

# 2023

# MEDIA KIT

Updated: January 2023



## FISHING *and* OUTDOORS



POWERED BY  TWR MEDIA

## NZ'S INDEPENDENT VOICE OF FISHING, HUNTING AND OUTDOORS

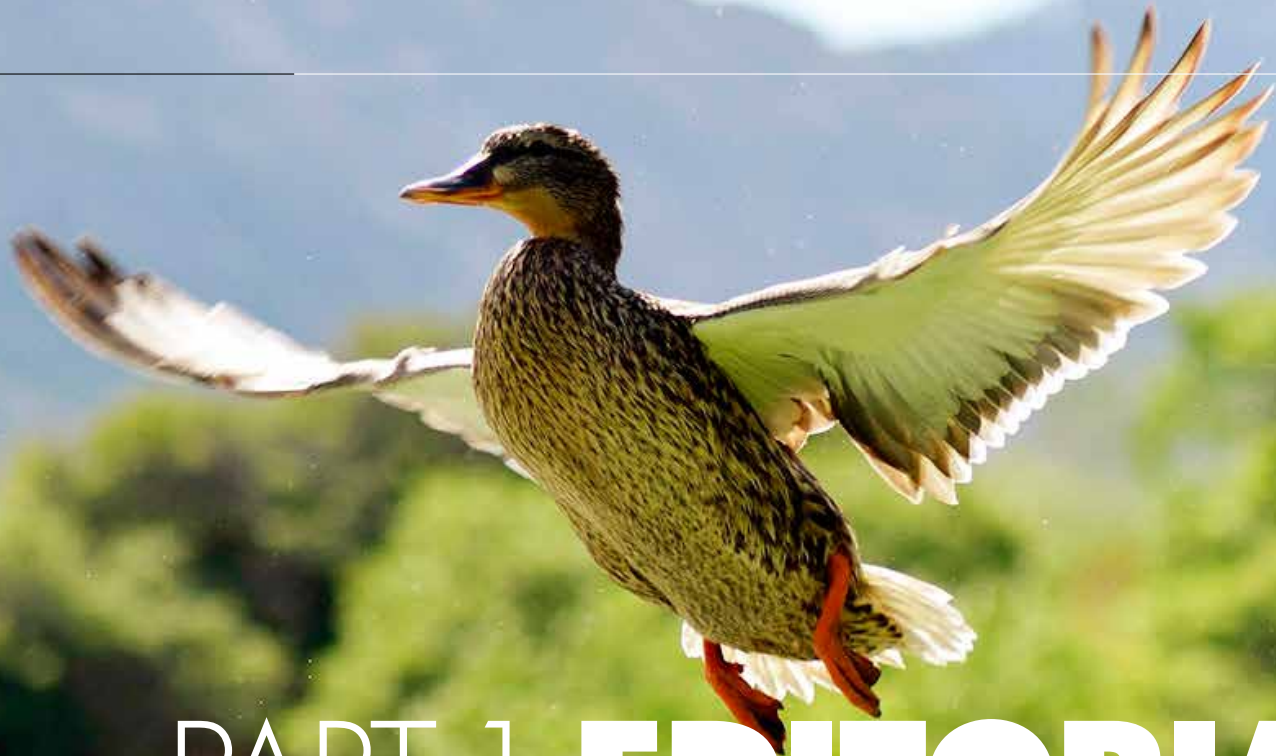
Fishing & Outdoors is a free, monthly print edition distributed in New Zealand that informs readers about events and happenings across the fishing, boating, and hunting communities.

**Print audience:** 281,000



*Readership: Nielsen National  
Readership Survey  
(Q4 2020– Q3 2021)*





**FISHING** and   
**OUTDOORS**

# PART 1: EDITORIAL

## CONTENT

### EDITORIAL

Get up-to-date and relevant news, event reports, industry expert advice, and more with Fishing & Outdoors.

The editorial content—designed by a team of industry writers and the in-house team—engages and informs readers about the newest industry happenings through hard-hitting news pieces, analysis, opinions, and also fun features around hunting and angling adventures.

