

The leading retail business magazine

# new zealand retail



## NZRA MEMBER BENEFIT RATES IN NZRETAIL MAGAZINE



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**

## 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

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	5225	4833	4441	4128
Full page	2750	2544	2338	2172
Half-page	1705	1577	1449	1347
Third-page	1210	1119	1029	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	5175	4733	4291	3928
Full page	2700	2444	2188	1972
Half-page	1655	1477	1299	1147
Third-page	1160	1019	879	756
Quarter-page	885	765	645	539

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



# SUBSCRIBE TO NZRETAIL

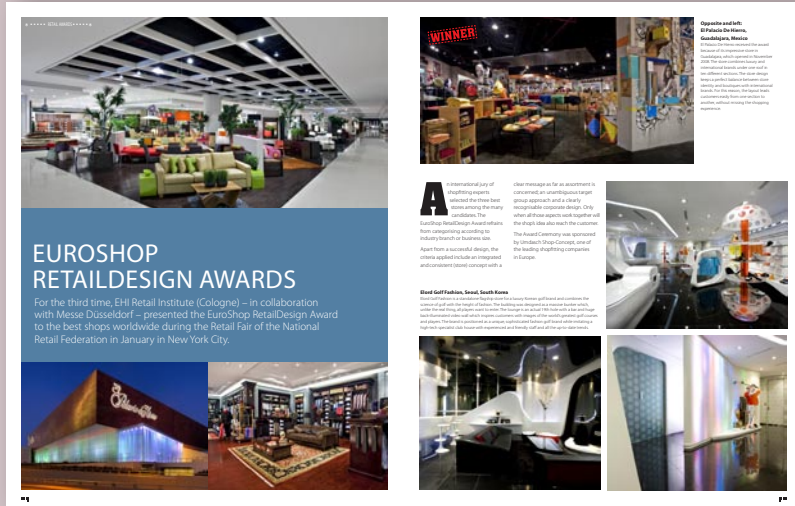
If you're not a member of the New Zealand Retailers Association, you can still keep up to date with the latest retail business news, trends and developments with a subscription to *NZRetail*. The magazine is published 11 times per year (monthly, except January).

## 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 email [subscribe@retail.org.nz](mailto:subscribe@retail.org.nz) or phone 0800 472 472



**EUROSHOP RETAILDESIGN AWARDS**

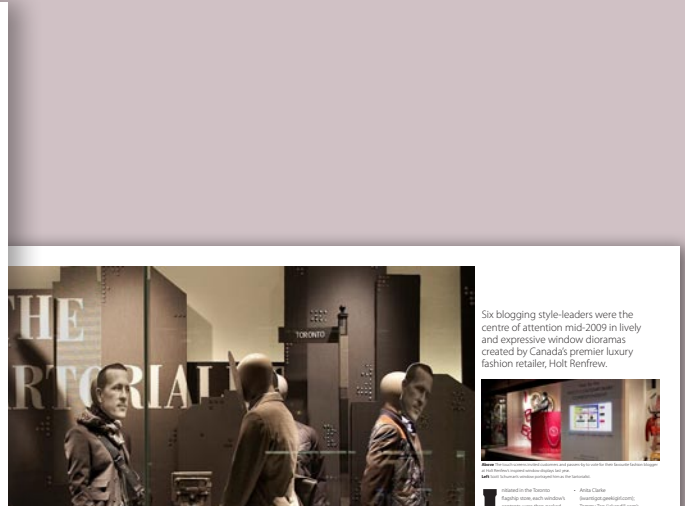
For the third time, EHI Retail Institute (Cologne) – in collaboration with Messe Düsseldorf – presented the EuroShop Retail Design Award to the best shops worldwide during the Retail Fair of the National Retail Federation in January in New York City.

**Opportunity awaits at EuroShop Retail Design Awards**

The international jury of EuroShop Retail Design Awards has selected the three best winners among the many shops that participated in the EuroShop Retail Design Awards. The award ceremony will be held in New York City on January 11th, 2010. The award ceremony will be held in New York City on January 11th, 2010. The award ceremony will be held in New York City on January 11th, 2010.

**Elved Golf Fashion, Seoul, South Korea**

Elved Golf Fashion, Seoul, South Korea, was the winner of the EuroShop Retail Design Award in the Golf Fashion category. The store's design is a perfect example of how to create a unique and memorable shopping experience. The store's design is a perfect example of how to create a unique and memorable shopping experience.



**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**

The window featured the window's interactive content, which was designed to engage customers and provide them with a unique shopping experience. The window featured the window's interactive content, which was designed to engage customers and provide them with a unique shopping experience.



**EUROPE GETS ON-LINE**

**GOLDEN MANUKA DELIGHT**

Golden Manuka Delight is a premium honey product that has gained popularity in Europe. It is a natural and healthy product that is perfect for those who are looking for a natural and healthy product.

**LOYALTY KEEPS EXPANDING**

Loyalty programs are expanding as retailers look for ways to keep customers engaged and coming back for more. This is a key strategy for many retailers, and it is one that is becoming increasingly important.

**EMPLOYMENT BITES**

Employment bites are a new way of looking at the job market. They are a way of looking at the job market that is becoming increasingly important. This is a key strategy for many retailers, and it is one that is becoming increasingly important.

**TAKE A BITE ...**

Take a bite out of the retail world with these new products and services. These are the latest and greatest in retail, and they are sure to make a big impact on the industry.

**BLOOMING IN DUBAI**

Blooming in Dubai is a new retail concept that is making waves in the Middle East. It is a unique and exciting concept that is sure to attract a lot of attention.

**GET INTERACTIVE WITH BRAS THINGS**

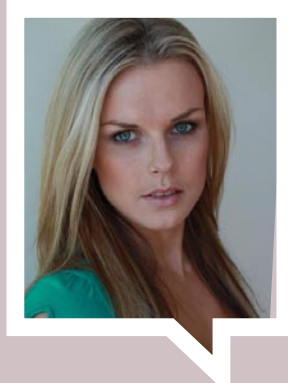
Get interactive with bras things and discover the latest in bra technology. This is a new way of looking at bras, and it is one that is becoming increasingly important.

**VHC COCKTAILS WORLD DOMINATION**

VHC Cocktails is taking the world by storm. It is a new and exciting concept that is sure to attract a lot of attention. This is a key strategy for many retailers, and it is one that is becoming increasingly important.

**MAKING SHOPPING EASIER**

Making shopping easier is a key goal for many retailers. This is a key strategy for many retailers, and it is one that is becoming increasingly important. This is a key strategy for many retailers, and it is one that is becoming increasingly important.



# BOOKINGS AND ENQUIRIES

For more information, bookings or enquiries please contact:

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