

# BUNNINGS

MAGAZINE **MEDIA KIT FY23**

**WINNER**  
Best Custom  
Magazine\*

**CONTACT BUNNINGS MAGAZINE ADVERTISING TEAM**

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# The role of Bunnings magazine



## Providing inspiration, information, smart solutions and DIY advice

### Inspiring magic

We help Bunnings customers to improve, update and renovate their homes and gardens, sharing the latest trends in home design, and presenting them via sumptuous photography and beautifully styled rooms

### Providing expert advice

We deliver tips and advice on all kinds of home maintenance tasks, from cleaning the barbecue to servicing the lawnmower, all in an engaging, expert tone

### Delivering great ideas

We give customers information on every aspect of planning different rooms and spaces, from kitchens and bathrooms to outdoor rooms, as well as keeping them up-to-date with the latest in smart home technology

### DIY solutions

We share a host of DIY tasks from simple makeovers to inspiring, build-from-scratch projects, presented in a clear, step-by-step format.

### Curating shopping

We help customers navigate the extensive Bunnings range, sharing those hidden gems that they might not know about. We showcase the newest products in store via stylish room sets

### Sharing the love

The magazine is available free in all 41 Bunnings stores across New Zealand

# Why Bunnings magazine?



Why your brand needs to be in Bunnings magazine:

### Extend your reach:

- **50,000** copies distributed nationally every quarter\*
- Content distributed to an eDM database of **104,000+**\*
- Average time spent reading eMagazine is almost **4 minutes**\*

### Drive sales:

- **30%** sales uplift on featured products^

**FREE**  
for Bunnings  
customers

DISTRIBUTED IN  
**41**  
BUNNINGS  
STORES  
NATIONALLY

**50,000**  
copies  
distributed  
in store





# New Zealanders crave home & renovation content



## New Zealanders crave home & renovation content

**PLANNERS:** 46% of New Zealanders are planning to renovate in 2022, with the average household planning to spend \$18k.

**TRENDSSETTERS:** they're switching up interiors, 7 in 10 renovating homeowners are investing and prioritising their interior rooms.\*

**ADVICE-SEEKERS:** more than 4 in 5 homeowners sought help from professionals for their renovations, **relying heavily on the expertise of speciality service providers.\***

**FINANCIALLY CAPABLE:** The top reason homeowners are starting their renovation in 2022 is because they finally have the financial means to do so (37%).\*

# Meet the Bunnings customer

New Zealand home owners spent an average of **\$80,700** on their renovations\*.  
Planned renovation spend increases YoY, with nearly half of homeowners planning to renovate in 2022.\*  
Bunnings customers are:



## Young professionals and metros

**20-45**, live in metropolitan regions, manager or professionals



## Small business owners, tradies and commercial

Construction, trade skilled workers, farm owners, small business owners



## DIY families

Parents of children under 18, own their own home and intend to spend a substantial amount on renovations



## Empty nesters nesting

Empty nesters who keep up-to-date with home improvements

# Driving action across all channels

Speak to our advertising team about bespoke multi-channel packages that can be created to meet your marketing objectives.

## MAGAZINE

50,000 copies distributed every issue



## EDM

105,000+ subscribers



## WEBSITE

2.6 million sessions per month



# BUNNINGS

content inspires and drives action across channels

## STORES

41 stores



## YOUTUBE

359,000+ YouTube subscribers



## SOCIAL

Instagram and Facebook  
Reach 126,886  
Engagement 3,387





# Supplied brand ads

Advertise your brand in a way that creates visual impact, builds brand awareness and drives sales of your product at Bunnings.

Placement options include a full page brand ad, double page spread (DPS) or half page vertical.

Speak to our advertising team about securing a premium placement on our inside and outside covers. All advertisements are subject to approval by Bunnings. Advertisements should complement Bunnings brand, please refer to advertising guidelines, page 15.

Note: a limited number of broken space brand ads are available in each issue.



