



Put your message in
front of more than
200,000
Fresh Water Anglers
& Game Bird Hunters
in our Database

ADVERTISING RATE CARD



Regulations Booklet

Reach 175,000 Anglers & Hunters with your Message

Fish & Game New Zealand's customers, our licence holders, are a large group of people participating in the great New Zealand outdoors. Few opportunities exist to reach such a large and specific group of people. This is an excellent channel for advertising your products and services that appeal to fresh water anglers and game bird hunters.

Whether your products or services are about getting there, having the right gear or increasing their chances of success, owning space where this group will engage your message for a whole year is a prime opportunity.

SPORT FISHING REGULATIONS

This DLE regulations booklet is distributed to approximately 61,000 licence holders via our agents and is available to up to 140,000 licence holders online. This booklet is a key reference document used frequently by anglers throughout the season.

Frequency: One issue per season, valid for 12 months (October - September)

Circulation: One copy to all licence holders

Outside Back Cover: \$3450 + GST

Inside Front Cover: \$1950 + GST

Inside Back Cover: \$1650 + GST (25% discount for community / service organisations)

Full Page Ad Dimensions: 99mm W x 210mm H - with 3mm added bleed

Copy must be received no later than the first week of July each year.

Distribution begins mid-August and is valid through to the end of September the following year.



© FISH & GAME NEW ZEALAND

GAME BIRD HUNTING REGULATIONS

This DLE regulations booklet is distributed to licence holders via our agents and it is available to all our 38,000 licence holders online. This booklet is a key reference document used frequently by game bird hunters throughout the season.

Frequency: One issue per season, valid for 12 months (key months May, June and July)

Circulation: One copy to all licence holders

Outside Back Cover: \$2450 + GST

Inside Front Cover: \$1550 + GST

Inside Back Cover: \$1300 + GST (25% discount for community / service organisations)

Full Page Ad Dimensions: 99mm W x 210mm H - with 3mm added bleed

Copy must be received no later than the first week of February each year.

Distribution begins mid-March and is valid through to the end of April the following year.

All advertising space is full colour.

Regulations booklets are printed separately for each of the 12 Fish & Game regions.



© FISH & GAME NEW ZEALAND

Reel Life

Email Newsletter



Reach 170,000 Subscribers

Reel Life is Fish & Game New Zealand's monthly fishing e-zine sent to a subscribed database. This is a large group of people participating in the great New Zealand outdoors. Few opportunities exist to reach such a large and specific group of people. This is an excellent channel for advertising your products and services that appeal to fresh water anglers.

SPORT FISHING E-ZINE

This publication is popular, the information is especially relevant to anglers and contains specific regional information. In a recent survey of all readers, regional information was shown to be the most read information.

Frequency: Monthly August to April inclusive (9 issues)

Circulation: Emailed to a subscribed database of approx. 170,000

Open Rates: Approx. 42%, approx. 69,000

Website: Also available and archived on the Fish & Game website

Primary: \$945 + GST per issue (only one space available per issue)

Secondary: \$735 + GST per issue (only four spaces available per issue)

10% discount per issue for two consecutive issues

15% discount per issue for three consecutive issues

20% discount per issue for four consecutive issues or more

Copy Due: 20th of the month or Friday before if on a weekend

Published: 2-3 days following copy deadline

Image Specs: JPG or PNG file, RGB, 72dpi



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Secondary Position
600px W x 225px H

Secondary Position
600px W x 225px H

Both Barrels

Email Newsletter

Reach 34,000 Subscribers

Both Barrels is Fish & Game New Zealand's monthly game bird hunting e-zine sent to a subscribed database. This is a large group of people participating in the great New Zealand outdoors. Few opportunities exist to reach such a large and specific group of people. This is an excellent channel for advertising your products and services that appeal to duck and upland game hunters.

GAME BIRD E-ZINE

This publication is popular, the information is especially relevant to game bird hunters and contains specific regional information.

