

# NEW ZEALAND HORSE & PONY EQUESTRIAN LIFESTYLE

NZ Horse & Pony magazine has been a part of the Kiwi equestrian culture for sixty five years. And as the lifestyles of our readers has become increasingly busy and diverse, we've remained an oasis of inspiration, aspiration and escape. Today, our magazine brings equestrian style to life, sharing the stories of the horse people, their passions, properties and businesses that continue to define the very best of New Zealand's equine heritage.



*“NZ Horse & Pony is New Zealand's premier equestrian lifestyle magazine, showcasing the homes, personalities, fashion and trends of the country's diverse horse-loving community, along with training insights, expert advice on horse management and care, and all the latest products.”* Rowan Dixon, Editor





# READER *profile*

Most NZ Horse & Pony readers are aged 10-19 (35%) or 25-54 (45%). A large percentage own rural property and live in rural New Zealand. In their leisure time readers enjoy at day at the beach, an agricultural show or their local farmers market.

They're more likely to have travelled business or first class in the last 12 months, keep up with the latest fashion trends and believe in purchasing quality products

Exercise is important in their daily routine. Alongside an obvious interest in equestrian sport, they enjoy outdoor activities such as jogging, tramping, swimming and mountain biking, with a strong interest in rugby union.

Readers prefer their home environment to be relaxed yet stylish and spend a lot of time in the garden. They prefer to buy organic food and environmentally friendly products.

In the last month they have shopped at a rural supplies store, garden centre, home ware store, decorative furnishing store and automotive store.

Source: Nielsen CMI Q1 18 - Q4 18



**Readership:** 45,000

**Circulation:** 8,510\*\*

**Frequency:** Monthly

Source: Nielsen CMI Survey Q21 21 - Q4 21. \*\*ABC total net circulation per issue to 31/03/16.

 **79%**  
are female

 **83%**  
seriously consider buying something they've seen advertised in NZH&P

 **85%**  
talked to someone about something they read in NZH&P

 **87%**  
get new ideas from magazines.

 **71%**  
more likely to own a business

 **84%**  
get ideas and inspiration from an advertisement.



# 2023 *Deadlines*

## ADVERTISING DATES 2023/2024\*

ISSUE	ON SALE DATE	ADVERTISING BOOKING DEADLINE	MATERIAL DEADLINE	INSERTS TO PRINTER
January 23	22 Dec	02 Dec	07 Dec	12 Dec
February 23	26 Jan	05 Jan	11 Jan	16 Jan
March 23	23 Feb	02 Feb	08 Feb	13 Feb
April 23	27 Mar	02 Mar	08 Mar	14 Mar
May 23	24 Apr	30 Mar	05 Apr	11 Apr
June 23	25 May	04 May	10 May	15 May
July 23	26 Jun	01 Jun	07 Jun	13 Jun
August 23	27 Jul	06 Jul	12 Jul	17 Jul
September 23	28 Aug	03 Aug	09 Aug	16 Aug
October 23	25 Sep	31 Aug	06 Sep	13 Sep
November 23	23 Oct	28 Sep	04 Oct	10 Oct
December 23	23 Nov	02 Nov	08 Nov	13 Nov
January 24	21 Dec	01 Dec	07 Dec	11 Dec

*\*Deadlines subject to change*

*\*Cancellation after booking deadline will incur a 25% cancellation charge*

## INSERTS / GATEFOLDS / SAMPLING

Magazines can be inserted with client catalogues / brochures, samples and custom printed inserts / gate folds. This can be a very cost effective solution for advertisers to get further information about their brand/product into the hands of our highly engaged audience.

We can provide media insertion quotes to target our full print run, subscribers only and North or South Islands. Inserts can be perfect bound or loose.

## OPTIONS: FULL RUN, PART RUN, SUBS ONLY

Specific quantities change by issue, depending upon events, subscription drives and retail promotion plans.

A quote will be provided based on insert type, page count, weight and quantity. An insert delivery docket must be attached to each box of inserts.