If you'd like to share information with us, send an e-mail to [editor@fishingoutdoors.co.nz](mailto:editor@fishingoutdoors.co.nz).

### PRINT:

5600 copies

### DISTRIBUTION:

300+ outlets across the North and South Island



**ADVERTISING**

Your brand can now be across Fishing & Outdoors' growing audience. Target your potential customers with affordable print offers below:

- **Full page** (375mm H x 266mm W).....\$950
- **Half page** (190mm H x 266mm W).....\$500
- **Quarter page** (190mm H x 131mm W).....\$350
- **One eighth page** (95mm H x 131mm W) .....\$195
- **Classified** (45mm H x 65mm W) .....\$50

FRONT COVER:

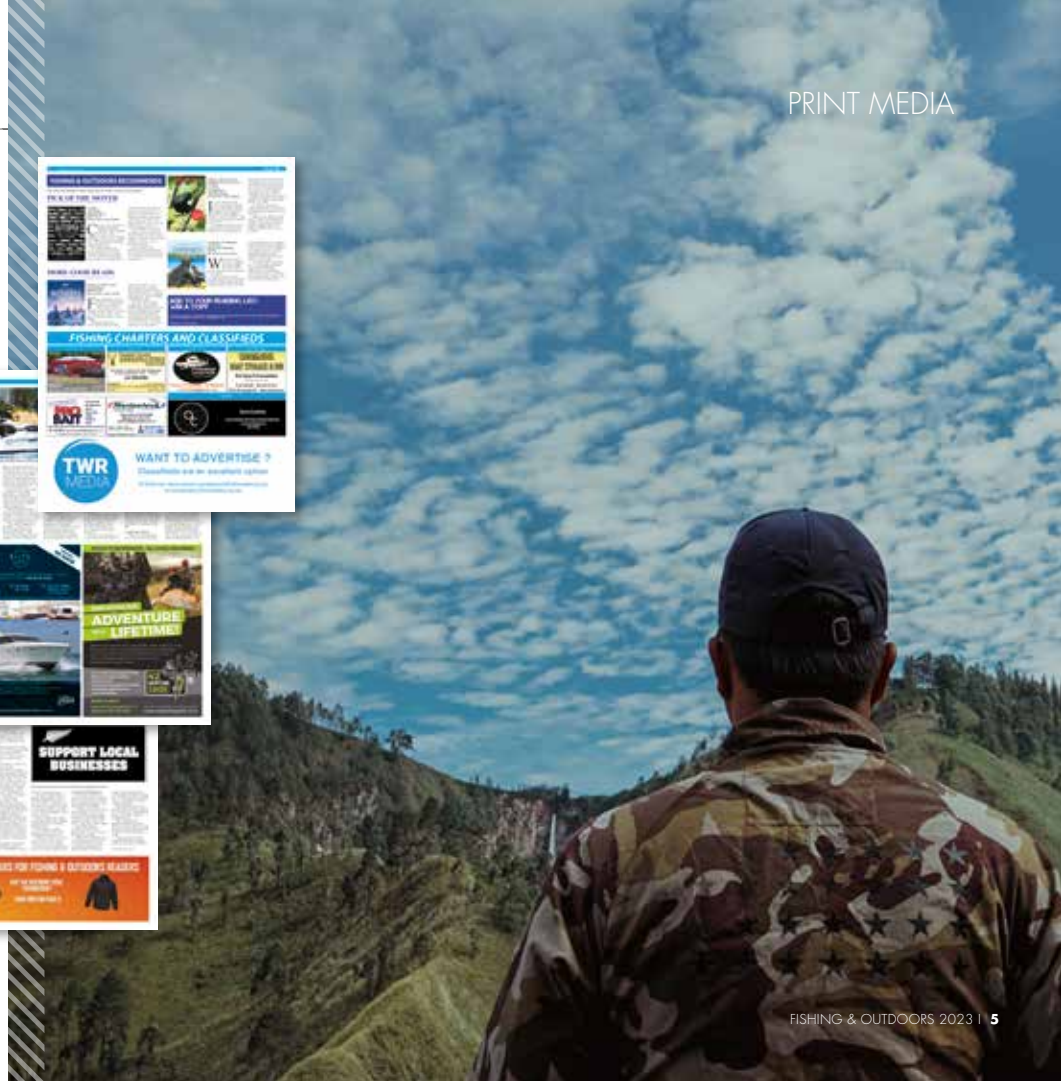
- **Horizontal strip** (73mm H x 266mm W) .....\$550
- **Masthead** (104mm H x 42.6mm W).....\$300