DOUBLE PAGE SPREAD



FULL PAGE



HALF PAGE

# Advertorial opportunities

Integrate your brand within our magazine environment by letting our expert editorial team develop an advertorial for your product. Our advertorials offer readers inspiration and ideas in our trusted Bunnings magazine style.

Both full page and double page spreads are available. Please contact our advertising team who will guide you through the booking process and provide you with the briefing form.

**DOUBLE PAGE SPREAD**

**Promotion**

### Face value

Resurfacing concrete surfaces to stunning with MaxPro Pebbles Resurfacer

STEP BY STEP

1. Prepare the surface by removing any loose material and cleaning the area.

2. Apply the product to the surface in a thin, even layer.

3. Spread the product evenly across the surface.

4. Finish the surface with a final coat of the product.

**MaxPro Pebbles Resurfacer**

**Promotion**

### Stuck on you

For all those messy DIY jobs, stop the mess and get them done in a jiffy with Selleys Mount Top™ adhesive

**STAYING STRONG**

Selleys Mount Top™ adhesive is a fast-drying, high-strength adhesive that is perfect for all your DIY projects. It's easy to use and dries clear, so you can see your work as you go.

**LOOK & LEARN**

Use Selleys Mount Top™ adhesive to attach tiles, stones, and other decorative items to walls and floors. It's also perfect for repairing damaged surfaces.

**Selleys**

**Promotion**

### What lies beneath

Use the right foundations for a bathroom that will go the distance, with James Hardie products for living floors and walls

**James Hardie**

**What lies beneath**

Use the right foundations for a bathroom that will go the distance, with James Hardie products for living floors and walls.

**NOTE:** These designs are only indicative and individual placements may vary from these examples.



# Sponsored editorial features

Position your brand top-of-mind in a contextual editorial environment by sponsoring a feature in Bunnings magazine. Our brand team crafts the feature based on seasonality and customer insight, then places your brand within the section through full page and strip brand ads. This directly links your brand to relevant content in order to influence our readers' purchase decisions.



Brand ad opener



Editorial with DPS strip ad



Brand ad closing feature

## ENVIRONMENT

Bunnings magazine will provide an editorial environment with a feature focusing on a relevant topic. Content inspires purchase and placing your brand advertisements in an environment that complements your brand will drive sales and/brand awareness.

## STRIP AD

To reinforce the relationship between the editorial and advertising there will be a strip advertisement placed across one DPS execution within the feature  
NOTE: No strip ads are allowed in any other execution.

## 2 BRAND ADS

A brand ad leads into the feature, and a different brand ad from the same supplier leads out of the feature.

# Bunnings magazine advertising rates

50,000  
COPIES  
DISTRIBUTED  
NATIONALLY

MAGAZINE RATE CARD	COMMITMENT RESULTS IN A MEDIA DISCOUNT			
	CASUAL	2X	3X	4X
Inside Front Cover Spread	12000	10800	10200	9600
Outside Back Cover	6600	5940	5610	5280
Inside Back Cover	6600	5940	5610	5280
Full Page	5550	4995	4720	4440
Double Page Spread	10000	9000	8500	8000
Half Page	3300	2970	2805	2640
Third Page	2500	2250	2125	2000

Please note:

- For guaranteed right-hand page positioning, an additional 10% load charge applies
- Rates are applicable to all bookings to 31 December 2022 and exclude GST, agency commission and material submission costs. Please note that the submission cost is compulsory and our advertising team can advise on options
- Please get in touch with our advertising team for availability and more information about sponsored editorial features and gatefold covers



# Bunnings magazine print material deadlines

ISSUES	BOOKING DEADLINE	MATERIAL SUBMITTED TO BUNNINGS FOR APPROVAL	IN-STORE DATE
SUMMER ISSUE (NOVEMBER 2022/23)	7th of October 2022	10th of October 2022	10th of November 2022
AUTUMN ISSUE (MARCH-23)	18th of January	2nd of February	2nd of March
WINTER ISSUE (JUNE 2023)	18th of April	4th of May	1st of June
SPRING ISSUE (SEPTEMBER 2023)	19th of July	3rd of August	31st of August
SUMMER ISSUE (NOVEMBER 2023/24)	27th of September	12th of October	9th of November

Please note:

- The cancellation deadline is four weeks prior to the booking deadline and a cancellation fee may apply
- Sponsored editorial features require more planning than standard ads so need to be booked three weeks prior to our above booking deadlines
- Refer to page 13 for our Bunnings magazine material specifications when submitting ads

# Advertising requirements

All advertising within Bunnings magazine is subject to the below terms and conditions. If you have any questions please contact our advertising team.

