

## readership

*GiftBuyer* is for retailers who recognise the need to know what is and what will become available. We aim to reach the leading gift retailers within New Zealand. This means you reach your key customers in every issue.

If your sales representatives aren't able to visit all your customers each call cycle, *GiftBuyer* will!

**Frequency: Bi-monthly**

**Circulation: 6000**



## magazine profile

*GiftBuyer* is New Zealand's only trade publication dedicated to the diverse greater gift and toy markets. Covering the issues that matter to retailers, suppliers and manufacturers in the gift and toy industries, *GiftBuyer* includes information on hot designs, latest trends, product introductions, market analysis, trade show reviews/previews and even tips and advice on how to run businesses more profitably.

With a contemporary design and high quality finish, well researched and incisive articles, *GiftBuyer* is a key publication for retailers looking for new ideas and advice.

If you are a manufacturer or supplier of gift, toy, stationery products or homewares, you can reach your best prospects and customers through *GiftBuyer*. Our ability to deliver your marketing message will build brand awareness and preference, but most importantly help increase sales revenues for your product lines.

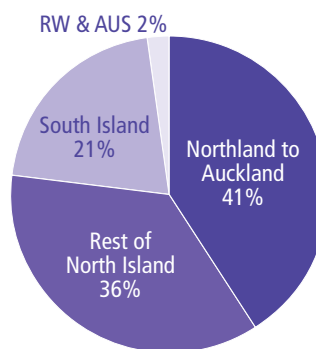
[www.giftbuyer.co.nz](http://www.giftbuyer.co.nz)

## audience

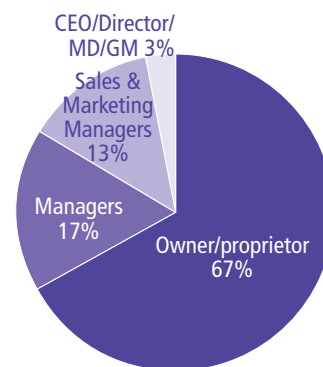
Distributed by direct mail, *GiftBuyer* offers you unparalleled access to buyers and decision makers from retail companies stocking a wide variety of products including toys, stationery, bags and luggage, Christmas decorations, table top items, personal care products, collectibles, men's gifts, outdoor lighting, souvenirs, travel accessories, sporting goods, gourmet foods, furniture, jewellery, clocks and watches, interior decorative accessories and much more.



### regions



### job titles



## shop reader categories

Arts & Crafts	Gift & Souvenir Shops	Pharmacies
Baby	Gourmet Food & Wine	Promotional Products
Bath & Body	Homeware & Kitchenware	Stationery
Department Stores	Jewellery & Gems	Toys & Hobbies
Garden & Florists	Party Supplies	Travel

## editorial material

We seek top-quality exclusive editorial articles and case studies (along with high quality 300dpi images – please DO NOT send low res (prepared for web) or poor quality images) for each issue of *GiftBuyer*. These should be discussed in advance with the editor, Dyani Ellwood.

sales:  
Catherine Murray

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editor:  
Dyani Ellwood

M: 027 215 7899  
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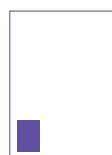
*GiftBuyer* is proudly published by Aston Publishing  
T: +64 9 481 3005 F: +64 9 480 4768  
PO Box 340173, Birkenhead, Auckland 0746,  
New Zealand



# FEATURES

	FEBRUARY 2012	APRIL 2012	JUNE 2012	AUGUST 2012	OCTOBER 2012
	Plush decor	Serving dishes, pots, pans and plates	Dining and drinkwares	Knives and kitchen gadgets	Interior decoratives, art, prints and mirrors
	Arts/crafts and card making	Calendars, cards, diaries and invitations	Desktop	Packaging, wrap and ribbons	Stationery essentials
	Mother's Day	Kiwiana inspirations	Father's Day	Festive trends	Wedding, anniversary and special occasions
	Jewellery, fashion, accessories and bags	Candles and indoor ambience	Bath and body	Jewellery, fashion accessories and bags	New Zealand-made
	Smart toys	Indoor fun	Creative play	The baby boutique	Motion toys
	Retail crime	Retail selling skills	Power of promotion	Up the garden path	Shopfitting
	Gift showcase	Toyfair 2011 Buyers' Guide	Gift Showcase	Christmas Close-Up (Part 1)	Christmas Close-Up (Part 2)
	Toy Showcase				
<b>DEADLINES</b>	<b>FEBRUARY 2012</b>	<b>APRIL 2012</b>	<b>JUNE 2012</b>	<b>AUGUST 2012</b>	<b>OCTOBER 2012</b>
Editorial Contribution	27 January	23 March	18 May	20 July	21 September
Advertising Booking and Material Deadline	3 February	30 March	25 May	27 July	28 September
Approx. Date Retailers Receive Magazine	21 February	19 April	13 June	14 August	16 October

