

The leading retail business magazine

new zealand **retail**



**TALKING
SHOP**

SINCE FEBRUARY 1948, NZRETAIL HAS BEEN THE VOICE OF AND FOR NEW ZEALAND'S RETAILERS.

Although an enormous amount has changed in our commercial landscape in the 60 years since *NZRetail* was launched, it is great to see that after such a long period our magazine has an even stronger place in the hearts and minds of retailers than ever before. Both large and small retail business owners and managers consider *NZRetail* compelling and useful – in a media environment that's more and more cluttered with messages across a wide range of channels. This magazine is delivered into the hands of New Zealand's retail decision-makers.

Reader research conducted in 2007 produced the following results:

- 81% of readers keep the magazine for reference;
- 81% read all or most of each issue;
- 65% spend more than 30 minutes reading each issue; *and*
- 68% enquired about products or services featured in the magazine.

NOT A GIVE-AWAY

One of the key reasons *NZRetail* is so compelling is the quality of its editorial. Generally speaking, trade magazines are notorious for being thinly veiled advertorial platforms for advertisers. *NZRetail* is different because its raison d'être is to create value for the over 5500 members of the New Zealand Retailers Association (NZRA) whose main objective is to 'promote excellence in retailing'. In the last members' survey, the magazine rated tops in member benefits and received a 94% member satisfaction rating – making it the second most valuable of the services provided (the first being legislative advice). In fact, unlike many trade magazines, members can choose to opt out of their subscription and have the subscription fee deducted from their annual sub. Five members have chosen this option to date – yet another testimonial to the value of the magazine.

WORLD-CLASS CON- TENT

NZRetail continues to be recognised alongside the world's best trade magazines having won Silver and an honourable mention in the 2009 Trade Association & Business Publishing International Awards. At the 2009 MPA Awards *NZRetail* was recognised as the Trade Professional 2009 Magazine of the Year and 2009 Editor of the Year for Trudy Cliff.

“*NZRetail* is dedicated to providing retail business news, trends and developments to its readers in a clear and comprehensive manner. It reinforces the New Zealand Retailers Association as the leading voice representing the interests of all retailers countrywide. My goal is to listen to the readers and produce a must-read magazine that is both valued and retained. I am committed to delivering relevant, topical, educational, and engaging content, packaged and presented in a style that reflects the vibrancy of the New Zealand retail industry.”

TRUDY CLIFF
Managing Editor

SATISFIED CUSTOMERS

“a simple quarter page advert in one issue of *NZRetail* created a greater response than an extremely expensive ad campaign we ran for one year with another publication. I now wish I had just run with *NZRetail*, it obviously reaches the right people!”

ZAYNE FRANCIS
Sphere Design Capsule Ltd

“Pizazz has advertised in a number of magazines over the years and I have always struggled to confirm whether we have captured any business from this investment. Our first advertisement in *NZRetail* was in December 2006 and only 12 hours after this issue was circulated, we received a phone call from a customer who had read our advertisement and received an order. I can point to similar examples after every issue in which we have advertised. The latest occurred where a customer came to our showroom with a page carrying our advertisement ripped from the magazine and said 'I want one of these.' You can't ask for more than that!”

PETER WETHEY
Pizazz

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 2011 of 5,318.

Size	Casual
Double-page spread	\$5,225
Full page	\$2,750
Half-page	\$1,705
Third-page	\$1,210
Quarter-page	\$935

Placement

Size	Casual
Inside front cover	\$3,300*
Outside back cover	\$3,300*

Inserts – \$350 per 1,000

Advertorial

Size	Casual
Full page	\$3,745*
DPS	\$5,198*

* Rate includes production costs. This includes editorial, design and proofs.

DEADLINES 2012

Issue	Booking deadline
February	13 January
March	3 February
April	2 March
May	30 March
June	4 May
July	1 June
August	6 July
September	3 August
October	31 August
November	5 October
December	2 November
2013 Wall planner	12 October

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THEATER OF TEA

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.

Below: Cha Cha Thé's elegant counter features four glass panels with...
Opposite: The simple and elegant design includes a beautiful bronze teapot.

In its literal translation, there from a 30-year career in fashion design and abundance. It forms the core identity of Cha Cha Thé in Taipei, a gem of a teaemporium where visitors can surround themselves with a multi-sensory appreciation of all things related to the reputation of tea.

Cha Cha Thé is a venture of Taiwan's leading female entrepreneur, Wang Chen-Tzu-Hua. Her successful 30-year career in fashion design and merchandising with her Sharyu Chan brand extends on all orders in Taiwan – a vast half of which are served while the other half are shipped to department stores. Two manufacturing facilities – in Taipei and Shanghai – produce and distribute more than a 100,000 items annually by a staff of over 1,000.

