

# BUNNINGS warehouse

**WINNER**  
Best Custom  
Magazine\*

MAGAZINE MEDIA KIT FY25

CONTACT BUNNINGS WAREHOUSE MAGAZINE ADVERTISING TEAM

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Source: \*Webstar Magazine Media Awards 2022.



# THE ROLE OF BUNNINGS WAREHOUSE 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.

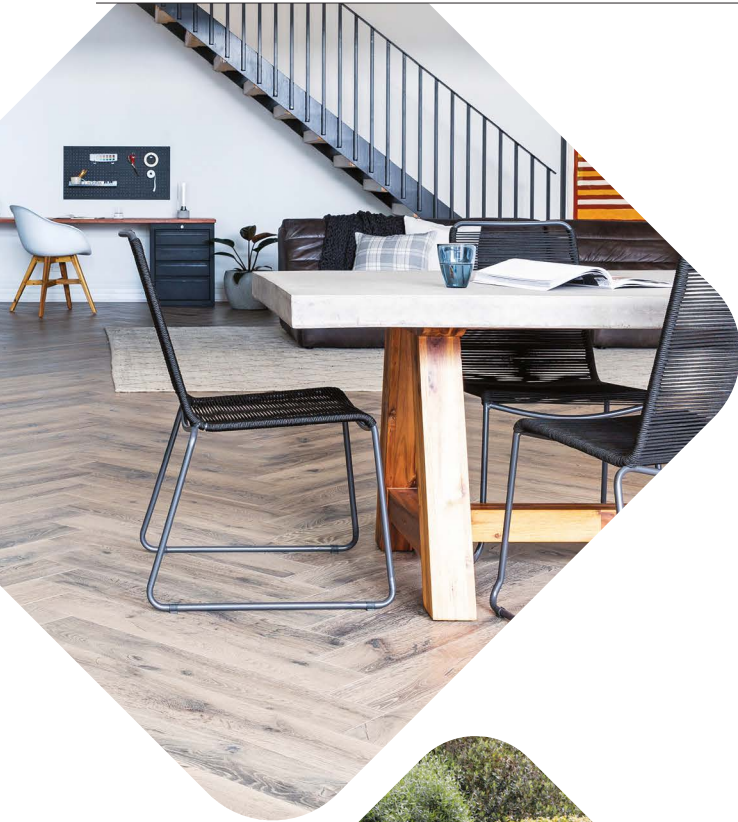
### Curating shopping

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 WAREHOUSE MAGAZINE?



Why your brand needs to be in Bunnings Warehouse magazine

## Extend your reach:

- **50,000** copies distributed nationally every quarter\*
- Content distributed to an eDM database of **104,000+**\*

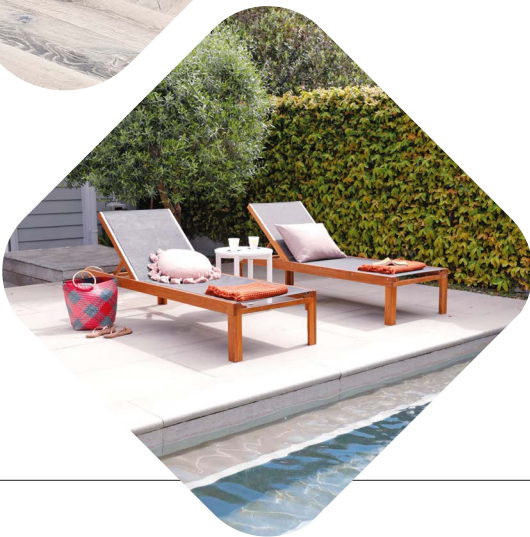
## Drive sales:

