

# THE **TRADIE** Lifestyle

YOUR TRADIE LIFESTYLE MAGAZINE

Speak directly  
to your market!

**6,000**  
COPIES PRINTED

**18,000**  
DIGITAL



## *Do you want to reach the Tradies of NZ?*

Do you want the Tradies of NZ to spend their hard earned dollars at your place?

**ARE YOU IN THE BUSINESS OF...** holidays • sporting equipment • spas • off road vehicles • cars & motorbikes  
home luxury • gadgets and technology fishing • skiing • surfing • dining • fitness cruises boating clothing  
cycling • luxury adventure weekends golf • food & wine • accommodation



TRADIE LIFESTYLE inserted into THE TRADIE  
Magazine every 2 months!



# What Is **THE TRADIE** + **THE TRADIE Lifestyle**

- The TRADIE Magazine is their best mate on site – the funniest, toughest, best informed foreman any hard working hero could ask for.
- A coffee table mag we aint, but you will find us hanging around the coffee machines and lunch rooms on construction sites, mechanic shops, or in the back of the ute, all around New Zealand.
- We're also there to say “hi” whenever tradies head out to buy tools and materials, grab a feed, have a smoko or raise a glass.
- The TRADIE Magazine gets product and industry reviews, news and promotions to the entire trade community in an entertaining and informative way, fuelling word-of-mouth discussion on-site and providing “pub ammo” for after work banter.
- The TRADIE Magazine is an advertiser's best friend! The Tradie NZ Magazine is designed for the small business owner. Catering to all trades including the construction industry, automotive, electrical, plumbing, even florists and much more.

**RIDING THE BOOM AND BEYOND**

**DIG THIS!**

Coming to Invercargill, Spring 2017

Invercargill's new attraction Dig This lets guests live out their wildest fantasies operating heavy machinery.

New Zealand's southernmost city of Invercargill is fast building a reputation as a must-visit destination for touring enthusiasts and transport buffs.

In what will be a New Zealand first, Transport World has announced that it is going up to launch a third attraction with Dig This Invercargill for their riding their dream as the transport tourism capital of New Zealand.

Based on the highly popular theme park attraction by Dig This Ltd, guests will now be able to live out their wildest fantasies operating heavy machinery including bulldozers, excavators, steam locomotives and 4WDs every as a part of a dedicated road trip.

Scheduled to open in spring 2017, Transport World is busy preparing a new site on Onepoto Avenue for future visitors.

Dig This, Invercargill is designed for anyone who has ever wanted to operate heavy machinery and will include arenas for both young and old. Easy to pick up guests will operate heavy machinery while being challenged to a series of games within a controlled and safe environment.

Ken Chisholm, Dig This Invercargill Manager says: "We are all really excited about this new attraction and think it is such an awesome concept. We will have 15 tonnes diggers and bulldozers for adults to test their skills. We also have smaller machinery for the kids to enjoy that 1.5 tonnes diggers. You also get the chance to test your steering skills and see how you go. You will need to get some amazing competitive and women need to be better than their partners in their skill sets."

Activities include racing your, using the machinery to play basketball within tyres and also a car crushing area.

The facility caters for families, couples and corporate groups. The package includes a safety briefing, instructions on using the machinery then a 10 hour to play in the game and pit!

Dig This Invercargill expands upon Transport World's vision to create a hub of world class transport related activities. Dig This Invercargill will complement two other major attractions, Bill Richardson Transport World and Classic Motorcyle Plaza's becoming further drawcard to Invercargill for those interested in wheeled activities.

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

# Tradie Lifestyle Distribution

- 6,000 copies of The TRADIE find their way into NZ tradies' hands as they work, rest and play – but you won't see us at your local newsagent.
- 80% are handed out at trade stores, where tradies rock up and demand the mag by name. A comprehensive list of stores where The TRADIE is available can be found on our website - [www.tradienz.co.nz](http://www.tradienz.co.nz)
- 20% ride into 300+ trade sites every month on the back of our TRADIE distributors. The mags are handed out in person by The TRADIE distributors – a visit that always gets the boys' attention and makes each issue a major event.
- We also provide boxes of The TRADIE to our advertisers at cost, enabling you to pull a crowd at events, exhibitions and trade shows, or ensure your key retailers are handing out copies in store to support your campaign.