BACK COVER:

- **Full page** .....\$1090
- **Half page** .....\$575
- **Quarter page**.....\$400



For more information  TWR MEDIA editor@fishingoutdoors.co.nz

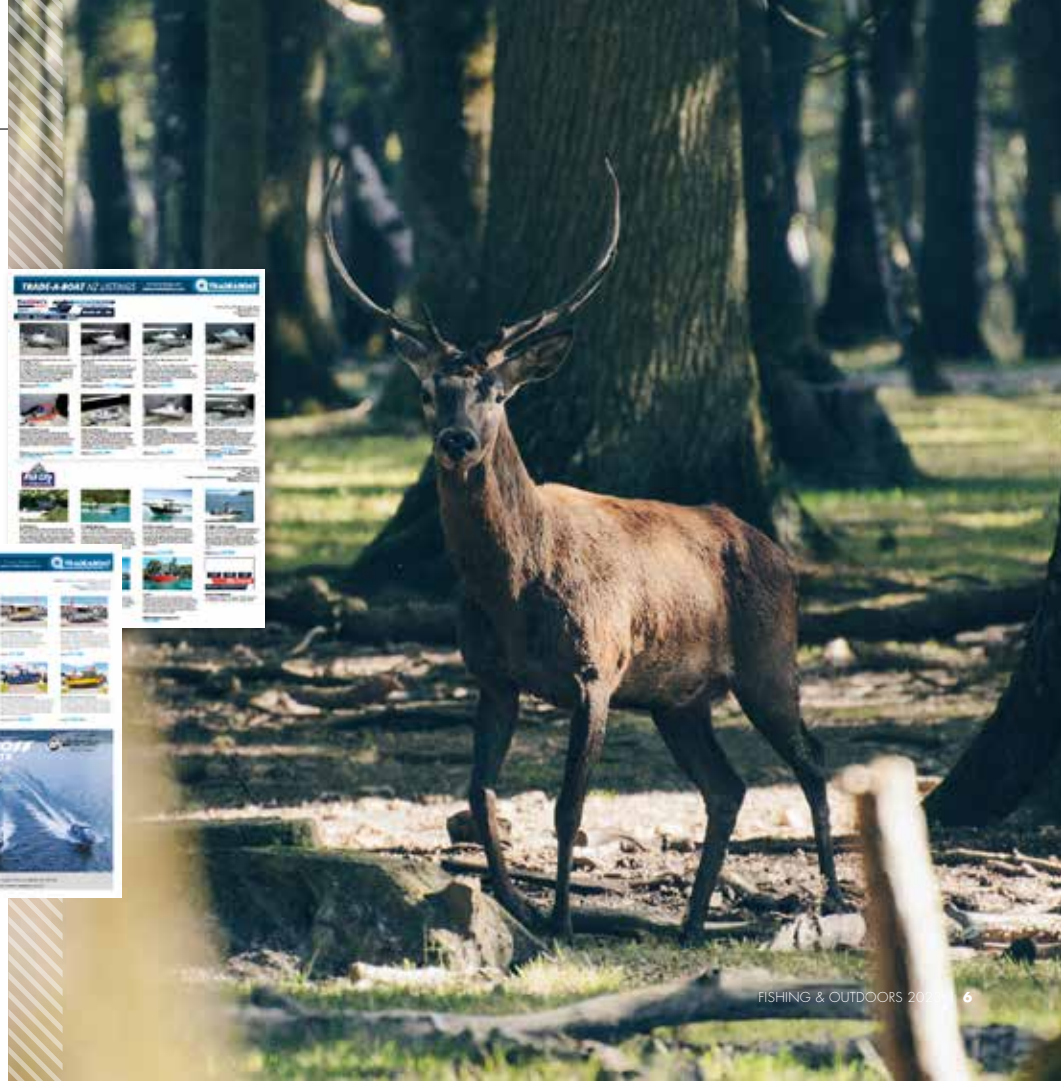


**TRADE-A-BOAT DEALER LISTINGS:**

If you are a boat dealer, here's your chance to be a part of Fishing & Outdoors' dealer listings, designed as a special spread in the newspaper to bring the some of the best offerings from across New Zealand.

- **Full page** (375mm H x 266mm W).....\$950
- **Half page** (190mm H x 266mm W).....\$500
- **Quarter page** (190mm H x 131mm W).....\$350

Ask our sales rep for special deals on Trade-A-Boat NZ online ([tradeaboat.co.nz](http://tradeaboat.co.nz))



For more information  TWR MEDIA [editor@fishingoutdoors.co.nz](mailto:editor@fishingoutdoors.co.nz)

## DEADLINES FOR 2023

Issue	Ad booking deadline	On-sale date
Vol 5 Issue 1	14 December 2022	6 January 2023
Vol 5 Issue 2	24 January 2023	3 February 2023
Vol 5 Issue 3	21 February 2023	3 March 2023
Vol 5 Issue 4	21 March 2023	31 March 2023
Vol 5 Issue 5	24 April 2023	5 May 2023
Vol 5 Issue 6	23 May 2023	2 June 2023
Vol 5 Issue 7	27 June 2023	7 July 2023
Vol 5 Issue 8	25 July 2023	4 August 2023
Vol 5 Issue 9	29 August 2023	8 September 2023
Vol 5 Issue 10	26 September 2023	6 October 2023