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

**FREE**  
for Bunnings customers

DISTRIBUTED IN  
**41**  
BUNNINGS  
STORES  
NATIONALLY

**50,000**  
copies  
distributed  
in store





# DRIVING ACTION ACROSS ALL CHANNELS

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

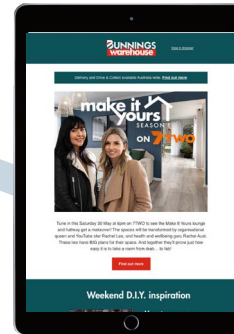
## MAGAZINE

50,000 copies  
distributed  
every issue



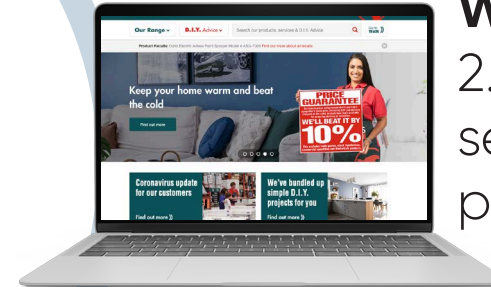
## EDM

105,000+  
subscribers



## WEBSITE

2.6 million  
sessions  
per month

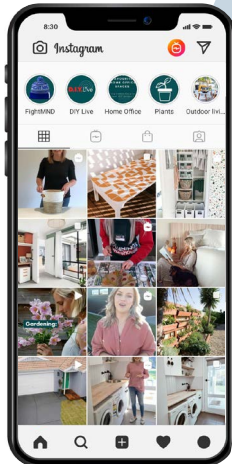


# BUNNINGS warehouse

content inspires  
and drives action  
across channels

## SOCIAL

Instagram and  
Facebook  
Reach 126,886  
Engagement 3,387

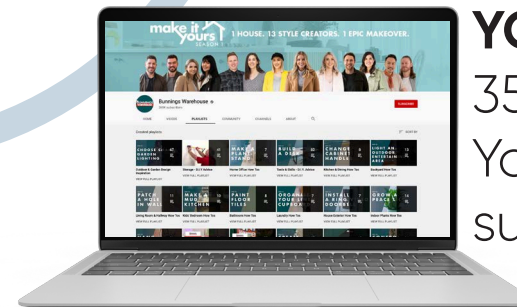


**STORES**  
41 stores



## YOUTUBE

359,000+  
YouTube  
subscribers



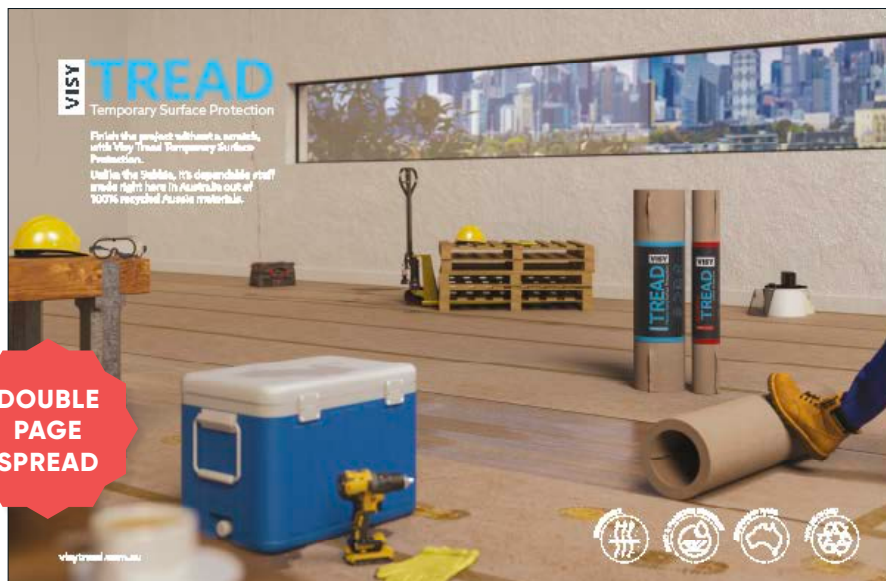
# SUPPLIED BRAND ADS

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 11.

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



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.

# FULL PAGE

**FULL  
PAGE**

Advanced floor protection

*For fuss-free cleaning*

## JUST ADD WATER

Meppung your floors has never been faster or easier, thanks to our innovative new product from Vileda.

**A** fully mopped floor is always a beautiful sight, and your home is a sparkling clean and well-protected. That's why Vileda's clever new MCS Floor Cleaning Tablets are made to make and use so conveniently to enjoy that sparkle – up to 11 times in your home.

Simply use one of the tablets in a bucket full of water and you're ready to mop. Unlike some conventional products, these tablets are safe to use on hard-floor surfaces including timber, tile, stone and, and the formula cleans through grime and adds to leave a beautiful, streak-free finish.

**So why no messy mauling...**  
Don't be fooled by the small size. Each MCS tablet is pre-measured to contain exactly the right amount of concentrated cleaning powder for your floors. Take the guesswork out of mopping – you'll never use too much or not enough hard-floor cleaning again.

...and spend less  
to keep chemicals  
Vileda has always been a leader in effective cleaning and care for the home. With MCS Floor Cleaning

Tablets take this to the next level, with a formula that's more than 17 years in the making and contains ingredients. They remove the cleaning power of natural enzymes to easily break down stains and grime, without the need for chemical ingredients. The tablets themselves are safe to use on all hard-floor surfaces, and give you peace of mind if you have kids or pets at home.