Inserts to be supplied to: **SCG, 20 Vesty Drive, Mt Wellington, Auckland 1060**

**For advertising enquiries contact:**

Sarah McKinlay, Advertising Manager, DDI 07 282 0128 or 027 807 8500, [sarah@horseandponymag.com](mailto:sarah@horseandponymag.com)

# DISPLAY Rate Card

## DISPLAY ADVERTISING RATE CARD

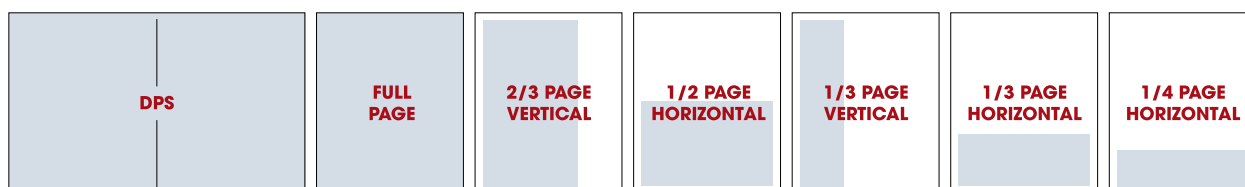
EFFECTIVE 1 JANUARY 2018, EXCL GST

	Casual	3-5 Issues	6-11 Issues	12 Issues
DPS (Premium Position)	\$3,600	\$3,300	\$3,000	\$2,500
Full page	\$2,000	\$1,600	\$1,450	\$1,300
2/3 page Vert	\$1,050	\$1,000	\$950	\$900
1/2 page Horiz	\$800	\$760	\$720	\$680
1/3 page Vert	\$550	\$522.50	\$495	\$467.50
1/3 page Horiz	\$550	\$522.50	\$495	\$467.50
1/4 page Horiz	\$460	\$437	\$414	\$391
Special positions (ie. guaranteed right hand page)	+10%			

Prices are per issue. All costs exclude GST and are in \$NZD. Refer to Terms and Conditions on the last page.

## DISPLAY TECHNICAL SPECIFICATIONS

Space	Image Area* (width x depth)	Trim Size* (width x depth)
DPS (Supply as two single page PDFs)	390mm x 264mm	420mm x 297mm + 5mm Bleed
Full Page	183mm x 264mm	210mm x 297mm + 5mm Bleed
Two Thirds Vertical	120mm x 264mm	
Half Page Horizontal	183mm x 130mm	
One Third Vertical	58mm x 264mm	
One Third Horizontal	183mm x 85mm	
One Quarter Horizontal	183mm x 56mm	



### \*TECHNICAL DETAILS

Trim size: 297mm x 210mm  
Image area: 245mm x 180mm  
Screen ruling: 150 Lpi  
Total image includes 24mm for inside gutter (12mm each page)  
Specifications subject to change.

### PRINT PROCESS

Sheet feed

### MATERIAL DELIVERY

Files may be sent via USB, Dropbox or emailed to [sarah@horseandponymag.com](mailto:sarah@horseandponymag.com) and contract proof sent to Sarah McKinlay

### BINDING METHOD

Perfect Bound

*\*All type and important images must be within the image area, ensure the gutter is free from type. If type is fine or small allow 15mm each side of gutter (30mm total). For bleed advertisements, please provide 5mm on all sides. Special care must be taken where any image runs through the spine. Only headings and baselines of extra large type can run across gutter and must be arranged to clear the spine by a maximum of 4-6mm on each side. Due to the variable nature of the binding process, we can accept no responsibility for any lack of alignment of type or images that cross the gutter.*

Please refer to Acceptable Material regarding the supply of PDFs and proofs.

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# MARKET PLACE

## *Rate card*

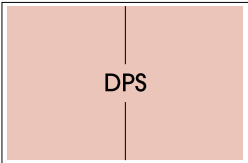




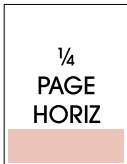
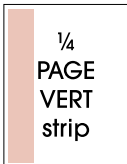



Marketplace is the dedicated advertising directory that promotes small business products and services to our readers. Ask us about tailoring a package to suit your marketing requirements - including a mix of social and digital media, product giveaways and online products.