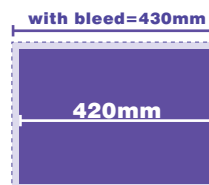
# advertising rates & specifications



**one sixteenth page**  
w 40mm x h 62mm  
Available for the Directory page only



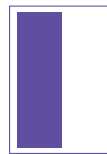
**third page horizontal**  
w 178mm x h 83mm



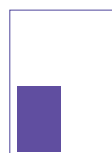
**double page spread**  
420mm wide (+5mm bleed both edges)  
297mm high (+5mm bleed both edges)



**eighth page**  
w 86mm x h 62mm



**half page vertical**  
w 86mm x h 265mm



**quarter page vertical**  
w 86mm x h 130mm



**half page horizontal**  
w 178mm x h 130mm



**quarter page horizontal**  
w 178mm x h 62mm



**full page**  
210mm wide (+5mm bleed both edges)  
297mm high (+5mm bleed both edges)

RATES & SIZES	CASUAL	3X	5X
Double Page Spread	\$4,200	\$3,750	\$3,450
Full Page	\$2,800	\$2,500	\$2,300
1/2 page - Horizontal or Vertical	\$1,500	\$1,350	\$1,200
1/3 page - Horizontal only	\$1,100	\$990	\$880
1/4 page - Horizontal	\$900	\$800	\$720
1/4 page - Vertical	\$750	\$675	\$600
1/8 page - Horizontal	\$499	\$450	\$400
Directory (1/16th)	\$165	\$160	\$150
Onsert	\$2,000		

Maximum size: 297mmH x 210mmW (A4). Maximum weight: 100gsm. Maximum no. of pages: 4.  
Folded onserts must have a 'closed' edge to enable automatic feeding on the bindery equipment.  
Concertina folds are not suitable

Cover positions on request. Rates are in NZ Dollars, and exclusive of GST. Prices are for print ready material, as per advertising rates and specifications.

Cancellation deadline – Six weeks prior to booking deadline. The publisher reserves the right to use previous material if copy is not supplied by deadline, and to charge in full for advertising cancelled after deadline, regardless of the booking date.

Please supply advert material as **PRESS READY PDF** or **PRESS READY EPS** via email to: [cmurray@astonpublishing.co.nz](mailto:cmurray@astonpublishing.co.nz), or supplied on disk to: Catherine Murray, Aston Publishing, PO Box 340173, Birkenhead, Auckland 0746.

## online advertising

BANNER				E-NEWSLETTER
Type	Size	Per month	3 month package	Per month
Leaderboard	728 x 90 pixels	NZ\$300	\$750 – save \$250	–
Skyscraper	120 x 600 pixels	NZ\$200	\$400 – save \$200	–
Tower	120 x 240 pixels	NZ\$150	\$300 – save \$150	NZ\$250
Button	120 x 90 pixels	NZ\$100	\$200 – save \$100	NZ\$200

Simply provide the URL link (to which the banner should click to), message, logo and images to [cmurray@astonpublishing.co.nz](mailto:cmurray@astonpublishing.co.nz)

[www.giftbuyer.co.nz](http://www.giftbuyer.co.nz) supports IAB International Banner specifications. Rates for online and e-newsletter advertising are non-commission bearing'.

Online advertising material specifications: Max file size = 50 kilobytes. File format can be either jpeg, gif or flash



Leaderboard  
.....728 x 90 pixels

Skyscraper  
.....120 x 600 pixels

Tower  
120 x 240 pixels.....

Tower  
120 x 240 pixels.....

Button  
.....120 x 90 pixels