

# STYLE

MEDIA KIT 2024

# 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

## 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](http://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.



### THE SEASON

STYLE celebrates the diverse tapestry of each season. Each season we embrace the realms of fashion, design, accessories, beauty, and culture. From the effervescent blooms of spring to the cozy warmth of winter, STYLE revels in the unique offerings each season.



### CONCIERGE

Concierge is your go-to for memorable experiences. Sitting at the back of the magazine, the section has had a complete makeover and now includes new restaurants, road trips, recommendations of what to wear, as well as where to travel, stay and dine.



# 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**



PHOTOGRAPHY: SOLVE SUNDSBO



# 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

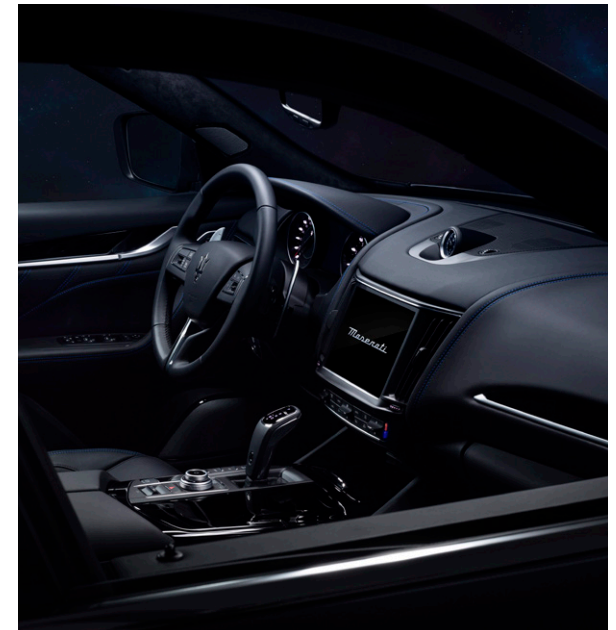
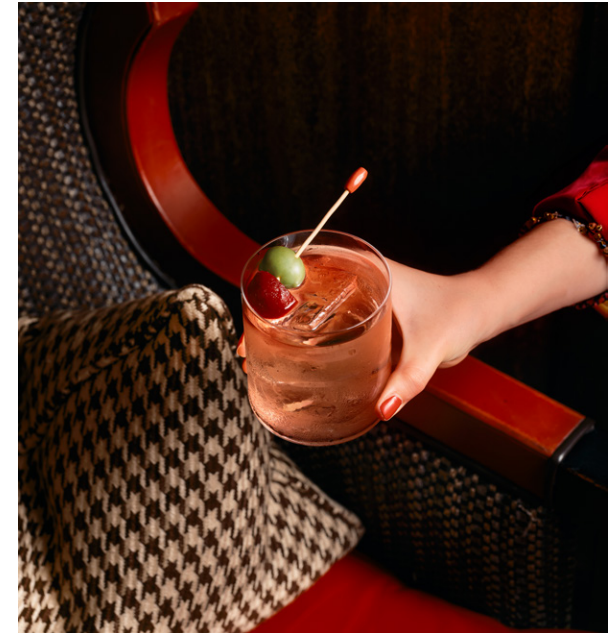
The STYLE team collaborates with clients to create bespoke content that engages our audience and delivers the desired result.

### 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 2024	WINTER 2024	SPRING 2024	SUMMER 2025
ADVERTISING MATERIAL	1-Mar	17-May	23-Aug	15-Nov
ADVERTISING BOOKING	27-Feb	15-May	21-Aug	13-Nov
ADVERTORIAL BOOKING	15-Feb	3-May	9-Aug	1-Nov
CANCELLATION	1-Feb	19-Apr	26-Jul	18-Oct
ON-SALE DATE	25-Mar	10-Jun	16-Sep	9-Dec

STYLE.CO.NZ

### PRINT RATES

ADVERTISEMENT	RATE
DOUBLE PAGE SPREAD	\$14,750 + GST
FULL PAGE	\$7,500 + 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
HOMEPAGE 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

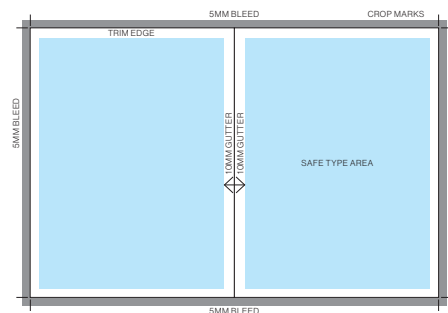
Trim: 450mm x 297mm  
Safe Type: 440mm x 287mm  
(excluding 20mm gutter)  
With Bleed: 460mm x 307mm

### FULL PAGE

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

#### 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





# STYLE SPECIFICATIONS

## DIGITAL

### LEADERBOARD

**Size:** 728 x 90px

**Format:** jpeg, animated GIF, HTML5

**Max file size:** 150kb

### MOBILE LEADERBOARD

**Size:** 320 x 50px

**Format:** jpeg, animated GIF, HTML5

**Max file size:** 150kb

### MREC

**Size:** 300 x 250px

**Format:** jpeg, animated GIF, HTML5

**Max file size:** 150kb



LEADERBOARD

MREC



SKINS

TRUSKIN DESKTOP

### SKINS (desktop only)

**Size:** Supply two separate files, each one to be 460 x 1200px

**Format:** jpeg, animated GIF

**Max file size:** 80-100kb

### SKIN SAFE SPACE

140px in from the edge of the 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.

### TRUSKIN DESKTOP

**Four separate files**

#### Background/safe zone canvas

**Size:** 1592 x 830px

**Format:** png, jpg, gif

**Max file size:** 150kb

#### Left & right skin banners

**Size:** Supply two separate files, each one to be 160 x 600px

**Format:** jpng, jpg, gif, html5

**Max file size:** 100kb

#### Masthead banner

**Size:** 750 x 110px

**Format:** jpng, jpg, gif, html5

**Max file size:** 100kb



# STYLE

## ADVERTISING CONTACTS

### SALES ENQUIRIES

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