

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 CONTENT

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 2010 of 5,327.

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

Inserts – \$350 per 1,000

Advertorial

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

* Rate includes \$995 production costs. This includes editorial, design and proofs.

DEADLINES 2011

Issue	Booking deadline
February	12 January
March	4 February
April	4 March
May	1 April
June	6 May
July	3 June
August	7 July
September	5 August
October	2 September
November	7 October
December	4 November
2012 Wall planner	31 October

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CAPTURING THE MOOD

It's likely that anyone in New Zealand would identify a Michael Hill store without needing to check the signage. The iconic stores have a signature identity that has worked in Michael Hill's favour. The trick is all in the design.

Since Michael Hill first opened its doors in Whangarei in 1979, its store design has stood out from the rest. Back then, few customers could comprehend this layout – which featured a large entrance and small windows, lit-up signage with typical jewellery store motifs. However, the design encouraged people to walk inside and buy. The windows displayed a small selection of fine jewellery set against imaginative props and backgrounds, making the jewellery stand out and enter the customer's

be, to make jewellery buying less intimidating and more accessible to the public. For design 30-odd years on, Michael Hill still has a reputation for unique, innovative store design. The dark, moody and emotional interior, which creates an intimate feeling, has been retained in the latest store design – capturing the mood of buying a diamond engagement ring perfectly. This emphasis on fine, romance and excitement – conveyed through the setting – has remained key choices for their depth, texture and

richness, providing a luxurious but surprising quality and style. The lighting is subtle and sophisticated yet highlights the jewellery beautifully – allowing the diamonds to take centre stage. In some instances, items also have a chandelier adding to the understated elegance.

There's also a sense of space with the high ceilings and use of mirrors. Custom design provides the perfect setting for the jewellery to be on display, allowing the emphasis to be on the product. Today, the same here

is a direct lack of signage and overbearing product-aid peripherals enhancing the customer's perception of quality and value. "We're delighted to be delivering a contemporary shopping experience to our customers. Our engaging jewellery and accessories are exceptionally showcased in this sophisticated new environment. Buying jewellery just got even more exciting!" says Michael Hill. The feedback has been extremely positive. As always, the customer experience is paramount in any design. ■

PHILOSOPHY
Michael's philosophy behind the design was, and continues to be, to make jewellery buying less intimidating and more accessible to the public.

NEWS/DPS

HOTTEST NEW SEASON COLOURS

Research has been done by the Pantone Colour Institute, which has revealed the top 10 hottest new season colours. Colour for 2011 is generally vibrant and less complicated, with a palette leaning towards more feminine hues. Notable colours are strong influences on colour with sunny yellows and fresh greens. Red is in abundance and is a defining feature of the new palette. There are also glowing neutrals, with intense blue becoming a subtle neutral alternative to grey or black. There is a clear focus on the grey-based neutrals based on warm tones. Of course, the new palette is not limited to just these 10 colours. For more information on the new palette and for a full list of the 10 hottest new season colours, visit www.pantone.com.



GST INCREASE INFORMATION

Michael Poyser, Chairman of the New Zealand Federation of Wholesale Distributors, has issued the following information to help businesses understand the implications of the GST increase from 12.5% to 15% on 1 October 2011. The Federation has also issued a guide to help businesses understand the implications of the GST increase.

OF DATE FOR INAUGURAL NZ RETAIL SHOW

The inaugural New Zealand Retail Show is set to take place on 15-17 March 2011 at the Auckland Convention Centre. The show will feature a wide range of retail products and services, including electronics, clothing, and home goods. It is expected to attract thousands of visitors and provide a great opportunity for retailers to showcase their products and services.

TECHNOLOGY EXPO 2011

The Technology Expo 2011 is a leading event for technology professionals in New Zealand. It will feature a wide range of technology products and services, including software, hardware, and services. The expo will provide a great opportunity for technology professionals to network and learn about the latest in technology.

NEW ZEALAND JEWELLERY FAIR

The New Zealand Jewellery Fair is a leading event for the jewellery industry in New Zealand. It will feature a wide range of jewellery products and services, including diamonds, gemstones, and watches. The fair will provide a great opportunity for jewellery professionals to showcase their products and services.