## AVAILABILITY

- Advertising space is limited and issues often close before the booking deadline; bookings are only secured when booking confirmation is received from our Bunnings magazine advertising team. If you have booked an advertorial, you will receive an advertorial briefing form to be completed
- Limited broken space (half and third page verticals) is available in every issue and position cannot be guaranteed

## RANGING

- If ranging is not available in all states, the specific states must be noted.

## MATERIAL REQUIREMENTS

- Low-res PDFs need to be approved by Bunnings before final submission. Our advertising team will facilitate this approval
- Once low-res PDFs have been approved by Bunnings, a booking ID number will be provided for all ads to be uploaded digitally. See material specifications on pages 13-14

## USE OF BUNNINGS ASSETS

- Bunnings asset requirements used on brand ads must be met and approved by Bunnings prior to upload of final material

## ADVERTORIALS

- Each advertorial can only support a limited number of products due to space
- New products not yet available in store will require samples to be sent to our editorial team for photography (if required)
- Additional requirements per best practice sheet





# Bunnings magazine material specifications

## BUNNINGS APPROVAL

A low-res PDF of your advertisement is required to be submitted to Yulia McKenzie; production@hawkhurst.co.nz, to facilitate Bunnings approval.

## MATERIAL SUBMISSION

When your material has been approved by Bunnings, our advertising team will provide a booking ID number that you will need for material submission. Medium Rare Content Agency only accepts advertising material via Quickcut/ Adsend or SENDlite. Please note there is a submission fee using these providers.

## FOR MORE INFORMATION PLEASE CONTACT:

### SENDlite:

**Web:** <https://mediumrare.sendlite.net/>

**Tel:** +61 2 9818 1965

### Quickcut/ Adsend (Adstream):

**Web:** [adsend.com.au](https://adsend.com.au)

**Tel:** 0800 237 873 (New Zealand-only tech support) or 1300 768 988 (Australia-only tech support)

**Email:** [printnz@adstream.com.au](mailto:printnz@adstream.com.au)

**NOTE:** When uploading advertising material via Quickcut do not include crop marks on the PDF file, as these will be automatically generated.

When supplying advertising material it is essential that you supply your complete booking number (including the 2 letters at the end) e.g. 12345678AB, and please ensure that the on-sale date and magazine name are entered.

Left/right hand pages on double page spreads are to be noted at the end of the booking number, e.g. 12345678ABL / 12345678ABR.

The order of consecutive advertisements is to be noted in the material instructions.

Please contact production ([adproduction@news.com.au](mailto:adproduction@news.com.au)) prior to sending revised files to ensure that the correct material appears.

## PROOFS

For accurate colour reproduction, all advertising material must be accompanied by a 3DAPv3 colour proof created from the supplied file at 100%. Medium Rare Content Agency uses guidelines for ISO 12647-2 (3DAPv3), a standard for proofing and printing.

In order to verify that a proof is compliant with the 3DAPv3 proofing requirements, each proof must be supplied with a 3DAPv3 endorsed control strip printed next to the advertisement.

No responsibility will be taken for print colour reproduction when a 3DAPv3 colour proof is not supplied.

For more information regarding 3DAPv3 proofing guidelines, visit [3dap.com.au](http://3dap.com.au)

## FILE FORMAT

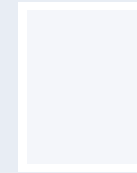
Medium Rare Content Agency uses 3DAPv3 separation profiles (3DAPv3PAPERTYPE-3\_280\_F45.icc), an Australian standard for proofing and printing.

