

BUNNINGS

MAGAZINE **MEDIA KIT 2020**



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 47 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*
- Content distributed to an eDM database of **36,000***
- Average time spent reading eMagazine is almost **4 minutes***

Drive sales:

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

FREE
for Bunnings
customers

DISTRIBUTED IN
47
BUNNINGS
STORES
NATIONALLY



50,000
copies
distributed
in store

New Zealanders crave home & renovation content



New Zealanders are:

RESEARCHERS: 15,300 renovation searches on Google in New Zealand in 2018*

TRENDSETTERS: 71% of New Zealanders said that improving the look and design was their No.1 motivation for renovation*

DEVOTEES: Up to 2.4 million New Zealanders tuned in to watch The Block in 2018^

HANDS ON: 32% prefer to do all the designing, renovating and decorating themselves; they want to know how***

Meet the Bunnings customer

New Zealand home owners spent an average of **\$80,700** on their renovations*. 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



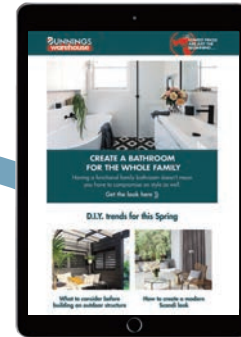
Empty nesters nesting

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

Delivering interaction across owned channels anywhere, anytime



MAGAZINE
50,000 copies
printed every issue



EDM
36,000
customers subscribe to EDMs and are a highly valuable and engaged audience

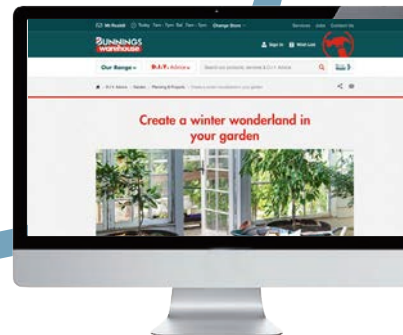
BUNNINGS content influences and inspires ACTION across channels



Bunnings is **TRUSTED** and **HELPS** its customers anywhere, anytime

EVENTS

Bunnings runs highly popular in-store events on a regular basis for engaged shoppers



WEBSITE

Average monthly sessions:
2.3 million
Dwell time:
3:51 minutes

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.



Dulux RENOVATION RANGE

A revolutionary coating to transform your kitchen, bathroom or laundry. Transformation made easy!

IN STORE NOW!

Find out more
dulux.com.au/renovationrange

DOUBLE PAGE SPREAD



KICKSTART YOUR LAWN

Scott's Lawn Builder

TOPDRESS MIX & UNDERLAY
ORGANIC LAWN SOIL
+
IRON FOR GREENER, HEALTHIER LAWNS

- CORRECT UNEVEN AREAS
- LAY NEW TURF OR SEED
- CONDITION SOIL

ATOPDRESS MIX BOOSTED WITH:

- FERTILISER** TO FEED FOR 3 MONTHS
- ORGANIC MATTER** TO IMPROVE SOIL QUALITY
- WETTING AGENT** TO INCREASE WATER RETENTION
- IRON** FOR GREENER, HEALTHIER LAWNS

Lawn Builder

25 Litres

www.lawnbuilder.com.au

FULL PAGE



BATHROOMS

Itatior magnat rectias ewellit veliquos es adis utHenti arum et utem inci te ewellensime viaro con eate voluptas idior-por aut voluero modis eotias erratios dolupta niendam quise. Nequeque culparum lum unt.

Mondella

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

Face value
Reset your outdoor surfaces to stunning with MaxPRO Pebble Resurfacer

I've got a feeling your garden is in need of a little TLC. It's not just the plants that need attention, but the surfaces they sit on. MaxPRO Pebble Resurfacer is a brand-new solution to outdoor surfaces, covering everything from old concrete to old pavers in an attractive, pebble finish. It's perfect for use as a sealant around the base of trees to take your landscaping to the next level, leaving it directly on the soil.

