

STYLE

MEDIA KIT 2026



STYLE

WELCOME

LUXURY AT HOME AND ABROAD

STYLE is a celebration of great design, a showcase of top creative talent, and a guide to the world's most desirable 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.

Led by Editor Megan Bedford, an experienced fashion, beauty and lifestyle journalist, each issue provides an inspirational escape that discerning aesthetes across the country reach for throughout the season and beyond. Digital and social platforms continue the conversation with the latest news, shopping motivation and the hot spots everyone is talking about.

STYLE is a way of life that embraces innovation, luxury and elegance.

STYLE.CO.NZ



STYLE

MAGAZINE

STYLE magazine is published biannually in New Zealand, making it an essential guide to the season, arriving at the beginning of each Spring/Summer and Autumn/Winter period. With a print run of 30,000 copies, the magazine is distributed nationally through newsagents, airport retail outlets and supermarkets as well as to top hair salons, hotels and cafés.

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.



THE SEASON

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



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 visit, stay and dine in your favourite destinations around the world.

STYLE

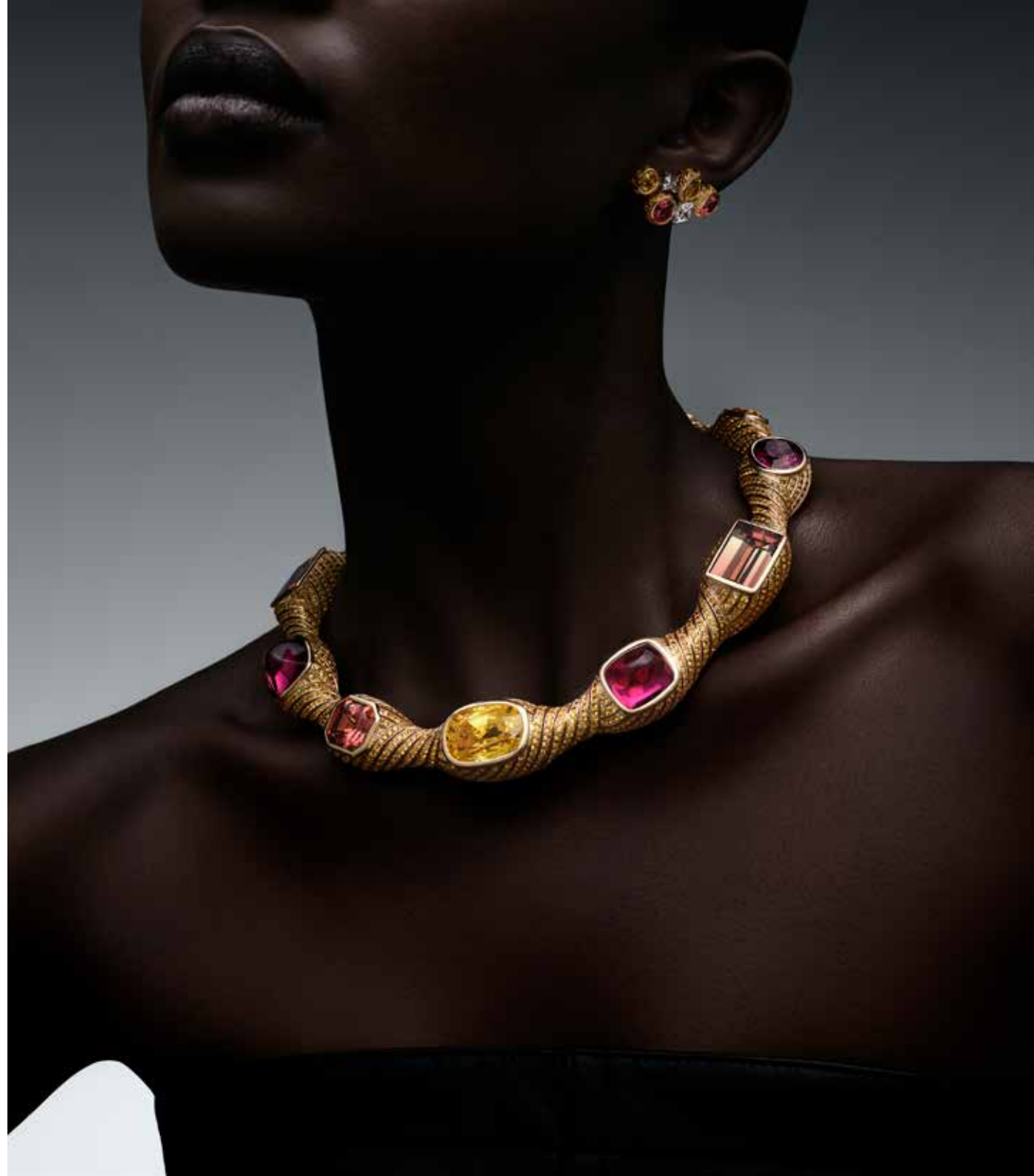
STYLE.CO.NZ

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

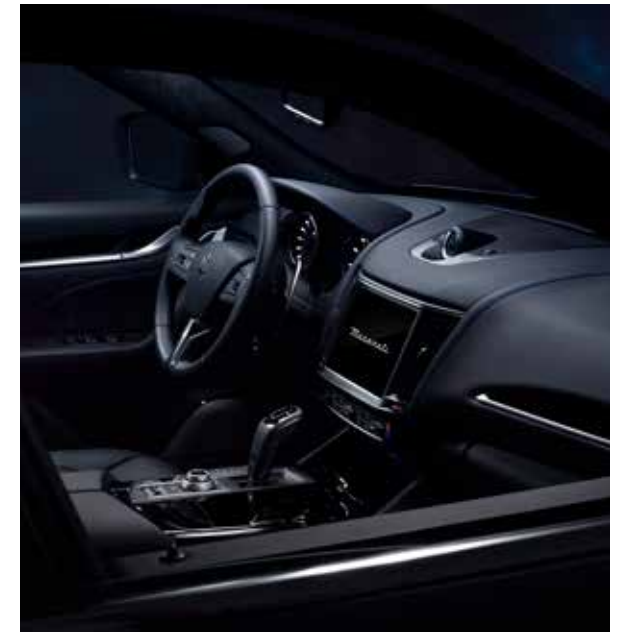
The STYLE team collaborates with clients to create bespoke content that engages our audience and delivers the desired result.

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

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.

DEADLINES & ON-SALE DATES

DEADLINES	AUTUMN/WINTER 2026	SPRING/SUMMER 2026
ADVERTISING MATERIAL	27-Feb	28-Aug
ADVERTISING BOOKING	25-Feb	26-Aug
ADVERTORIAL BOOKING	13-Feb	14-Aug
CANCELLATION	30-Jan	31-Jul
ON-SALE DATE	23-Mar	21-Sep

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

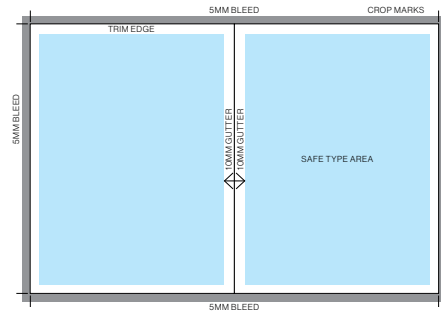
Trim: 450mm x 297mm
Safe Type: 440mm x 287mm
(excluding 20mm gutter)
With Bleed: 460mm x 307mm

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

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: jpeg, jpg, gif, html5

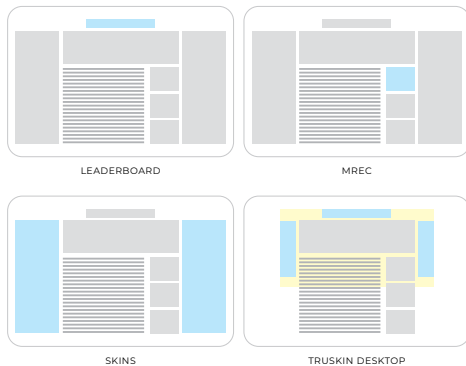
Max file size: 100kb

Masthead banner

Size: 750 x 110px

Format: jpeg, jpg, gif, html5

Max file size: 100kb



STYLE

ADVERTISING CONTACTS

SALES ENQUIRIES

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