Frequency: Monthly March to July inclusive (5 issues)

Circulation: Emailed to a subscribed database of approx. 34,000

Open Rates: Approx. 50%, approx. 16,800

Website: Also available and archived on the Fish & Game website the following year

Primary: \$788 + GST per issue (only one space available per issue)

Secondary: \$578 + GST per issue (only four spaces available per issue)

10% discount per issue for two consecutive issues

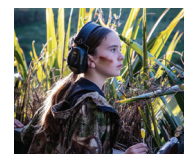
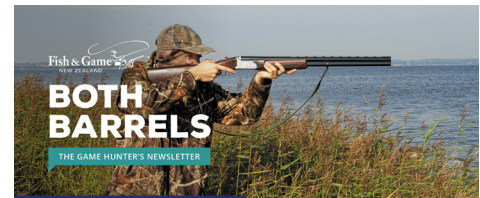
15% discount per issue for three consecutive issues

20% discount per issue for four consecutive issues or more

Copy Due: 20th of the month or Friday before if on a weekend

Published: 2-3 days following copy deadline

Image Specs: JPG or PNG file, RGB, 72dpi



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Primary Position
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Secondary Position
600px W x 225px H

Secondary Position
600px W x 225px H

Licence Holder Flyer

DL Insert with every Licence Delivered

Fish & Game Licence Insert

We can insert your supplied DL flyer, 99mm x 210mm on 80gsm paper with every licence card mailed out.

Annual Fishing Licence Cards: Approx. 80,000

Annual Game Bird Licence Cards: Approx. 32,000

Fishing Licence Insert: $\$0.37 \times 80k = \$29,600 + \text{GST}$

Game Bird Licence Insert: $\$0.37 \times 32k = \$11,840 + \text{GST}$

Above quantities are whole season prices. For lower quantities POA.

- All prices based on booking placements for the quantities listed above as an exclusive arrangement. One advertiser for fish and one for game.
- The design, production and supply of the flyers is the advertisers responsibility.
- Copy must be supplied for fishing by August 1st each year.
- Copy must be supplied for game bird by March 1st each year.

Your opportunity to reach a very specific target audience.

YOUR MESSAGE HERE

NEW ZEALAND GAME BIRD HUNTING LICENCE
2024



Postage Paid

Fish & Game Licence Holder
All Regions
New Zealand

Fish & Game Magazine

Over 100,000 copies delivered every year

A guaranteed audience for your ad, sent to over **35,000** hunters and **65,000** fishers.

All magazines delivered to door, no wastage.

Additional readership above and beyond the **100,000** recipients.

ADVERTISING RATES

Size	Standard	2 Issues
1/4 Page	\$950	\$850
1/2 Page Horizontal	\$1600	\$1400
1/2 Page Vertical	\$1700	\$1500
Full Page	\$2700	\$2500
Double Page Spread	\$4800	\$4320

Back cover, inside back cover, opening spread

POA

Plus 15% GST (NZ Only). Rates valid as from 1st June 2023.

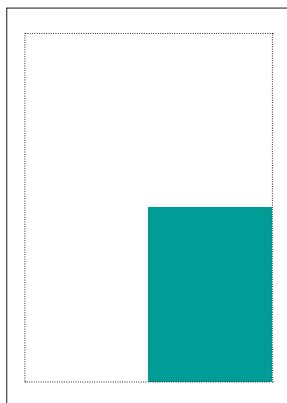
* The rates stated here supersede any rates information circulated prior to this date.

* All adverts must follow the specifications outlined below. Failure to do so will incur additional costs.



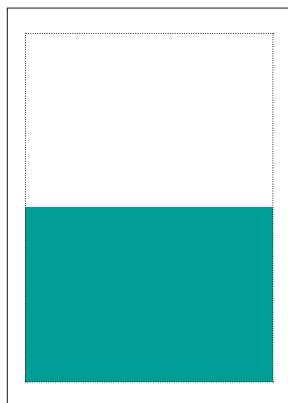
1/4 Page

W 90 x H 126mm
No bleed required



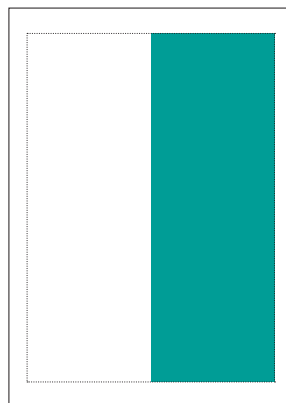
1/2 Page Horizontal

W 185 x H 126mm
No bleed required



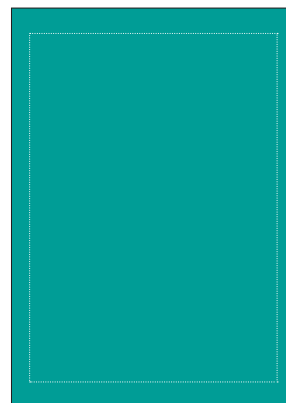
1/2 Page Vertical

W 90 x H 265mm
No bleed required



Full Page

Trim size W 210 x H 297mm
Bleed size W 216 x H 303mm
Type area W 190 x H 275mm
(Offset from top left x:15mm / y:11mm)



Deadlines: Please contact the editor for deadlines.