Go for garden glory
MaxPRO Pebble Resurfacer can be used on a wide range of surfaces, from old concrete to old pavers. It's perfect for use as a sealant around the base of trees to take your landscaping to the next level, leaving it directly on the soil.

Hey, good looking
An outdoor garden can be a beautiful place, but it's not just the plants that need attention, but the surfaces they sit on. MaxPRO Pebble Resurfacer is a brand-new solution to outdoor surfaces, covering everything from old concrete to old pavers in an attractive, pebble finish. It's perfect for use as a sealant around the base of trees to take your landscaping to the next level, leaving it directly on the soil.

DIY it?
MaxPRO Pebble Resurfacer is a brand-new solution to outdoor surfaces, covering everything from old concrete to old pavers in an attractive, pebble finish. It's perfect for use as a sealant around the base of trees to take your landscaping to the next level, leaving it directly on the soil.

STEP BY STEP
A few basic tools and a can-do attitude are all you need to get started on your magic makeover.

Promotion

FULL PAGE

Stuck on you
For all those naggy DIY jobs, skip the screws and get them done in a jiffy with Sellaies Hold Up™ adhesive

Shedding started
Beautifully styled storage is an easy shortcut to a polished interior, but first you need to bring your shelves, Sellaies Hold Up makes the job so much easier – and, unlike traditional screws, it's invisible.

Shelves to hang? Tired of nags? Now you can work smarter, not harder with Sellaies Hold Up adhesive. It's easy to use, it's invisible, and it's perfect for all your naggy DIY jobs. It comes in an easy-to-use tube – no caulking gun required!

Spice of life
Reorganize your pantry without pulling out the power drill with Sellaies Hold Up. Putting up a spice rack, small shelf or motivational can be done in minutes, leaving you to your cluttered pantry with no fuss or mess.

Painted colour
Vertical gardens and wall-mounted planners are a gorgeous way to add life to a sterile exterior wall. Now it's even easier to make this an trend look your own. Sellaies Hold Up is UV and water resistant, making it suitable for exterior use, and a fantastic solution to the task.

Clutter buster
Drywall mess getting you down? A clear rack is an ideal solution, and Sellaies Hold Up is the easiest way to get it mounted. As it adheres to painted walls, make sure you clean the surface and that you sand back the wall to remove any loose or peeling paint before adhering.

Towel racks
Hooks and hangers are the finishing touches of a beautiful bathroom, but drilling into tiles is tricky – there's nothing worse than cranking a tile in your newly renovated space. Sellaies Hold Up adheres to tiles and is water resistant, making it a great solution for tiles in the bathroom, kitchen and laundry.

Look it in
A few nails in an ideal solution for short-day rentals or selling. But attaching one nail to a wall is a pain. Tack off the job in minutes with Sellaies Hold Up. It sticks to brick, render, timber or concrete, so you can select the secure location of your choice, easily for glass, sticks and gaff.

Promotion

What lies beneath
Lay the right foundations for a bathroom that will go the distance, with James Hardie products for lining floors and walls.

James Hardie

Hardie Secure™
Hardie Secure™ is a brand-new solution to bathroom floors and walls. It's perfect for use as a sealant around the base of trees to take your landscaping to the next level, leaving it directly on the soil.

Promotion

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	4X	6X	8X	10X
Inside Front Cover Spread	16,250	15,430	14,950	14,300	13,900	13,000
Outside Back Cover	8,610	8,180	7,920	7,575	7,230	6,890
Inside Back Cover	7,475	7,100	6,970	6,680	6,280	5,980
Full Page	6,500	6,175	5,980	5,720	5,460	5,200
Opposite Welcome or Contents	8,610	8,180	7,920	7,575	7,230	6,890
Opposite Section Openers	8,610	8,180	7,920	7,575	7,230	6,890
Double Page Spread	12,500	11,875	11,500	11,000	10,500	10,000
Half Page	4,060	3,850	3,735	3,570	3,410	3,250
Third Page	3,250	3,090	2,990	2,860	2,730	2,600

