

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.

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)..... \$79

FRONT COVER:

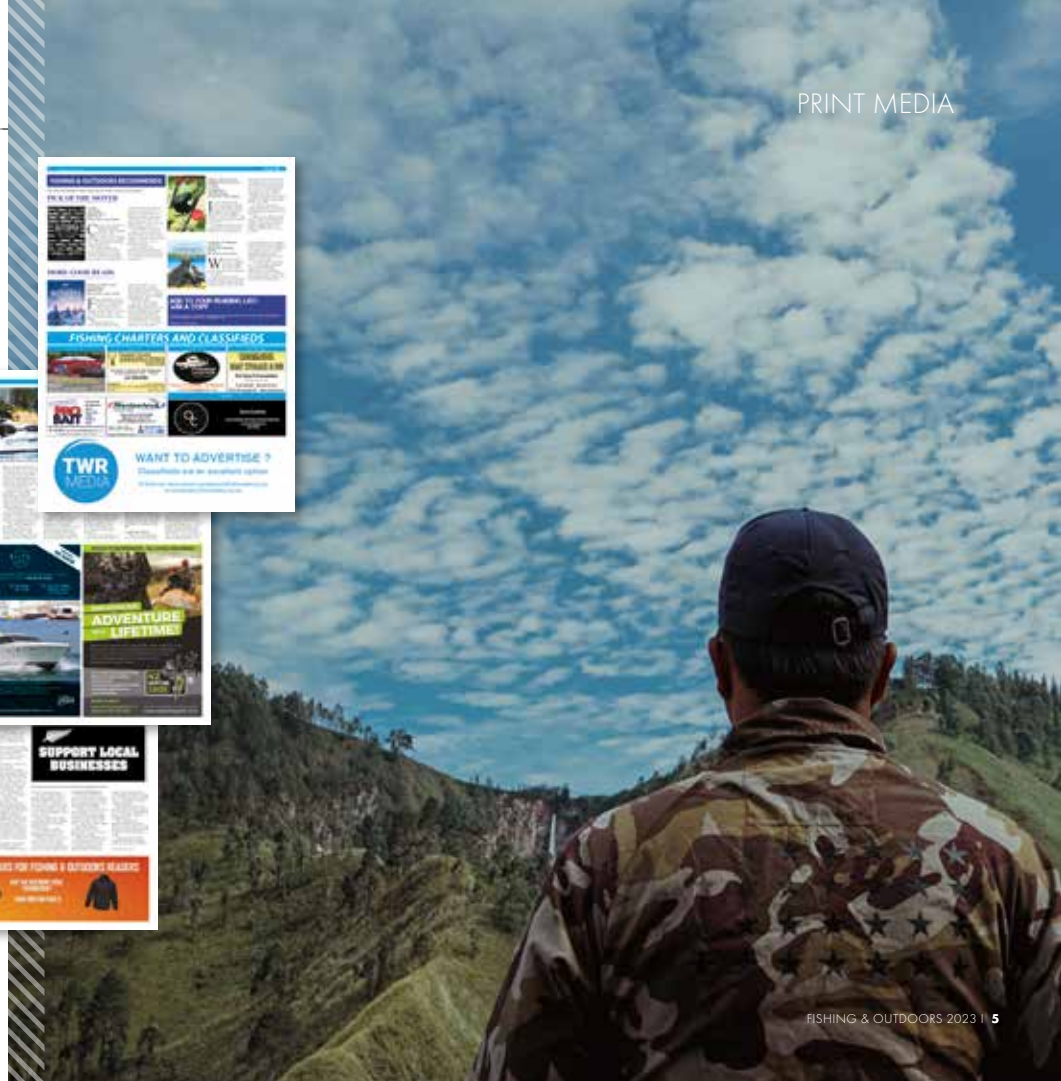
- **Horizontal strip** (73mm H x 266mm W).....\$550
- **Masthead** (104mm H x 42.6mm W)\$300

BACK COVER:

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



For more information, contact editor@fishingoutdoors.co.nz



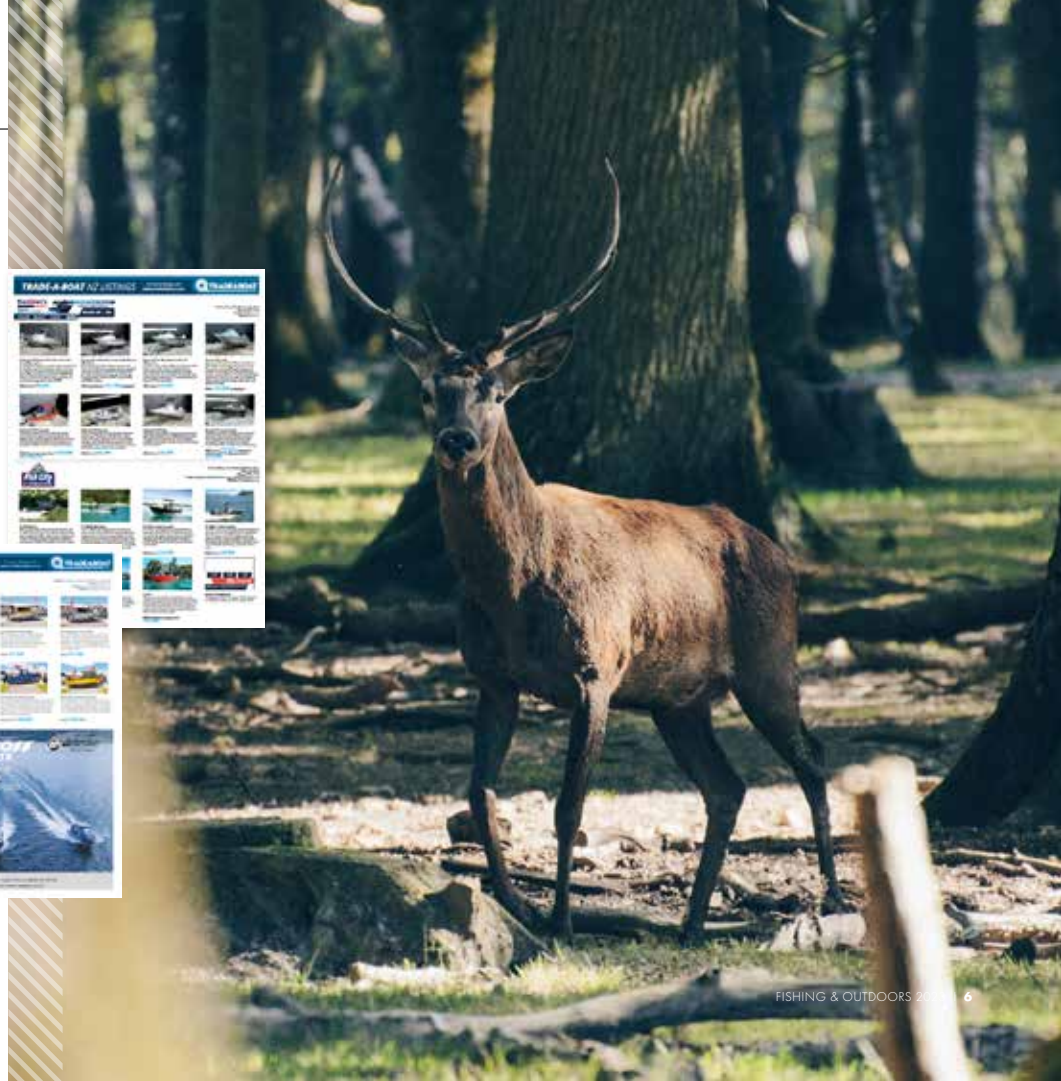
TRADE-A-BOAT DEALER LISTINGS:

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)

For more information, 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, 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)
Marine fishingoutdoors.co.nz tradeaboat.co.nz	23,829	47,907	1:62	19,947
Trucks, Construction, and Forestry dealsonwheels.co.nz	17,708	46,130	1:43	14,465
Rural 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)