Fish & Game Magazine *(continued)*

Fish & Game NZ's readership has grown by 24,000 (22.6%) over the past year.

With a total cross-platform audience reaching **208,000** when digital platforms are included.

Ranked 3rd place* for total cross-platform audience.

Top 10 Cross-Platform Audience (print + digital):

1. AA Directions - 509,000
2. Dish - 226,000
- 3. Fish & Game NZ - 208,000**
4. NZ Woman's Day/Now to Love - 192,000
5. Mindfood - 190,000
6. NZ Gardener - 178,000
7. Australian Women's Weekly NZ Edition - 170,000
8. NZ House & Garden - 169,000
9. TV Guide - 167,000
10. NZ Woman's Weekly - 156,000

Ranked 3rd place* for print readership.

Top 10 Print Readership:

1. AA Directions* - 388,000
2. New Zealand Listener - 218,000
- 3. Fish & Game NZ* - 130,000**
4. NZ Woman's Day* - 123,000
5. Dish* - 114,000
6. KiaOra (Air NZ inflight magazine) - 114,000
7. TV Guide* - 113,000
8. Cuisine* - 97,000
9. Australian Women's Weekly (NZ Edition)* - 97,000
10. NZ Gardener* - 88,000

*Roy Morgan August 2026 Report

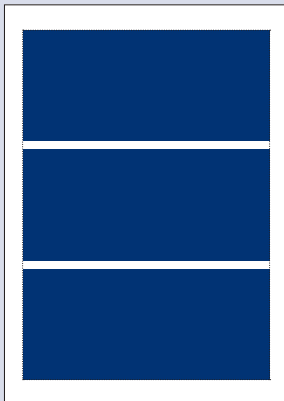
Fish & Game Magazine *(continued)*

New Product

Your product image, a 150 word promotional description and advertiser contact details.

\$870 per item or **one placement free** for every full page ad booked.

*Only available if advertising in the corresponding edition.



Supply of Adverts

Adverts must be supplied in the following specification

- At no less than 300dpi and 100% final print size.
- In Full Process CMYK colour space (no RGB or spot colours)
- As either TIF or PDF files

Note: all fonts should be converted to paths/outlines to ensure no type errors are encountered. If supplied unconverted then responsibility for any errors in final printers is held by the supplier.

Individual Files for Ad creation;

- Text - As a word document
- Photos, Logos or Graphics - As EPS, TIF, JPG (uncompressed) at 300dpi of higher (at 100% print size).

Adverts are to be supplied via;

- An email (if under 8mb) to fishandgame@nzhunter.co.nz
- A file transfer such as WeTransfer, Dropbox or Google Drive

We will not accept the following formats for adverts:

- Jpeg, Pagemaker, CorelDraw, Powerpoint, Word or Excel

Fish & Game Magazine (continued)

Advertising Schedule

Company name: _____

Postal address: _____

Contact person: _____

Email: _____ Phone: _____

Credit reference: _____

Company: _____

Contact: _____

Please tick the size and edition(s) you would like your adverts displayed in

	Fishing Edition	Waterfowl Edition
1 / 4 Page		
1 / 2 Page Horizontal		
1/2 Page Vertical		
Full Page		
Double Page Spread		

Cost: _____

Signed: _____

Position in company: _____

Do you wish to receive invoices by email or post? Please tick one: Email Post

Important

Please make every effort to meet the deadlines provided if you wish to ensure your adverts are included in the edition you require - this is your responsibility. If you require a time extension please contact the team as soon as possible. Bookings are final. If you wish to amend your booking in the final stages of a magazine production and we cannot find a suitable replacement you will be billed for the space booked regardless of what you place. fishandgame@nzhunter.co.nz