With her fashion empire on a firm financial footing, the brand has created energy to a favorite pursuit of advancing the interest of Chinese culture. She has been quoted as saying that Taiwan's pride themselves on living in a country of cultural sophistication. "However, used to, this was not very significant to brand of one positioned on the international market," she observed. So, with typical determination, she spent two years developing a programme to bring out into producing and creating a Taiwan-based specialty brand. Her marketing savvy and eye

RETAILERS SNIPPETS

LAUNDRY CAFÉ
A breakfast and coffee shop successfully combined their why not laundry and coffee? That is the premise behind Wash & Coffee, a German enterprise from...
GOOD EGGS RECOGNISED
The question of who are the good eggs of the food industry has been asked...
NEW WORLD RETAIL HALL OF FAME INDUCTEES
Bar Tanya, Chairman of American Mosaic, Melissa Ann, Chairman and CEO of...
Electron Day heads up
Electron Day is Saturday 26 November. The Electronic Arts 1000...
PROGRESSIVE TAKES OUT SUPREME MARKETING AWARDS
Progressive takes out the Supreme Marketing Award for 2011. The award...
WINNING COLOURS
The winning colour scheme for Albany Senior High School is...
YOUR BUSINESS
11 October 2011, Westpac Business Hub, Christchurch...
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INVOICE FINANCE SPECIALIST
Bibby Finance Services, one of the world's largest invoice finance specialists...
2011 VIETNAM INTERNATIONAL SHOP AND FRANCHISE SHOW
3-5 November 2011, Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City...
DIGITAL SIGNAGE EXPO
8-9 March 2012, Las Vegas Convention Center...
PAPER PLUS WANAKA
Paper Plus Wanaka is a leading manufacturer of paper products...
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TERMS AND CONDITIONS

Conditions of acceptance of advertising:

These conditions are deemed part of the contract issued by Tangible Media Ltd.

Contract advertising:

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space:

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material:

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection:

Should advertising rates change, Advertisers on a current contract with Jones Publishing Ltd will be given rate protection (i.e. charged at "old" rates):

- for only two consecutive issues in the case of monthly titles and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

Terms:

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

Tax and levies:

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General:

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

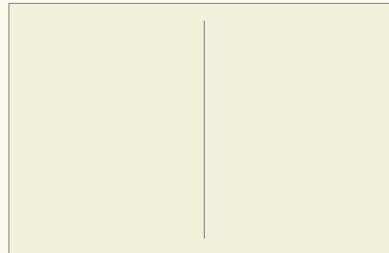
Terms of acceptance of advertising copy:

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

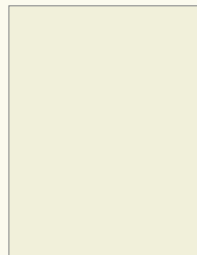
The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



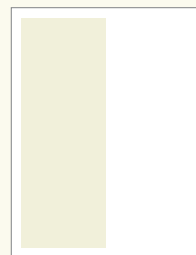
Double-page spread

278 (deep) x 434mm + 3mm bleed



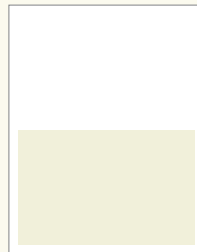
Full page

278 (deep) x 217mm + 3mm bleed



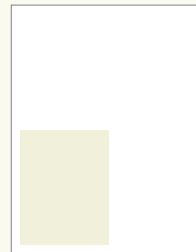
Vertical 1/2-page

258 (deep) x 96mm



Horizontal 1/2-page

125 (deep) x 200mm



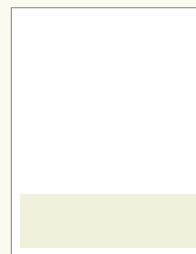
Square 1/4-page

125 (deep) x 96mm



Vertical 1/3-page

258 (deep) x 62mm



Horizontal 1/3-page

83 (deep) x 200mm

Mechanical:

Size	278 (deep) x 217mm
Paper	100/200 satin matt art
Binding	Saddle-stitched
Colour	CMYK

Sizes:

Double-page spread with bleed

Trim	278 (deep) x 434mm
Bleed	add 3mm all round trim

Full page with bleed

Trim	278 (deep) x 217mm
Bleed	add 3mm all round trim

Vertical 1/2-page

258 (deep) x 96mm

Horizontal 1/2-page

125 (deep) x 200mm

Square 1/4-page

125 (deep) x 96mm

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83 (deep) x 200mm

Tangible Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can immediately submit your advert via the *quicksend* web service: <http://www.quicksend.co.nz>. By using Quickcut you are assured that your ads will meet our exact specifications and arrive *right first time*. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479. The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.