**They're also a quick-fix for all your surfaces...**

A clean home doesn't just look good and smell good – it feels welcoming and delightful. It's the heart of MCS Floor Cleaning. Tablets are available in two sizes, perfect for large areas – there's nothing to lose or wasting time. First, as you can choose the one that best suits the style of your home, ...

...and free up more space in your cupboards  
You'll have more room in your kitchen or laundry cabinets without bulky bottles of floor cleaners. These tablets are lightweight and compact so they take up minimal storage space, making them perfect for the office home or apartment.

**PRE-MEASURED  
CONVENIENCE**

Vileda MCS Floor Cleaning Tablets in 100g and 250g sizes are available in the UK. MCS Floor Cleaning Tablets in 100g and 250g sizes are available in the UK. MCS Floor Cleaning Tablets in 100g and 250g sizes are available in the UK. MCS Floor Cleaning Tablets in 100g and 250g sizes are available in the UK.

For more information, visit [www.vileda.co.uk](http://www.vileda.co.uk) or [uk@vileda.com](mailto:uk@vileda.com)

**Vileda Australia** **Vileda Australis**

**vileda**

[illegible]

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

# ADVERTISING RATES

**50,000**  
COPIES  
DISTRIBUTED  
NATIONALLY

MAGAZINE RATE CARD	COMMITMENT RESULTS IN A MEDIA DISCOUNT			
	CASUAL	2X	3X	4X
Inside Front Cover Spread	\$12,000	\$10,800	\$10,200	\$9,600
Outside Back Cover	\$6,600	\$5,940	\$5,610	\$5,280
Inside Back Cover	\$6,600	\$5,940	\$5,610	\$5,280
Full Page	\$5,550	\$4,995	\$4,720	\$4,440
Double Page Spread	\$10,000	\$9,000	\$8,500	\$8,000
Half Page	\$3,300	\$2,970	\$2,805	\$2,640
Third Page	\$2,500	\$2,250	\$2,125	\$2,000

Please note:

- For guaranteed right-hand page positioning, an additional 10% load charge applies.
- Rates are applicable to all bookings to 31st December 2024 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.



# PRINT MATERIAL DEADLINES

ISSUES	ADVERTORIAL BRIEFING DEADLINE	ADVERTISING BOOKING DEADLINE	AD MATERIAL SUBMITTED TO BUNNINGS FOR APPROVAL	IN STORE
SPRING ISSUE (SEPTEMBER 2024)	Thursday 18th July	Tuesday 6th August	Thursday 8th August	5th September
SUMMER ISSUE (DECEMBER 2024)	Thursday 19th September	Tuesday 8th October	Thursday 10th October	28th November
AUTUMN ISSUE (MARCH 2025)	Wednesday 8th January	Tuesday 28th January	Thursday 30th January	27th February
WINTER ISSUE (JUNE 2025)	Monday 7th April	Tuesday 29th April	Thursday 1st May	29th May

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 Warehouse 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 page verticals) is available in every issue and positioning cannot be guaranteed.

## RANGING

- If ranging is not available in all regions, the specific regions must be noted.
- If product is not available in all stores, disclaimer stating 'Some advertised services and products are not available at some Bunnings stores, but products can be ordered.' must be included on the creative.
- Supplier advertising creative **MUST NOT** display price. Bunnings as the retailer are the decision maker on the shelf price and have full discretion over when and how we price product.
- Display I/N format only as 'I/N: XXXXXXX'. (I/N must include all 7 digits, starting with 0). Bunnings I/N should be displayed if more than 5 products are displayed on advertisement.
- Product availability MUST be confirmed with Bunnings buyer prior to submitting artwork for approval.
- Advertising of 'CSO' Customer Special Order products is permitted but a disclaimer must be included on artwork stating that 'Available to order online and through the Special Orders Desk'.
- Wording 'Exclusive to Bunnings' or variations are not permitted. Please only reference "available in-store or online."

## 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.
- 'Available at Bunnings' logo NOT permitted on material for Bunnings magazine, please exclude from creative.

## 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).



# MATERIAL SPECIFICATIONS

## BUNNINGS APPROVAL

A low-res PDF of your advertisement is required to be submitted to [Alek.Jovanoski@mediumrarecontent.com](mailto:Alek.Jovanoski@mediumrarecontent.com) to facilitate Bunnings approval.

## MATERIAL SUBMISSION

When your material has been approved by Bunnings, our advertising team will provide a material 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. Submission fee (listed below) is not included in advertising rate.