MARKETPLACE - DIRECTORY ADVERTISING RATE CARD* Effective 1 January 2016, excl GST				
SIZE	CASUAL	x3 ISSUES	x6 ISSUES	x12 ISSUES
Double Page Spread	\$1,500	\$1,450	\$1,400	\$1,300
Full page	\$850	\$825	\$800	\$700
½ page Vert or Horiz	\$450	\$425	\$400	\$350
¼ page Vert or Horiz	\$250	\$230	\$210	\$180
¼ page Vert Strip	\$250	\$230	\$210	\$180
⅛ page Vert or Horiz	\$180	\$160	\$140	\$120
⅙ page Vert	\$90	\$80	\$70	\$60

Prices are per issue. All costs exclude GST and are in \$NZD. Refer to Terms and Conditions on the last page.

\*Cancellation after the booking deadline will result in a cancellation fee of 25% of the booking cost.

### *Marketplace Technical Specifications (width x depth)*

				
400mm x 270mm	190mm x 270mm	92mm x 270mm	190mm x 132mm	92mm x 132mm
				
190mm x 63mm	43mm x 270mm	43mm x 132mm	92mm x 63mm	43mm x 63mm

### Material specifications for supplied files

- To be supplied as high resolution pdf (no less than 300 dpi).
- All fonts need to be embedded. Files created in Freehand or Adobe Illustrator must have text converted to path/outlines to avoid font incompatibility issues.
- Picture elements must be CMYK and a minimum resolution of 300dpi. Bitmap line art images should be 1200dpi to ensure sharpness.
- All finished ads must be accompanied with a colour proof. If no proof is supplied, we do not accept responsibility for reproduction.

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# DIGITAL *magazine*

**We know media consumption is changing and we have too.**

- Our digital magazine is perfect for multiple reader families.
- We cater for the new generation of digital natives and those who prefer online content.
- Enhances reader experience by adding value without restrictions of page space.
- Access to the library of magazine back copies.
- Opens the possibilities for your adverts to interact with readers.
- Adverts can be enhanced with videos, image galleries, web links, social media channels or direction to an e-commerce site.



## Digital Enhancements

**Bring your print advertisement alive in digital**

**Galleries:** We place an icon on your advert to alert readers that there are images to view.  
You can have up to six images in your gallery.  
Images must be no larger than 1280 px x 1024 px.

**Video:** Video advertising captures audio and visual attention, getting your message to readers faster than text. We place an icon on your advert to alert readers that there is a video to view.

# DIGITAL *magazine*

## Digital Advertising Options

### Email pointer banners

**Digital Issue Email Notification:** Placed in the monthly notification email sent to digital issue subscribers when their digi-mag is ready to view.

**Subscription Renewal Emails:** Placed on the monthly subscription renewal email reminders.



**Page zero:** Located opposite the magazine cover; the first full page advert seen.



**Full page digital advert:** Placed in the first 20 pages of the digital magazine.

DIGITAL OPTION	EMAIL BANNERS	PAGE ZERO	DIGITAL ONLY FULL PAGE
Dimensions (pixels - width x depth)	600 x 150	same as print specs	same as print specs
File type	.png / .jpg / .gif	N/A	PDF
File Size	300kb	300kb	N/A
Price ex GST	From \$150	\$500	\$400

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## ePUBLICATION *NZ Horse & Pony This Week*

Launched during the 2020 Covid-19 Level 4 lockdown this FREE weekly e-publication was created to keep our equestrian audience entertained and informed, with curated articles from our extensive archive gathered in sixty years of publishing.

It proved so popular, that it's now a regular periodical.

Use the epublication to communicate your marketing objective. Do you want to trigger quick sales through a promotion, or generate sales leads on items where there is a longer path to purchase?

Do you want to reward loyalty, create awareness or change attitudes?

Whatever your goal, increase your advertising frequency using this digital platform.

Valued equestrian content is being delivered directly to your target market, and your business could benefit!

Banner

Sponsored Content

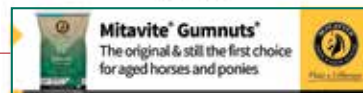


**NZ Horse & Pony This Week**  
Issue 7 May 7, 2020

It's Mother's Day this Sunday, and as we have created a very special NZ Horse & Pony This Week from our archive.

Until 31st May 2020, all new and existing subscribers to this e-publication, will automatically be entered into the draw to win a round pump bike from [johns.com/nz](https://www.johns.com/nz) valued at \$3497!