3-8 February 2011, Nürnberg, Germany

The 2011 European Jewellery Fair is a leading event for the jewellery industry in Europe. It will feature a wide range of jewellery products and services, including diamonds, gemstones, and watches. The fair will provide a great opportunity for jewellery professionals to showcase their products and services.

SYDNEY AIRPORT'S NEW EXPERIMENTAL ZONE

The Sydney Airport's new Experimental Zone is a leading initiative to improve the passenger experience. It will feature a wide range of services and products, including retail, food, and entertainment. The zone will provide a great opportunity for businesses to showcase their products and services.

RECTION

The Rection is a leading initiative to improve the passenger experience. It will feature a wide range of services and products, including retail, food, and entertainment. The zone will provide a great opportunity for businesses to showcase their products and services.

WORLD RETAIL CONGRESS

The World Retail Congress is a leading event for the retail industry. It will feature a wide range of retail products and services, including electronics, clothing, and home goods. The congress will provide a great opportunity for retail professionals to network and learn about the latest in retail.

AMBIENTE 2011

The Ambiente 2011 is a leading event for the home goods industry. It will feature a wide range of home goods products and services, including furniture, lighting, and home decor. The event will provide a great opportunity for home goods professionals to showcase their products and services.

EUROSHOP

The Euroshop is a leading event for the retail industry in Europe. It will feature a wide range of retail products and services, including electronics, clothing, and home goods. The shop will provide a great opportunity for retail professionals to showcase their products and services.

COLLETTE DINNIGAN JOINS FARMERS

Collette Dinnigan has joined the Farmers brand. She will be responsible for the design and development of the brand's retail stores. She will also be responsible for the brand's marketing and advertising campaigns.

HUMOROUS CHOCOLATE BLOOMING AROUND THE WORLD

Humorous Chocolate is a leading brand in the chocolate industry. It has recently expanded its operations to several new markets around the world. The brand's success is due to its unique and humorous chocolate products.

ambiento

Ambiento is a leading brand in the home goods industry. It has recently expanded its operations to several new markets around the world. The brand's success is due to its unique and stylish home goods products.

ambiento

Ambiento is a leading brand in the home goods industry. It has recently expanded its operations to several new markets around the world. The brand's success is due to its unique and stylish home goods 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.

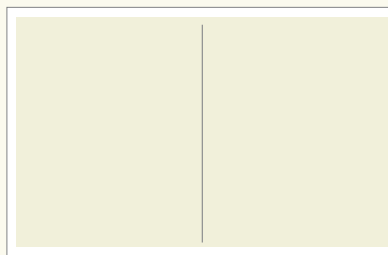
Terms of acceptance of advertising copy:

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

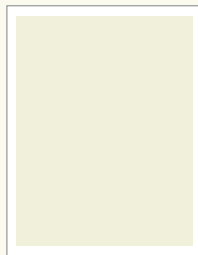
- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

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.

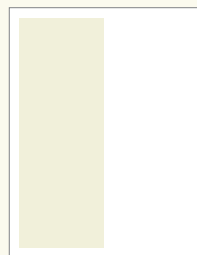
ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



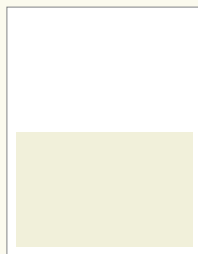
Double-page spread
258 (deep) x 418mm



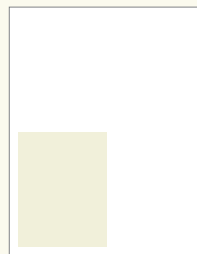
Full page
258 (deep) x 200mm



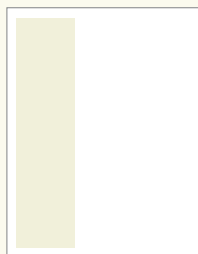
Vertical 1/2-page
258 (deep) x 96mm



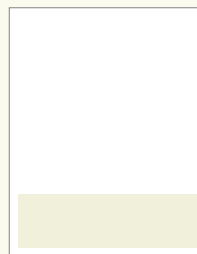
Horizontal 1/2-page
125 (deep) x 200mm



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

Double-page spread

258 (deep) x 418mm

Full page with bleed

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

Full page

258 (deep) x 200mm

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

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.

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