

STYLE

MEDIA KIT 2023

STYLE

WELCOME

BESPOKE LUXURY AT HOME AND ABROAD

STYLE is a celebration of great design, a showcase of top creative talent, and an escape to the world's most luxurious locations.

Be enticed by sophisticated décor and architecture, premium fashion and accessories, innovative beauty products, intriguing art and cultural experiences, and must-visit dining and travel destinations.

STYLE is a way of life that embraces ambition, elegance and extravagance.

STYLE.CO.NZ



STYLE



FROM OUR EDITOR

STYLE reminds us the world is filled with clever and creative people who deserve to be celebrated. The STYLE reader supports and seeks out innovation, whether it's by filling their homes and wardrobes with beautiful things, eating and drinking at fabulous bars and restaurants, or embarking on adventures across New Zealand and the world. Life is short - indulge where you can, and let STYLE inspire you.

Ashley Nolan
Editor

STYLE.CO.NZ



STYLE

MAGAZINE

STYLE magazine is published quarterly in New Zealand. With a print run of 30,000 copies, the magazine is distributed nationally through newsagents, airport retails, and supermarkets as well as to top hair salons, hotels and cafés.

Printed on 118gsm gloss stock, STYLE celebrates beautiful design.

CORE DEMOGRAPHIC AGE

25-59

DISTRIBUTED COPIES

30,000

EDM DATABASE

27,600

INSTAGRAM FOLLOWERS

3,600

FACEBOOK FOLLOWERS

5,600

STYLE.CO.NZ



STYLE

OUR PILLARS



THE EDIT

A carefully curated selection of must-haves, including lust-worthy accessories, up-to-the-minute design, not-to-be-missed cultural events, new releases in beauty and more. It's the best of the season, and the news you need to know from across each of our pillars, ready to be consumed and enjoyed in bite size.



DESIGN

Discover the world's most amazing homes and bring yourself up to date with the latest international design trends. Learn how to elevate your interiors with new-season fabrics, wallpapers and paint, showcased and photographed in a creative setting by top interiors stylists and photographers.



CULTURE

Our comprehensive culture section offers a deep exploration into the arts in Aotearoa. Unique cultural experiences are an integral part of the STYLE reader's lifestyle. STYLE works closely with renowned art galleries, theatres and museums to provide readers with exclusive features from New Zealand and around the globe.



BEAUTY

STYLE talks to a highly engaged, beauty-obsessed audience that looks to our print and digital offerings for the latest beauty advice. Our readers trust our opinion and use STYLE as a valuable tool when investing in beauty products. Each week, STYLE readers spend more than \$2.3 million on fragrance and skincare.



ACCESSORIES

The season's most coveted accessories leap off the page each issue in exclusive photo shoots that present the newest, must-have pieces for the discerning reader. Going behind the scenes, we also interview designers and creatives for a deeper look into the accessories collections sure to become the season's standouts.



FASHION

Each season, STYLE scouts unique and inspiring locations to bring key fashion trends to life. STYLE works with leading photographers, stylists and models to create evocative fashion content, with a focus on high-end clothing and accessories from noteworthy local and international designers.



CONCIERGE

Concierge is your go-to for memorable experiences. Whether it's travelling, drinking, dining or driving, this is your guide to a life well lived. From restaurants, bars and wineries to shopping guides, travel tips and car reviews, Concierge proves that curating a stylish lifestyle is not just about what you have, but what you do.

STYLE

STYLE.CO.NZ

The STYLE universe extends beyond the pages of our magazine. The integration of STYLE across digital and social media platforms inspires a closer connection and higher engagement with STYLE's inquisitive audience.

STYLE.CO.NZ offers further exploration of each of the STYLE pillars, updating our readers daily with the latest in design, culture, beauty, accessories, fashion and concierge.

Each week the STYLE EDM is delivered to our ever-expanding audience and features the latest news, trends and launches.

STYLE.CO.NZ



STYLE

PARTNERSHIPS

The STYLE team are specialists in creating effective integrated content and advertising campaigns. We work with our clients to realise their vision and produce content that can be deployed across a range of channels.

PHOTOGRAPHY

Art directed and produced by STYLE, beautiful shoots are created through close consultation between the client and our talented creatives.

ADVERTORIAL CREATION

The STYLE team collaborates with clients to create bespoke content that engages our audience and delivers the desired result.

VIDEO CONTENT

STYLE works with a talented team of videographers adept at creating compelling moving image campaigns.

EVENTS

From beauty masterclasses to intimate reader dinners, STYLE events attract engaged readers with high disposable incomes and varied interests.