Doesn't anyone you think would enjoy a prize? [CLICK HERE](#) to sign-up for future issues AND be in the draw!



MREC

ADVERT SIZE	DIMENSIONS (width x depth)	FILE TYPE	MAXIMUM SIZE	PRICE
Banner	600 pix x 150 pix	.jpg .png .gif	1MB	\$300 + gst
MREC	264 pix x 220 pix	.jpg .png .gif	1MB	\$150 + gst
Sponsored Content	264 pix x 220 pix	.jpg .png .gif	1MB	Enquire

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## New Zealand's home of equestrian news and event coverage.

The immediacy of the digital revolution has changed how audiences connect with news and events, and brought global communities closer than ever imagined.

The perfect complement to our print magazine, *NZ Horse & Pony*'s website is the place to go for up-to-the minute coverage, news, galleries and interviews with riders and newsmakers from the local and international equestrian scene.

From pony club through the Olympics; we're there.

Think about diversifying your media mix to incorporate digital advertising within the environment of locally produced, informed equestrian journalism.



Leaderboard banner  
728 x 90 pixels

Half Page  
300 x 600 pixels

Medium Rectangle  
300 x 250 pixels



## Digital Display Advertising

Advertise directly to a niche targeted digital equestrian audience.

Advert Size	Dimensions (pixels - width x depth)	CPM (\$/1000 impressions)	File Type	File Size (max.)
Leaderboard Banner	728 x 90	\$20 + GST	png, jpg or gif	300kb
Medium Rectangle (MREC)	300 x 250	\$12 + GST	png, jpg or gif	300kb
Half Page	300 x 600	\$25 + GST	png, jpg or gif	300kb

**ADVERTS ARE SERVED RUN OF SITE (ROS) ACROSS MOBILE, TABLET AND DESKTOP PLATFORMS.**

**For advertising enquiries contact:**

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# WEBSITE

## *native advertising*

[www.horseandponymag.com](http://www.horseandponymag.com)



## Native advertising - content marketing for your business

Does your business have a story, tips or information you'd like to tell the New Zealand equestrian audience online?

We can assist your business tell its story through editorial-styled native content which appears alongside premium editorial. Clients can provide their own content, or Manaia Media can write it for them (journalist cost P.O.A). Content marketing is about delivering valuable information to educate your customers, and in turn they reward you with their custom and loyalty.

Your content can be branded with a leaderboard banner and half page advertising unit, with an active click through URL to your website, blog or social media page. Sponsored content is labelled as 'sponsored' via a small badge. The byline is always 'SPONSORED CONTENT BY CLIENT X'.

### Native Advertising Inclusions

- 1 x story: max 500 words
- 1 x landscape image: 618x360px .jpg (can incorporate an image gallery)
- 1 x leaderboard advert 720 x 90 pix
- 1 x half page advert 300 x 600 pix
- Maximum of 2 links to client's site/s
- 1 x video file or YouTube and vimeo links (optional)
- Social media share through relevant NZH&P social media channels i.e. Facebook, Twitter and/or Instagram accounts.

**Rates:** contact Sarah for pricing information

**For advertising enquiries contact:**

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# MANAIA MEDIA LTD

## Advertising Terms and Conditions for website and publications

Manaia Media Limited (Manaia, we, us, our) place material for publication on behalf of the customer (you) subject to these terms and conditions of advertising (Terms).

These Terms apply to all advertising in any of our publications or websites unless we have agreed other terms in writing with you.

1. In accepting any material including electronic material or data for publication, and in publishing it we are doing so in consideration of and relying on the your express warranty, the truth of which is essential that :

a) the material does not contain anything:

- that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986;
- that is defamatory or indecent or which otherwise offends against generally accepted community standards;
- that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights;
- that breaches any right of privacy or confidentiality;
- that breaches any provision of any statute, regulation, by-law or other rule or law; and

b) the material complies in every way with the Advertising Code of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standing relating to advertising in New Zealand;

c) publication of the material will not give rise to any liability on our part or in a claim being made against us in New Zealand or elsewhere; and

d) the material does not include any cookie, tracking tag or other tracking device unless we have provided our prior written consent to such inclusion, to the extent we consent to you collecting information relating to our users ("User Information") you may only use such information for the advertiser's internal statistical purposes and solely in respect of the relevant advertising campaign. For the avoidance of doubt you must not disclose any User Information to any third party and must not use any User Information in connection with any advertising campaigns on any third party properties or websites. If you are a representative of an advertiser, this does not prevent you from disclosing the User Information in summary format only to the advertiser, provided you procure that the advertiser only uses such information in accordance with this paragraph 1(d).

