

The leading retail business magazine

new zealand retail



SPECIAL RATES FOR NZRIA MEMBERS



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.

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

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)

14,000 shopfronts receive the magazine

ABC Circulation: 5811

Readership: 2 – 5 people read each copy
(based on independent annual survey commissioned by NZRA)

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	4,833	4,470	4,107	3,818
Full page	2,543	2,353	2,162	2,009
Half-page	1,577	1,458	1,340	1,245
Third-page	1,119	1,035	951	884
Quarter-page	864	800	735	683

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

SUBSCRIBE TO NZRETAIL

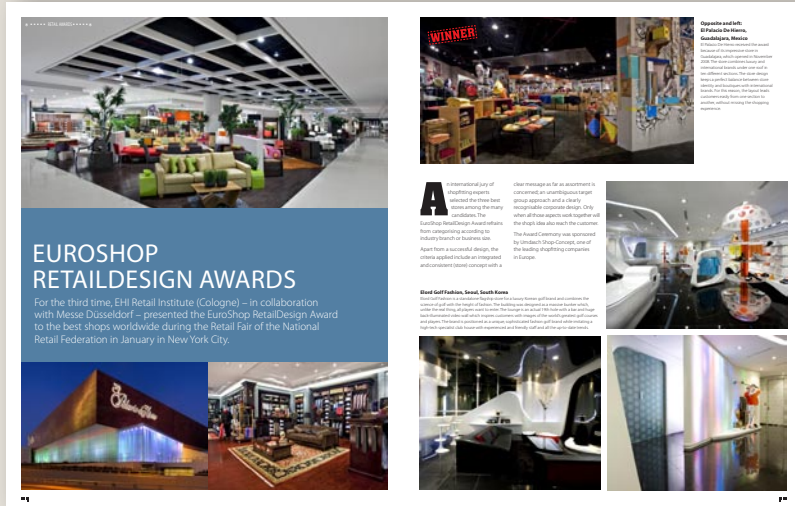
If you're not a member of the New Zealand Retailers Association, you can still keep up to date with the latest retail business news, trends and developments with a subscription to *NZRetail*. The magazine is published 11 times per year (monthly, except January).

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 Retail Interior 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.



EUROSHOP RETAILDESIGN AWARDS

For the third time, EHI Retail Institute (Cologne) – in collaboration with Messe Düsseldorf – presented the EuroShop Retail Design Award to the best shops worldwide during the Retail Fair of the National Retail Federation in January in New York City.

Opportunity awaits at EuroShop Retail Design Awards

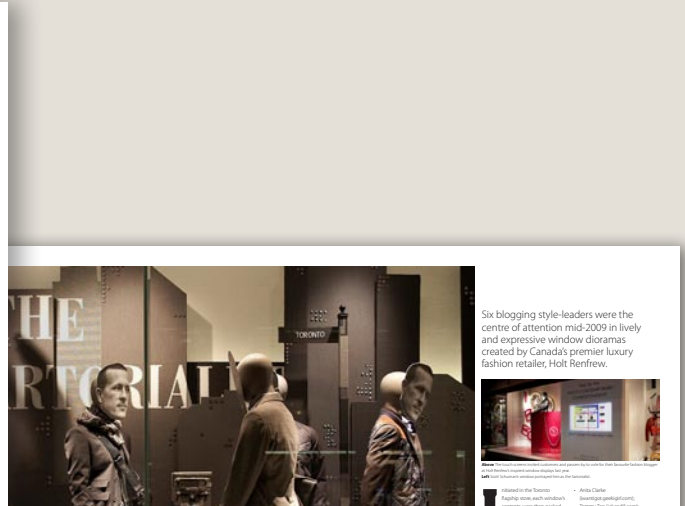
The award ceremony was sponsored by the... (text continues)

Clear message for an assortment

... (text continues)

Elved Golf Fashion, Seoul, South Korea

... (text continues)



BLOGGER WINDOWS

Six blogging style-leaders were the centre of attention mid-2009 in lively and expressive window dioramas created by Canada's premier luxury fashion retailer, Holt Renfrew.

Interactive Window

... (text continues)



EUROPE GETS ON-LINE

GOLDEN MANUKA DELIGHT

... (text continues)

LOYALTY KEEPS EXPANDING

... (text continues)

EMPLOYMENT BITES

... (text continues)

TAKE A BITE ...

... (text continues)

BLOOMING IN DUBAI

... (text continues)

IF YOU'VE HUNGRY OVERNIGHT ...

... (text continues)

GET INTERACTIVE WITH BRAS THINGS

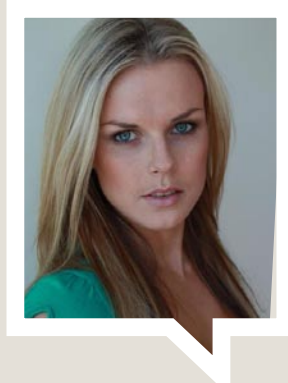
... (text continues)

WHC COCKTAILS WORLD DOMINATION

... (text continues)

MAKING SHOPPING EASIER

... (text continues)



BOOKINGS AND ENQUIRIES

For more information, bookings or enquiries please contact:

Megan Dixon
 Advertising Manager
 09 358 7297
 027 544 2298
megan@tangiblemedia.co.nz