Vol 5 Issue 11	24 October 2023	3 November 2023
Vol 5 Issue 12	21 November 2023	1 December 2023
Vol 6 Issue 1	13 December 2023	5 January 2024

For more information  TWR MEDIA editor@fishingoutdoors.co.nz

WWW.FISHINGOUTDOORS.CO.NZ



# PART 3: DIGITAL ADVERTISING





## MONTHLY DIGITAL AUDIENCE

AS ON 01/01/2023

Audience	User sessions	Page impressions	Avg. session duration	Social media (Facebook, Instagram, YouTube)
<b>Marine</b> fishingoutdoors.co.nz tradeboat.co.nz	23,829	47,907	1:62	19,947
<b>Trucks, Construction, and Forestry</b> dealsonwheels.co.nz	17,708	46,130	1:43	14,465
<b>Rural</b> farmtrader.co.nz	38,751	127,455	2:23	13,728

Metrics source: Google Analytics, January 2023



## DIGITAL DISPLAY ADS

Display ads are one of the best way for you to promote your products to the audience who visits **fishingoutdoors.co.nz** each month.

Display ads are shown to audiences who are dedicated to the industry they follow and are often the decision-makers in the purchasing process.

COST PER THOUSAND (CPM)

### Leaderboard

- Specs: 728 x 90
- Rate: \$45 – 50 (ex GST)

### MREC (medium rectangle)

- Specs: 300 x 250
- Rate: \$44 – 50 (ex GST)

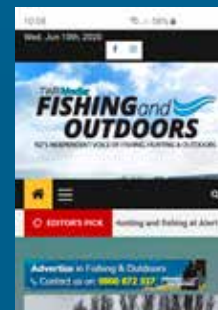
### Mobile banner

- Specs: 300 x 50
- Rate: \$44 – 50 (ex GST)