2. You agree to indemnify us against any losses, liabilities, costs, claims or expenses whatsoever arising directly or indirectly from any breach of the warranties set out above and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.

3. We must receive all creative materials and information from you in accordance with the timeframes specified on the insert order or email confirmation.

4. We may refuse to publish, or withdraw material from publication without having to give reason.

5. We may publish the material at a time different from originally booked or where applicable in the next available issue if there is an error or delay in publication of the advertising as booked.

6. All creative submissions are subject to reasonable approval by us. We may require that material is corrected or amended to conform to style, or for other genuine reasons.

7. We may provide guidelines to be followed where you include an Internet addresses in advertising.

8. The positioning or placing of any material in a publication or website is at our discretion except where specifically agreed in writing.

9. You must tell us as soon as possible if there is an error or omission in any material placed by us on your behalf.

10. Campaign advertising impressions will be counted and recognised by our ad-serving engine. A third party ad-serving engine may also be used but its impression count won't be recognised unless we agree otherwise in writing.

11. If you wish to cancel an advertisement or campaign you must communicate this in writing to us before the publication booking deadline. Cancellations after the booking deadline will incur a cancellation fee of 25% of the monthly total.

12. The charge for advertising will be in New Zealand dollars and in accordance with the applicable rate card applying at the time for the publication, unless we agree otherwise in writing.

13. Rate card adjustments will be published on our publications and sites. New rates will apply one month after the rate adjustment is published.

14. If you are not a New Zealand resident the cost of any advertising you place with us will be zero-rated for GST purposes. If you are a non-resident agent placing advertising on behalf of a New Zealand resident GST will be applied at the standard rate.

15. Payment is due on the 20th of the month following publication unless we specify otherwise in writing. If payment is not made by the due date you will be liable for all costs of recovery, commissions and collection fees at market rates.

16. We exclude all implied conditions and warranties from these terms except to the extent that they cannot be excluded by law. The guarantees contained in the Consumer Guarantees Act 1993 are excluded where you acquire or hold yourself out as acquiring goods or services for the purpose of a business.

17. We will not be liable for any loss including any loss of revenue or profit and any indirect or consequential loss arising from or in relation to any error or omission in publishing or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.

18. Where you utilise any aspect of our creative services in the design or production of an advertisement (including photographic or design work) you acknowledge that we own the copyright in such work and that such work is not work for which a commission payment has been made or agreed.

You may not use any such advertisement in any other publication without our specific written consent.

19. By placing an advertisement for publication you grant us a perpetual, royalty fee license to reproduce the advertisement in any print or electronic media we offer customers now or in the future.

20. You acknowledge that you have not relied on any representation made by us or on behalf of Manaia Media Ltd in connection with advertising.

21. All DVD's, Blu-ray disks and videos, and any other restricted publications advertised for sale must include its Classification as determine by the New Zealand Classification Office and may be advertised only in accordance with the conditions imposed by the Classification Office. We may require written evidence of New Zealand classification ratings and Classification Office conditions for each DVD, video or any publication.

22. We have the right at any time to provide advertising data (including but not limited to the Customers total advertising rate card spend) for publication by Nielsen Media Research as part of our membership of the IAB of New Zealand and to monitor ad spend of New Zealand.

23. You will be charged an additional fee of 5% including GST when making payments by American Express cards or Diners Card.

This includes all prepaid advertising lodged via email, telephone or at the front counter of any of our premises.

24. In addition to these Terms and Conditions you acknowledge that all advertising including the conditions of payment, delivery and changes to or cancellation of such advertising, will be in accordance with and subject to the conditions notified to you or generally published by Manaia Media Ltd from time to time.

25. We may at our sole discretion vary these Terms and Conditions at any time provided that: (a) such amended terms will not affect prior agreed advertising orders; and (b) if you do not agree with a variation then you may cease placing orders with us.