailers Association, and if you'd like to order extra subscriptions for your staff as a discounted rate, please contact Ange Hinriks by email ahinriks@retail.org.nz or phone (07) 307 2923.



Cha Cha Thé in Taipei elevates the traditional tea shop to museum-quality design status. Elegant displays of tea canisters, tea accessories, and packaged tea sets are shown in a sculptural, jewel-like aura.



In a brand transition, when the... Cha Cha Thé in Taipei... elevates the traditional tea shop to museum-quality design status. Elegant displays of tea canisters, tea accessories, and packaged tea sets are shown in a sculptural, jewel-like aura.

THEATER OF TEA

RETAILERS NEWSLETTERS

LAUNDRY CAFÉ
If food and coffee can be successfully combined then why not laundry and coffee? That's the premise behind Wash & Coffee, a unique enterprise from...
GOOD EGGS RECOGNISED
The success of the...
WINNING COLOURS
The winning colors for the...
NEW WORLD RETAIL HALL OF FAME INDUCTEES
Each year, the...
PROGRESSIVE TAKES OUT SUPREME MARKETING AWARD
Progressive...
2011 VIETNAM INTERNATIONAL SHOP AND FRANCHISE SHOW
5-8 November 2011, Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City

4Cs OF LIGHTING AT LIGHTFAIR

At Lightfair International 2011, the focus was on color, contrast, consistency in LED performance and mega-corporate entries into the lighting arena.

Lighting technology has to mesh with merchandising strategy.

Lighting International 2011...
Lighting technology has to mesh with merchandising strategy...
Lighting technology has to mesh with merchandising strategy...



BOOKINGS AND ENQUIRIES

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