Files need to be created in PDF version 1.3 or 1.4.

PDF files need to be supplied in CMYK format with all fonts embedded into the file. RGB or spot colour files will be rejected.

PDF files need to be supplied as single page files, unless supplying gatefold PDF files.

## AD SIZING

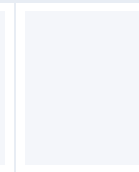


### FULL PAGE

Trim: 275mm x 210mm wide

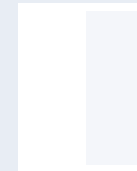
\*Type/design: 255mm x 180mm wide

Bleed: 285mm x 220mm wide



### DOUBLE PAGE SPREAD

To be supplied as two single full pages

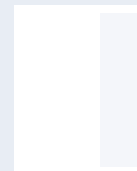


### HALF PAGE VERTICAL

Trim: 275mm x 103mm wide

\*Type/design: 255mm x 90mm wide

Bleed: 285mm x 113mm wide



### THIRD PAGE VERTICAL

Trim: 275mm x 70mm wide

\*Type/design: 240mm x 56mm wide

Bleed: 285mm x 80mm wide

Bunnings is a saddle-stitched publication.

## CONTACT

Yulia McKenzie 021 969 091

[production@hawkhurst.co.nz](mailto:production@hawkhurst.co.nz)

**DISCLAIMER** While Medium Rare Content Agency is committed to producing magazines of the highest calibre and will ensure advertising material is reproduced as intended, the responsibility is firmly with the client/agency to supply advertising material according to our specifications. No responsibility will be taken if advertising material is not supplied according to Medium Rare Content specifications. Medium Rare Content cannot accept requests to modify supplied advertising material. Advertising material must be delivered on time so that quality checking procedures can take place. Advertising material will be archived for three issues and advertising-related correspondence i.e. - MIs, emails confirming repeats etc will be archived for six months. Medium Rare Content reserves the right to refuse any advertising material.

# Bunnings magazine material specifications

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## IMAGES/COLOUR

Images are to be supplied in CMYK format. RGB, LAB or spot files will be rejected.

Images should be supplied at 100% scaling, 300dpi and using the correct 3DAPv3 separation profile; the 3DAPv3 profile will set the correct CMYK separation and total ink limit (see File Format). For more information regarding separation profiles, visit [3dap.com.au](http://3dap.com.au)

No embedded ICC profiles. When Exporting out of Indesign, (Output) select for Profile Inclusion Policy: Don't Include Profiles.

The total ink limit is 280%. Registration colour in the swatches palette should never be used.

Solid black panels should be made up of rich black – 100% black and 50% cyan.

White elements/type need to be set to knock-out.

## DESIGN/TYPE

All type must be a minimum of 8pt and 12pt for reversed type.

Black type smaller than 24 points need to be made up of 100% black only and set to overprint.

Black type larger than 24 points should be made up of rich black – 100% black and 50% cyan.

Extremely thin and fine type, particularly type with serifs, should be avoided.

Due to the trim and binding variance, even distances from trim to borders may vary during the print run. We recommend that borders are made up of one colour, be a minimum thickness of .08mm and sit no less than 10mm in from the trim.

## PAGE LAYOUT

All advertising material is to be supplied to the correct publication trim size and needs to include 5mm bleed (where required). Crop, bleed and registration marks plus page information are to appear on advertising material, offset by a minimum of 6mm.

Ensure that all text and logos are supplied to the correct type/design area specifications (see Ad Sizing).

No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm).

## INTELLECTUAL PROPERTY

Advertisers are responsible for ensuring that all content provided for inclusion or reference in editorial or advertising;

- (i) is owned by, or used under licence by, the content provider;
- (ii) does not infringe the intellectual property rights of any third party, and;
- (iii) is in accordance with all applicable laws, regulations or guidelines.



# Advertising guidelines

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The following guidelines need to be adhered to, in order for advertising campaigns to be published.