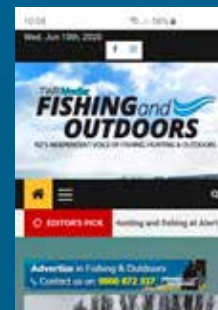
Mobile banner

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



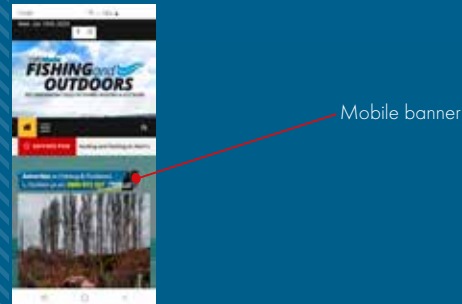
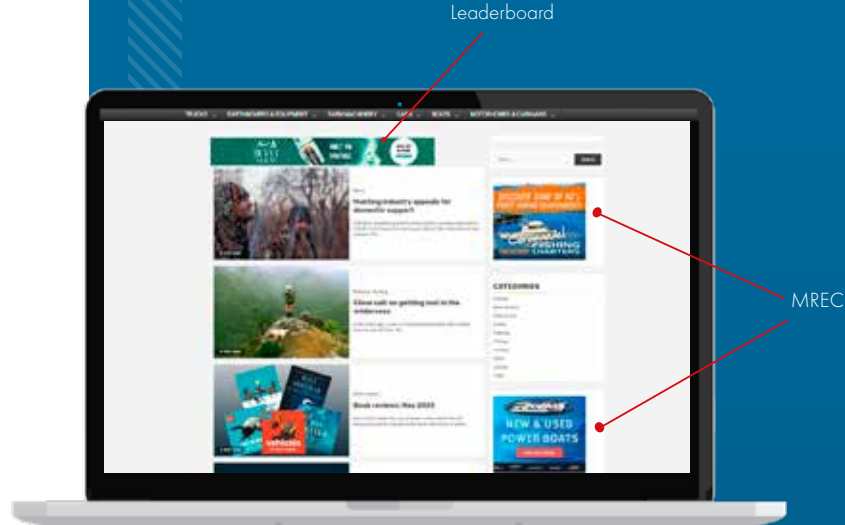
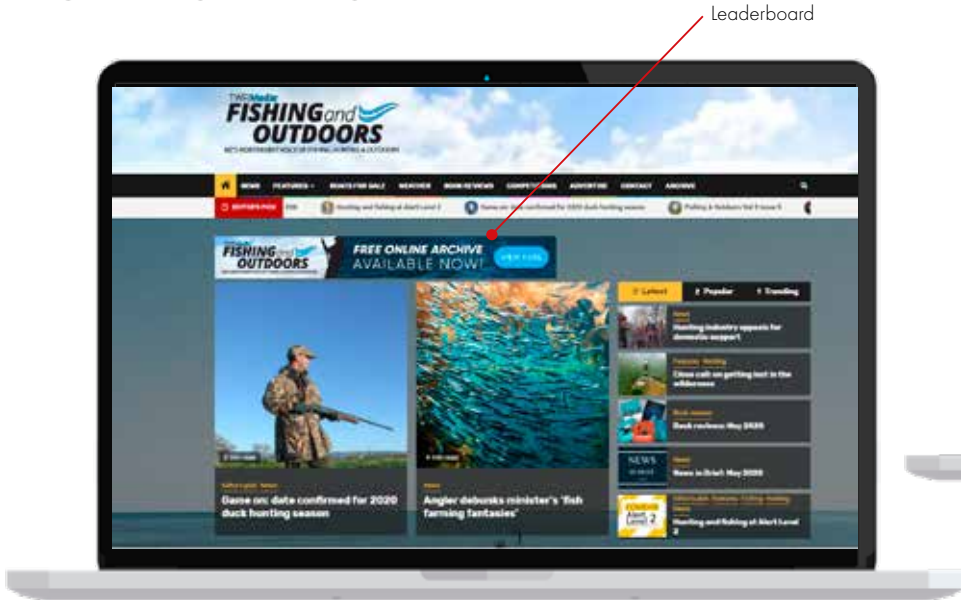
Leaderboard

MREC (medium rectangle)



Mobile banner

DIGITAL DISPLAY ADS





FISHING *and* 
OUTDOORS

WWW.FISHINGOUTDOORS.ORG

**FOR MORE
INFORMATION**

TWR MEDIA

HELPDESK@TWRMEDIA.CO.NZ

0800 872 337