## FOR MORE INFORMATION PLEASE CONTACT:

### SENDlite (approx.\$8.50 per upload):

**Web:** [mediumrare.sendlite.net](http://mediumrare.sendlite.net)

**Tel:** +61 2 9818 1965

### Quickcut/Adsend (Adstream) (approx. \$35 per upload):

**Web:** [login.adsend.com](http://login.adsend.com)

**Email:** [print.au@extremereach.com](mailto:print.au@extremereach.com)

**Tel:** 1300 768 988 (AUS Print Tech Support)

## FILE FORMAT/OUTPUT

- Supplied PDF files must be press ready, Acrobat 4.0 (PDF 1.3) or Acrobat 5.0 (PDF 1.4).
- All elements on the PDF file must be CMYK. Files containing RGB, LAB and spot colours will be rejected.
- PDF files need to be supplied as single pages (one PDF per page), unless supplying material for Gatefolds or Special Executions.
- All fonts must be embedded into the PDF file.
- Crop marks and page information to appear on all PDF files, offset by a minimum of 6mm.
- Under Profile Inclusion Policy in Output, choose *Don't Include Profiles*.
- For Adobe PDF output and Photoshop colour image settings, [download](#) files from the News Corp Magazine job options and colour settings tab.

## PAGE LAYOUT

- PDF files must be supplied to the correct trim size. Ensure that the trim, design area and bleed (where required) measurements are correct.
- All critical design elements are to be kept within the design area.
- On double page spreads no type or critical design elements should appear within 10mm either side of the spine (20mm total).

## IMAGES/COLOUR/TYPE

- Images to be supplied as CMYK and at 100% scaling and to have an effective resolution of at least 300dpi.
- Maximum ink weight (text pages) is 280%. Registration colour in the swatches window should never be used (100% of all 4 colours).
- QR codes to be made up as 100% black only.
- For a rich solid black colour, use 100% black with 50% cyan.
- All type to be a minimum of 8pts and 12pts for reverse type.
- Type smaller than 14pts should be made up of one single solid colour.
- Black type smaller than 24pts should be made up of 100% black and set to overprint.
- Extremely thin and fine type (particularly type with serifs), should be avoided.



### FULL PAGE

Trim: 275mm x 210mm wide  
Type/Design: 259mm x 194mm wide  
Bleed: 285mm x 220mm wide



### DOUBLE PAGE SPREAD

To be supplied as two single full pages



### HALF PAGE VERTICAL

(height x width)  
Trim: 275mm x 100mm  
Design area: 259mm x 84mm  
Bleed: 285mm x 110mm



### THIRD PAGE VERTICAL

Trim: 275mm x 70mm wide  
Type/design: 259mm x 54mm wide  
Bleed: 285mm x 80mm wide

Bunnings is a saddle-stitched publication.

## CONTACT

News Corp Magazine Production  
E: [adproduction@news.com.au](mailto:adproduction@news.com.au)



# 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 legislation as well as any requirements imposed by any regulatory authority (e.g. the ASA).
- 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

- Advertising 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 material cannot display any material with sexual, political, religious or racial overtones or feature cigarettes/smoking and alcohol and/or insinuate consumption of alcoholic beverages.
- Bunnings Supplier creative should, where possible, reflect themes aligned to DIY and the home and garden.

## 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).
- QR codes are permitted on advertising creative however they MUST NOT direct readers to other e-commerce platforms where product is available for purchase.
- Brand URL can be displayed on ad creative, unless products are directly available for purchase from the website.
- Any supplier competitions must be approved by Bunnings prior to submitting artwork for approval.
- People featured must be wearing appropriate PPE where required (power tools, gardening etc).
- Advertising of chemicals must have disclaimer: '\*\*Store products out of reach of children and pets.'
- Any financial, health and sustainability claims must be legally substantiated to support claims and evidence provided if required.
- Advertising copy text should be supplied free from grammatical and spelling errors, please check creative before submitting.
- If 5 or more products are shown in the material a Bunnings I/N number should be included on the creative.
- See full advertising guidelines sheet for full guidelines.

## 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.
-

# YOUR KEY ADVERTISING CONTACTS



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

**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.

A woman with dark hair in a bun, wearing a beige sweater and white trousers, sits on a white sofa reading a book. The sofa is adorned with several white and textured pillows. To her left is a wooden armchair with a blue cushion and a white fur throw. A small wooden side table holds a white cup and some books. In front of her is a round wooden coffee table with a bowl of fruit, a small potted plant, a candle, and two books. The background features a light-colored wood-paneled wall and a black pendant lamp. A large glass vase with greenery stands to the right.

**CONTACT BUNNINGS WAREHOUSE 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)