Please note:

- For guaranteed right-hand page positioning, an additional 10% load charge applies
- Rates are applicable to all bookings to 31 December 2020 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
JANUARY/FEBRUARY 2020	Friday, 29 November 2019	Friday, 6 December 2019	Thursday, 16 January 2020
MARCH 2020	Monday, 3 February 2020	Monday, 10 February 2020	Thursday, 5 March 2020
APRIL 2020	Friday, 28 February 2020	Friday, 6 March 2020	Thursday, 2 April 2020
MAY 2020	Friday, 3 April 2020	Thursday, 9 April 2020	Thursday, 7 May 2020
JUNE 2020	Friday, 1 May 2020	Friday, 8 May 2020	Thursday, 4 June 2020
JULY 2020	Friday, 29 May 2020	Friday, 5 June 2020	Thursday, 2 July 2020
AUGUST 2020	Friday, 3 July 2020	Friday, 10 July 2020	Thursday, 6 August 2020
SEPTEMBER 2020	Friday, 31 July 2020	Friday, 7 August 2020	Thursday, 3 September 2020
OCTOBER 2020	Friday, 28 August 2020	Friday, 4 September 2020	Thursday, 1 October 2020
NOVEMBER 2020	Friday, 2 October 2020	Friday, 9 October 2020	Thursday, 5 November 2020
DECEMBER 2020	Friday, 30 October 2020	Friday, 6 November 2020	Thursday, 3 December 2020

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

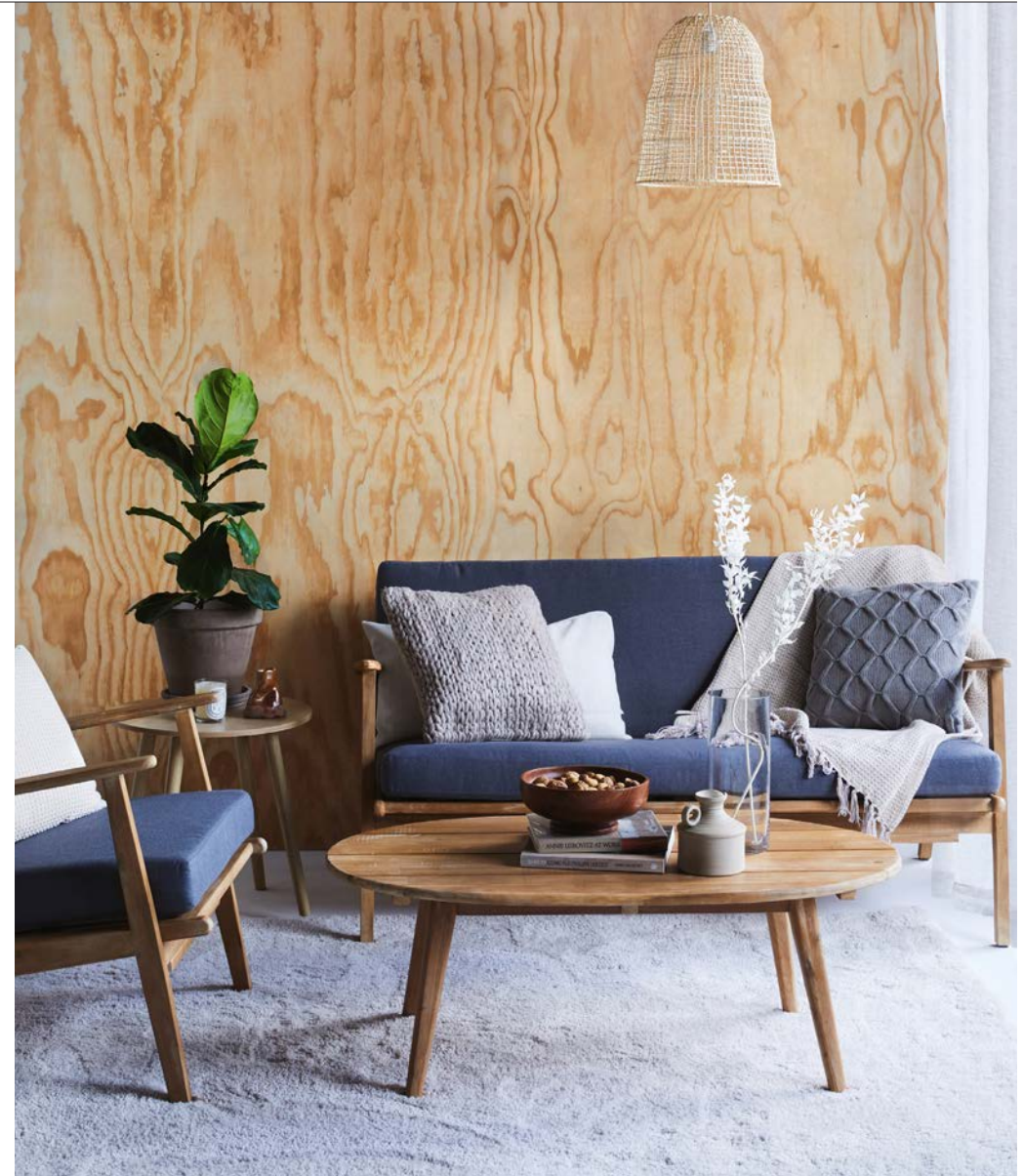
- Low-res PDFs need to be approved by Bunnings before final submission. Our advertising team will facilitate this approval
- Once low-res PDFs have been approved by Bunnings, a booking ID number will be provided for all ads to be uploaded digitally. See material specifications on pages 13-14