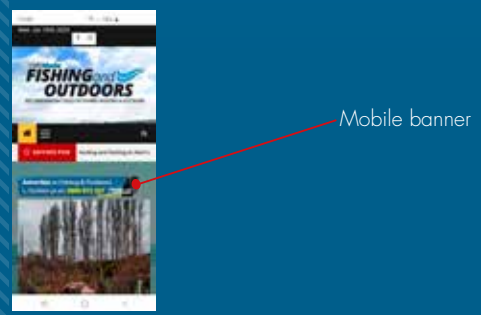
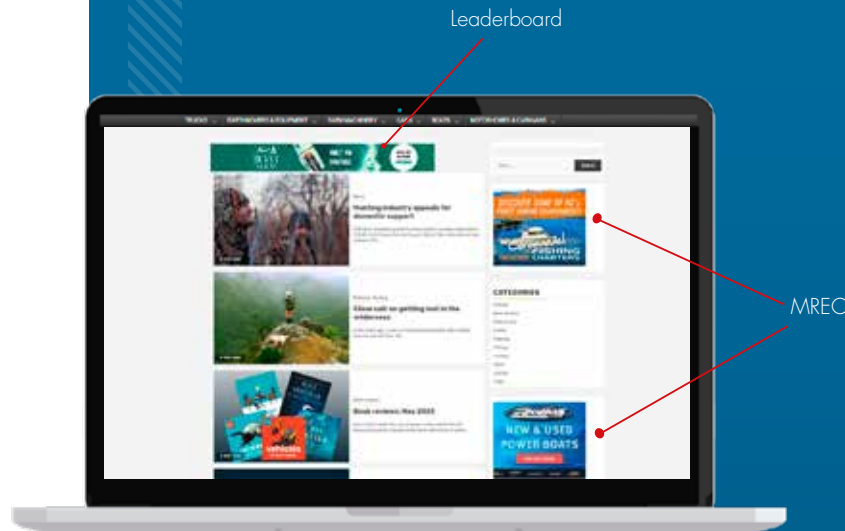
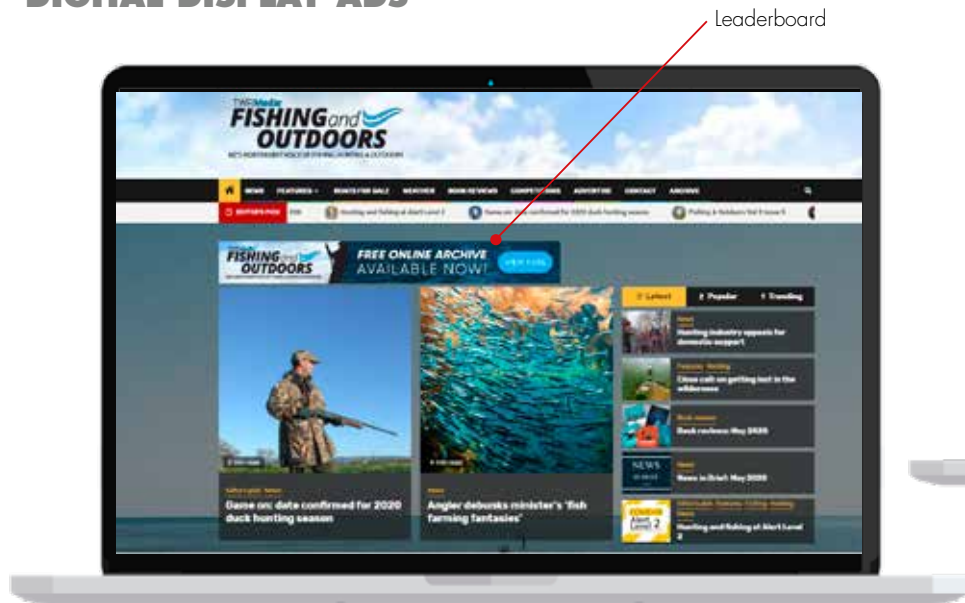
Leaderboard

MREC (medium rectangle)



Mobile banner

## DIGITAL DISPLAY ADS





**FISHING** *and*   
**OUTDOORS**

[WWW.FISHINGOUTDOORS.ORG](http://WWW.FISHINGOUTDOORS.ORG)

**FOR MORE  
INFORMATION**

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