



# Talking Shop Media Kit





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The New Zealand Retailers Association offers Associate Members an exclusive opportunity to reach the retail market. Our email newsletter *Talking Shop* is sent out to approximately 6000 NZRA members providing your business with a broad reach to stakeholders from across the retail sector. *Talking Shop* is a monthly publication targeted at senior level management.

There are two types of advertising opportunities in *Talking Shop*:

**Tower Advert** - This advert space is generally booked for business partners but will be available from time to time to Associate Members for \$500 + GST.

**Horizontal Banner Adverts** - These banner adverts are available for Associate Members for \$500 + GST.

*Talking Shop* is exclusive to Associate Members and is offered at discounted rates. We can also offer a multiple booking rate on request.

Artwork is to be supplied as a GIF or JPEG format, 100 dpi (resolution).

For more information or to discuss further please contact:

Rachael Earnshaw, 04 805 0837 or email [rearnshaw@retail.org.nz](mailto:rearnshaw@retail.org.nz)

# Talking Shop advert specifications

## Tower Advert\*

202px width x 431px high  
(Prints as 5.1cm width x 11cm high)  
Resolution: 100dpi

## Horizontal Banner Adverts\*

700px width x 167px high  
(Prints as 18cm width x 4.2cm high)  
Resolution: 100dpi

**TALKING SHOP**  
ABOUT US | CONTACT US | SUBSCRIBERS DIRECTORY

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From the NZRA team and John Albertson, CEO

**Reshaping Retail**  
Technology is changing the retail landscape - with more choice  
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**The importance of being there**  
Brian Finlayson highlights the importance of doing the retail basics well  
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**Shell Card adds up for accounts**  
Versatile staff member fits up at Shell  
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**Centre forward thinking**  
Keeping shopping centres aligned to customer expectations  
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**Spring Gift Fair**  
29-31 August 2010  
Greenlane Showgrounds  
[Enquire here](#)

To advertise in Talking Shop please contact our marketing department [here](#)

**Dream Scene**  
A jewellery store in Sydney incorporates bold design  
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**A brand is not a logo**  
Fraser Gairdne explores some common myths. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tellus est, mattis feugiat, rutrum et, tristique fuctus, purus. Curabitur congue, magna at rutrum mollis, leo eros tempor sapien, id lobortis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [READ MORE](#) | [BACK TO TOP](#)

**Fickle teens and 'tweens**  
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**PREMIER BUSINESS PARTNERS**

Westpac | telecom | meridian

**NATIONAL BUSINESS PARTNERS**

viaduct | Payment | Shell

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Phone 0900 472 472  
[www.retail.org.nz](http://www.retail.org.nz)

**Retailers** association

promoting excellence in retailing

\*Please note that due to variations in newsletter content advert placement may not always be in the same position as shown.