The Bunnings customer is diverse. These customers may have varying political, sexual, racial and socio-economic backgrounds and on many occasions may well be children. For these reasons, Bunnings Group Ltd (Bunnings) is sensitive to their needs.

The Bunnings icon brand is well respected and valued, therefore Bunnings reserves the right to approve all magazine advertisements within Bunnings magazine. Bunnings maintains a tight control over the subject matter and general appearance of all advertisements in the magazine. Please see below respective guidelines, which form the basis of approving all published material.

## 1. LEGALITIES

- All advertising shall comply with the relevant Commonwealth and State legislation as well as any requirements imposed by any regulatory authority (e.g. the ACCC).
- All advertising shall comply with voluntary codes of conduct established by the advertising industry ie cigarettes and tobacco products, including any reference to brand names or to smoking, are not permitted.

## 2. CONTENT

- The advertisement should not display any obscene or offensive material or any material with sexual, political, religious or racial overtones.
- Advertising that is, or is likely to be offensive (as decided by the Bunnings Marketing Department) is not permitted i.e. nude or sexual overtones.

- Advertising must be suitable for all ages. Suitable suggests that while the products may not be appropriate for use by children, the advertisement presentation must be morally or ethically correct.

- Advertising of alcohol or gambling will not be permitted

## 3. STANDARDS

- Advertising that does not conform to the style, tone, layout of Bunnings magazine, or that Bunnings regards as not being suitable for the Bunnings customer, will not be accepted.

## 4. CONFLICTS

- Any advertisement that would be in conflict with Bunnings business objectives or would prejudice the interests of Bunnings or its subsidiaries will not be approved to run.
- Advertising should not attempt to duplicate or imitate Bunnings advertising and must not infer in any way that an advertisement in the magazine implies a partnership with Bunnings, unless that is in fact the case. Advertising must not use or reference Bunnings' name or trademarks without Bunnings' prior approval.

## 5. INSERTS

- A maximum of one advertising insert may appear in an edition of Bunnings magazine. Inserts must be bound into the centre of the magazine. Cost schedule to be provided per brief.

## 6. FURTHER INFORMATION

- Should you have any further enquiries regarding the advertising guidelines, do not hesitate to contact us at [bunningsadvertising@mediumrarecontent.com](mailto:bunningsadvertising@mediumrarecontent.com).
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# Your key advertising contacts



**Bunnings magazine is published by  
Medium Rare Content Agency.**

**FOR EDITORIAL ENQUIRIES:**

[bunningseditorial@mediumrarecontent.com](mailto:bunningseditorial@mediumrarecontent.com)

**FOR ADVERTISING ENQUIRIES:**

[bunningsadvertising@mediumrarecontent.com](mailto:bunningsadvertising@mediumrarecontent.com)

**Kerry McKenzie**

Managing Director – Advertising Sales

0275 969 979

[kerry@hawkhurst.co.nz](mailto:kerry@hawkhurst.co.nz)

**Tatiana Serafina**

Accountant/Office Administrator

0224 576 114

[tatiana@hawkhurst.co.nz](mailto:tatiana@hawkhurst.co.nz)

**FOR AD PRODUCTION ENQUIRIES:**

**Yulia McKenzie**

Finance & Sales Director

021 969 091

[production@hawkhurst.co.nz](mailto:production@hawkhurst.co.nz)



**Medium Rare Content Agency**

**Phone:** +61 (0) 2 8114 8962

**Website:** [mediumrarecontent.com](http://mediumrarecontent.com)

# Thank you.



**CONTACT BUNNINGS MAGAZINE ADVERTISING MAGAZINE TEAM**

**Kerry McKenzie 0275 969 979** Managing Director - Advertising Sales [kerry@hawkhurst.co.nz](mailto:kerry@hawkhurst.co.nz)

**Yulia McKenzie 021 969 091** Finance & Sales Director [yulia@hawkhurst.co.nz](mailto:yulia@hawkhurst.co.nz)

**Tatiana Serafina 0224 576 114** Accountant/Office Administrator [tatiana@hawkhurst.co.nz](mailto:tatiana@hawkhurst.co.nz)