

Advertising rates & advert specifications - January 2026

Advertising Rates

[Replaces all earlier versions and subject to change]

	Orientation	Ad Size (width x height)	Rate
Back Cover	Vertical	210 mm x 297 mm (text area 180 mm x 267 mm)	\$2100
Inside Covers'	Vertical	210 mm x 297 mm (text area 180 mm x 267 mm)	\$1900
Full page inside	Vertical	210 mm x 297 mm (text area 180 mm x 267 mm)	\$1750
Half page inside	Horizontal	180 mm x 133.5 mm	\$950
Half page inside	Vertical	87.75 mm x 267 mm	\$950
Third page - 1	Horizontal	180 mm x 90 mm	\$655
Third page - 2	Portrait	118.5 mm x 133.5 mm	\$655
Third page - 3	Vertical	57 mm x 267 mm	\$655
Quarter page	Horizontal	118.5 mm x 90 mm	\$545
Quarter page	Vertical	87.75 mm x 118.5 mm	\$545
Eighth page strip	Horizontal	180 mm x 40 mm	\$415
Ninth page	Vertical	57 mm x 90 mm	\$275
Inserts (x 3000) - by arrangement		210 mm x 297 mm	\$1000

All full page ads MUST include 3mm bleed and trims.

NOTE:
These rates do not include agency commission, are exclusive of GST and are subject to change without notification.

All rates are shown per insertion. Origination, file manipulation and resizing will incur additional charges (\$50 initial setup fee and/or an hourly rate of \$100), separate from the above positional rates.

Bookings

Please contact the Advertising Manager for confirmation of booking and material deadlines and for preferred position bookings, e.g. inside front cover. Check with the Advertising Manager for availability. All advert copy to be directed to kiwifruitjournal@xtra.co.nz and all placements are at the discretion of the publisher.

Deadlines & supply of materials

Bookings by the **beginning of the month** prior to publication. Advert material by **10th of the month** prior to publication. All advert copy to be directed to kiwifruitjournal@xtra.co.nz

February/March	Ads booked before 10th Dec Print-ready ads due before January 10th
April/May	Ads booked before 1st Mar Print-ready ads due before March 10th
June/July	Ads booked before 1st May Print-ready ads due before May 10th
August/September	Ads booked before 1st July Print-ready ads due before July 10th
October/November	Ads booked before 1st Sept Print-ready ads due before Sept 10th
December/January	Ads booked before 1st Nov Print-ready ads due before Nov 10th

Cancellations

Any cancellations must be confirmed with the Advertising Manager no later than 5 working days before the deadline date given on booking. Failure to do so will result in a charge of **20%** of the cost of the advert.

Publication details

The New Zealand Kiwifruit Journal is published bi-monthly in February, April, June, August, October and December.

Submitted articles

To discuss submitting articles please contact the Editor - **Jamie Troughton** on 027 274 3559 or email jamie@dscribe.co.nz

Zespri® brand name standards

All adverts supplied must adhere to the current Zespri brand standards.

Supplied adverts

We prefer that you supply all advert artwork as PDF files. All supplied adverts must be CMYK print-ready/High Resolution PDF files at the correct sizes as above. Spot colours must be converted to CMYK. **All full page adverts (210 x 297) require 3mm bleed and trim marks (Total including bleed = 216 x 303 mm).**

Adverts to be supplied via email to kiwifruitjournal@xtra.co.nz and files must be 10mb or less, larger files will be blocked by our servers. Larger files can be transferred via Dropbox or WeTransfer.

Advertorials

Advertorials will be charged at the applicable space rate (i.e. one page of advertorial = one page rate).

Adverts requiring artwork

For adverts requiring artwork to be created, please supply any text for the advert either by email or emailed Word File. Photos should be supplied as high resolution (300dpi) JPEG or PNG files and logos as high resolution in .AI, .EPS, JPEG, PNG or PDF formats.

Contact us

EDITOR:
Jamie Troughton
M: 027 274 3559
E: jamie@dscribe.co.nz

ADVERTISING MANAGER:
Malcolm Allan
M: 0274 727 929
E: kiwifruitjournal@xtra.co.nz
www.kiwifruitjournal.co.nz

PUBLISHING & SUBSCRIPTIONS:
Kale Print
219 Cameron Road, PO Box 13039,
Tauranga 3141 T: 07 578 7506
E: kale@kaleprint.co.nz
www.kaleprint.co.nz