

## RETAIL SERVICE DIRECTORY

### Retail Service Advertising & Directory

The official Gift Fairs Magazine has the largest distribution to retailers and buyers in New Zealand. Not only is it the most comprehensive directory to the show and the exhibitors involved, it also includes the latest trends, fashion, expert advice, and the hottest products for the season.

**73% of visitors say they keep their Gift magazine for 5 months or longer after the fair.\***

**Autumn Gift Fair**  
ASB Showgrounds, Auckland  
8-10 March 2020

**BOOKING DEADLINE: 22ND JAN 2020**

**Winter Gift Fair**  
Horncastle Arena, Christchurch  
14-15 June 2020

**BOOKING DEADLINE: 29TH APRIL 2020**

**Spring Gift Fair**  
ASB Showgrounds, Auckland  
30 Aug - 1 Sept 2020

**BOOKING DEADLINE: 8TH JULY 2020**

### Circulation & Readership

NZ Gift Fair	Quantity printed	Posted direct to database
Spring Gift Fair	7,500 copies	5,500
Winter Gift Fair	7,000 copies	4,500
Autumn Gift Fair	6,000 copies	5,000

### Advertising Rates 2020

	Advert size	Casual	Annual (3x)
Inside Front Cover	208 x 295mm + 3mm bleed	\$1,952	\$1,775
Inside Back Cover	208 x 295mm + 3mm bleed	\$1,952	\$1,775
Full Page	208 x 295mm + 3mm bleed	\$1,952	\$1,775
Half Page Horizontal	177 x 130mm	\$1,073	\$976
Quarter Page Vertical	85 x 130mm	\$ 590	\$537
Directory Size Horizontal	85 x 60mm	\$ 440	\$400

\*All prices are \$NZ + gst

\*Statistics based on visitor results 2019