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)



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
09 528 7103 / 021 969 091, 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

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

Email: 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) 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

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.

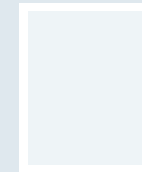
PDF files need to be supplied as single page files, unless supplying gatefold PDF files.

AD SIZING



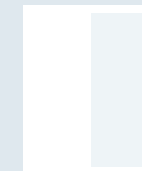
FULL PAGE

Trim: 275mm x 210mm wide
*Type/design: 255mm x 180mm wide
Bleed: 285mm x 220mm wide



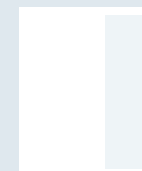
DOUBLE PAGE SPREAD

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

Robynne Beavan: +61 (0) 2 8045 4923 or
adproduction@news.com.au

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. - Ml's, 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

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

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

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.
-

Your key advertising contacts



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

FOR EDITORIAL ENQUIRIES:

bunningseditorial@mediumrarecontent.com

FOR ADVERTISING ENQUIRIES:

bunningsadvertising@mediumrarecontent.com

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Managing Director – Advertising Sales

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kerry@hawkhurst.co.nz

Tatiana Serafina

Accountant/Office Administrator

09 528 7103 / 0224 576 114

tatiana@hawkhurst.co.nz

FOR AD PRODUCTION ENQUIRIES:

Yulia McKenzie

Finance & Sales Director

09 528 7103 / 021 969 091

production@hawkhurst.co.nz



Medium Rare Content Agency

Phone: +61 (0) 2 8114 8962

Website: mediumrarecontent.com

Thank you.



CONTACT BUNNINGS MAGAZINE ADVERTISING MAGAZINE TEAM

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Yulia McKenzie 09 528 7103 / 021 969 091 Finance & Sales Director yulia@hawkhurst.co.nz

Tatiana Serafina 09 528 7103 / 0224 576 114 Accountant/Office Administrator tatiana@hawkhurst.co.nz