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## Booking Deadlines 2018

MONTH/ISSUE	DEADLINE
Feb/Mar '18	28th Jan 2018
Apr/May '18	22nd Mar 2018
Jun/Jul '18	24th May 2018
Aug/Sept '18	22nd Jul 2018
Oct/Nov '18	23rd Sept 2018
Dec/Jan '18/'19	25th Nov 2018





# THE TRADIE magazine is going digital!

The Tradie digital data base is now in excess of 12,000 contacts!

**CLICK TO VIEW**

**SAMPLE ONLY:**

<https://tradie.partica.online>

## OPTIONS AVAILABLE:

- Addition of video with your advertisement
- Banner, Header and Footer ads for extra coverage and awareness
- Advertisers will have extra options to promote their business to our extensive readership.

**Contact**

**PATRICK**

**0210 620 657**



## PRICES:

(3 months of digital exposure for one payment)

Video added to article (3 months)	\$300 + GST
Banner header/footer	\$300 + GST
Banner in an specific article	\$250 + GST
Digital ad in an article	\$300 + GST

**Please note.** This offer is only available to advertisers who have placed print advertising in the TRADIE Magazine.  
**Please contact Patrick for other possibilities.**

**ttn Trans Tasman  
MEDIA N.Z.**

*Specialising in Multi-Platform Media Communications*





# SOCIAL MEDIA PLAN

- The site will encourage tradies to jump online and interact with us, our advertisers and even other tradies.
- Tradies will be able to enter competitions online, link directly to advertisers' websites and even get involved with our blog and post feedback so we can keep the magazine catering to exactly what our readers want.
- A social media plan has also been rolled out and our Editor will be personally interacting with our readers through Facebook and Instagram. We can use these social media platforms to further promote our loyal advertisers.



**796 LIKES  
AND GROWING**



# Page Rates

	CASUAL	3 ISSUES	6 ISSUES
Double Page Spread	\$3,800	\$3,600	\$3,200
Full Page	\$1,850	\$1,755	\$1,600
Half Page	\$1,200	\$1,080	\$1,000
Third Page	\$850	\$765	\$750
Quarter Page	\$650	\$600	\$585
Sixth Page	\$500	\$425	\$345
Inside Front Cover	\$2,800	\$2,520	\$2,300
Outside Back Cover	\$3,450	\$3,300	\$3,125
Loose Insert	\$250 PER THOUSAND		
Catalogue Insert	Call us for a quote		
Front Cover	\$5,000 - includes 2 page editorial & images		

Advertisements MUST BE supplied as hi-res PDFs with all fonts embedded, images formatted as CMYK at a resolution of 300dpi or more and with the appropriate artwork bleed. Rates are based on the understanding that all material is supplied according to our material requirements. A hard-copy colour laser proof must be supplied for all new material. Advertisements below 5MB can be emailed to us. If your file size is larger than 5MB please send via a file transfer site (yousendit.com, transferbigfiles.com, dropbox).

If you require The Tradie to create your artwork or make changes to your advertisement please let us know. If you require special illustrations, logos, images or photos in your artwork, please supply these as high resolution images or hard copy for advertisements to be created.

**50% OFF**  
FOR THE FIRST 3  
ISSUES BOOKED

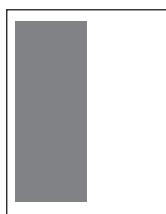
# Page Sizes



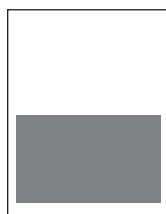
Double Page Spread - with bleed  
Bleed Size: 303mm high x 426mm wide  
Trim Size: 297mm high x 420mm wide



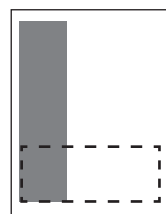
Full Page - with bleed  
Bleed Size: 303mm h x 216mm w  
Trim Size: 297mm h x 210mm w



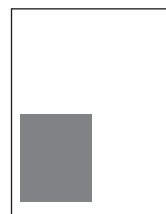
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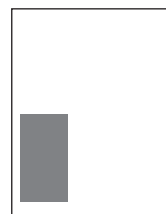
Half Page Horizontal  
132mm high x 190mm wide



Third Page Vertical  
268mm high x 61mm wide  
Third Page Horizontal  
88mm high x 190mm wide



Quarter Page  
132mm high x 93mm wide



Sixth Page Horizontal  
132mm high x 61mm wide



**THE TRADIE**  
*Lifestyle*

## CONTACT

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