STYLE

ADVERTISING RATES & DEADLINES

DEADLINES & ON-SALE DATES

DEADLINES	AUTUMN 2023	WINTER 2023	SPRING 2023	SUMMER 2024
ADVERTISING MATERIAL	24-Feb	26-May	25-Aug	10-Nov
ADVERTISING BOOKING	22-Feb	24-May	23-Aug	8-Nov
ADVERTORIAL BOOKING	10-Feb	12-May	11-Aug	27-Oct
CANCELLATION	27-Jan	28-Apr	28-Jul	13-Oct
ON-SALE DATE	20-Mar	19-Jun	18-Sep	4-Dec

STYLE.CO.NZ

PRINT RATES

ADVERTISEMENT	RATE
DOUBLE PAGE SPREAD	\$14,750 + GST
FULL PAGE	\$7,500 + GST
HALF PAGE (H/V)	\$4,300 + GST
THIRD PAGE (H/V)	\$2,860 + GST
INSIDE FRONT COVER, DPS	\$17,700 + GST
OUTSIDE BACK COVER	\$9,000 + GST

Print rates exclude GST and are in NZD.
Co-created content and advertorials will be quoted separately.

DIGITAL RATES

ADVERTISEMENT	RATE
RUN OF SITE CAMPAIGN (MREC, LEADERBOARD, SKINS)	\$30 cpm
CATEGORY EXCLUSIVE (MREC, LEADERBOARD, SKINS)	\$60 cpm
HOME PAGE TAKEOVER (MREC, LEADERBOARD, SKINS)	\$120 cpm
SPONSORED FEATURE INCLUDING FACEBOOK + EDM	\$4,000
STYLE E-NEWSLETTER LEADERBOARD, MREC OR INCLUSION	\$500

STYLE SPECIFICATIONS

MAGAZINE

DOUBLE-PAGE SPREAD

Trim: 450mm x 297mm
Safe Type: 440mm x 287mm
(excluding 20mm gutter)
With Bleed: 460mm x 307mm

FULL PAGE

Trim: 225mm x 297mm
Safe Type: 215mm x 287mm
With Bleed: 235mm x 307mm

HALF-PAGE VERTICAL

Trim: 112mm x 297mm
Safe Type: 102mm x 287mm
With Bleed: 122mm x 307mm

HALF-PAGE HORIZONTAL

Trim: 225mm x 148mm
Safe Type: 215mm x 138mm
With Bleed: 235mm x 158mm

THIRD-PAGE VERTICAL

Trim: 75mm x 297mm
Safe Type: 65mm x 287mm
With Bleed: 85mm x 307mm

DIGITAL

LEADERBOARD

728 x 90, jpeg, animated GIF, HTML5

MOBILE LEADERBOARD

320 x 50, jpeg, animated GIF, HTML5

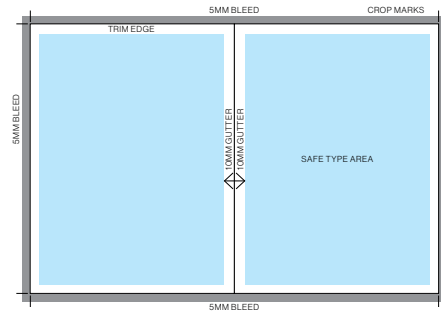
MREC

300 x 250, jpeg, animated GIF, HTML5.
Max file size is 50kb

SKINS (WEBSITE ONLY)

Supply 2 separate files, each one to be
460w x 1200h, jpeg, animated GIF. Max file
size 80-100kb.

STYLE.CO.NZ



THIRD-PAGE HORIZONTAL

Trim: 225mm x 99mm
Safe Type: 215mm x 89mm
With Bleed: 235mm x 109mm

Please ensure all material supplied:

- Includes Crop Marks
- Includes 5mm Bleed on all sides
- Exported as Print Ready PDF
- DPS ads to be supplied as two individual left and right hand pages

SKIN SAFE SPACE

140px in from the edge of content area.
This is the space that will be viewed on all
browsers.

SKIN FILLER SPACE

320px of the skin's width filler space. How
much of this space is viewed will depend
on the browser. Try to avoid putting any
text in this area, just an image.

SOCIAL MEDIA & CONTENT

Please supply images in a jpeg, or tiff file,
minimum 5MB. Please supply logos in
vector eps or ai files.



STYLE

ADVERTISING CONTACTS

SALES ENQUIRIES

LILLIAN McHUGH
INTEGRATION
DIRECTOR

lillian@mindfood.com
T: +64 9 362 0770
M: +64 22 043 1840

SAM MACKEY-WOOD
ADVERTISING
DIRECTOR

sam@mindfood.com
T: +64 9 362 0770
M: +64 21 256 6351

JANINE BOURKE
ACCOUNT DIRECTOR

janine@mindfood.com
T: +64 9 362 0770
M: +64 21 552 736

ALICIA GIUDICE
ADVERTISING
COORDINATOR

alicia@mindfood.com
T: +61 2 9318 1300

NEW ZEALAND

24a Williamson Ave, Grey Lynn, Auckland 1021
T: +64 9 362 0770

AUSTRALIA

102/4-14 Buckingham Street, Surry Hills, NSW 2010
T: +61 2 9318 1300