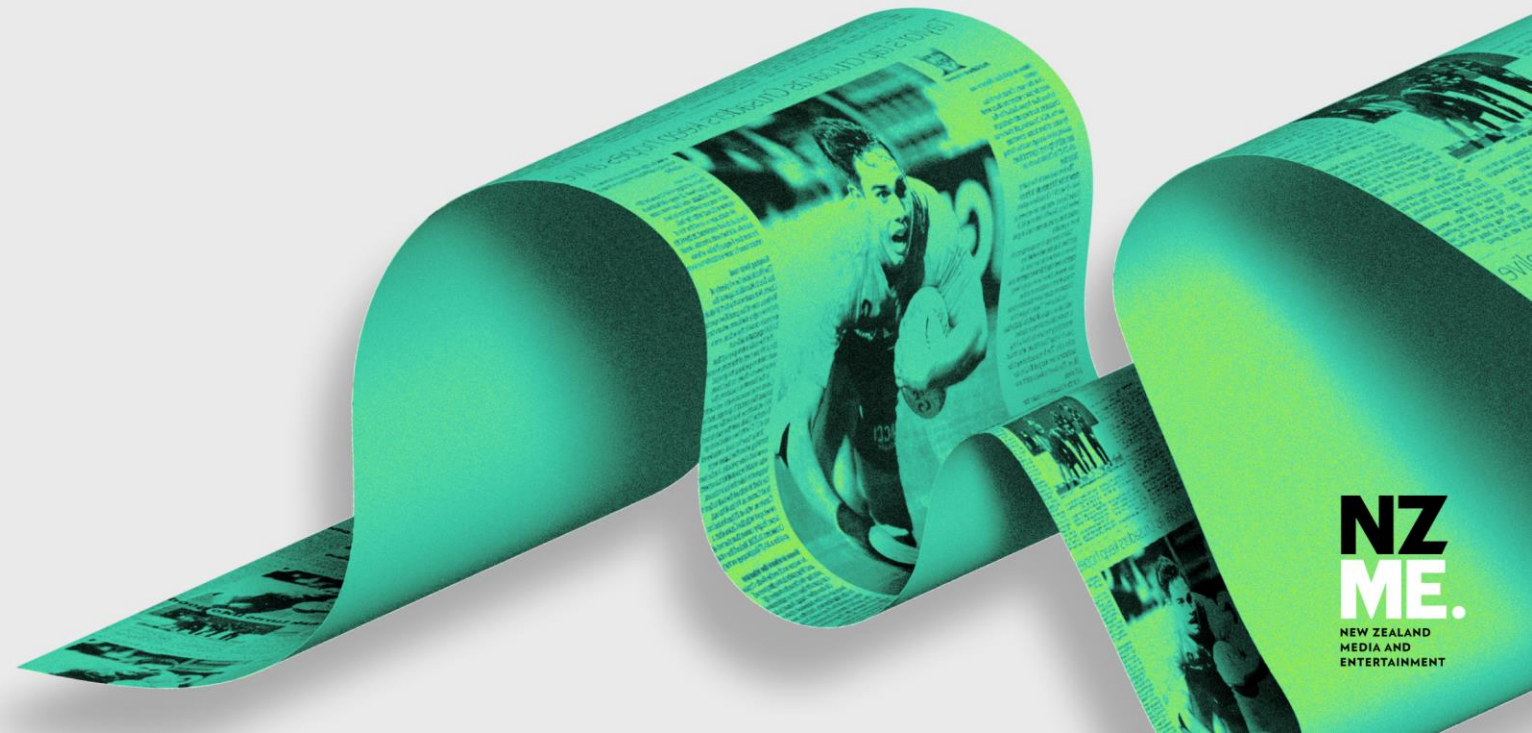


NZME print specifications and deadlines.

January 2025 – December 2025

BE SEEN with a credible and trusted news destination that connect with 2.4 million Kiwis through a network of 15 publishing brands.

Source: Nielsen CMI Q1 24 - Q4 24 AP15+. Weekly coverage for Daily, Sunday, Community & Newspaper Inserted Magazines. NZH Print + Digital weekly audience.



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

Contents.

Deadlines

The New Zealand Herald	3
Regional publications	4

Specifications

New Zealand Herald, Herald on Sunday, Driven Saturday and regional publications	5
Weekend Herald and regional Saturday publications	6
NZ Herald Magazines: Tuesday Travel, Viva, Canvas, Reset/Sunday Travel	7
OneRoof and Herald Homes	8
The Weekend Sun and Coast & Country News	9

Additional specifications

Classified advertisements	10
Family notices	11
Specifications classified ads	12
Technical specifications	13

Deadlines.

The New Zealand Herald.



*PREPRINT SECTIONS: Are printed prior to the publication date and inserted into the paper
NOTE: All deadlines are subject to change. Public Holidays can affect deadlines, please contact your Account Manager for confirmation of deadlines at such times.

Publication day	Booking / cancellation	Setting material Due in media services	Press ready Due in media services
The New Zealand Herald – Compact			
Monday			
Early General News, World, Sport, Business	10.00am Thursday	10.00am Thursday	4.00pm Friday
Tuesday			
Early General News, World, Sport, Business	10.00am Friday	10.00am Friday	4.00pm Monday
Travel*	12.00pm Wednesday	5.00pm Wednesday	4.00pm Friday
Wednesday			
Early General News, World, Sport, Business	10.00am Monday	4.00pm Monday	4.00pm Tuesday
Midweek Herald Homes*	4.00pm Monday	4.00pm Monday	10.00am Tuesday
Viva*	10.00am Wednesday (week prior)	10.00am Wednesday (week prior)	4.00pm Friday
Thursday			
Early General News, World, Sport, Business, Entertainment	10.00am Tuesday	10.00am Tuesday	4.00pm Wednesday
Friday			
Early General News, World, Sport, Entertainment	10.00am Wednesday	10.00am Wednesday	4.00pm Thursday
Business	10.00am Tuesday	10.00am Wednesday	4.00pm Thursday
Weekend Herald – Broadsheet			
Saturday			
Early General News, World, Sport, Business	10.00am Wednesday	10.00am Wednesday	4.00pm Friday
Herald Homes	10.00am Tuesday	10.00am Thursday	12.00pm Wednesday
Canvas*	10.00am Monday	12.00pm Thursday	10.00am Thursday
Driven Car Guide*	10.00am Tuesday	2.00pm Tuesday	12.00pm Wednesday
Herald on Sunday – Compact			
Sunday			
Early General News, Sport	10.00am Thursday	10.00am Thursday	4.00pm Friday
Sunday Homes	10.00am Wednesday	4.00pm Wednesday	4.00pm Thursday
Reset*	10.00am Tuesday	10.00am Tuesday	4.00pm Thursday

Deadlines.

Regional publications.



Publication	Booking / cancellation	Camera ready material deadline
-------------	------------------------	--------------------------------

Northland

Northern Advocate Mon-fri	2 days prior - 10am	1 day prior - 12pm
Northern Advocate Saturday (Broadsheet)	3 days prior - 10am	1 day prior - 12pm
Northland Age Tuesday	Fri prior - 10am	Mon - 12pm
Northland Age Thursday	Mon prior - 12pm	Wed - 12pm

Waikato

Waikato Herald	Tuesday prior - 9am	Wed nesday prior - 4pm
----------------	---------------------	------------------------

Bay of Plenty/Rotorua

Bay of Plenty Times Mon-fri	2 days prior - 10am	1 day prior - 12pm
Bay of Plenty Times Saturday (Broadsheet)	3 days prior - 10am	1 day prior - 12pm
Rotorua Daily Post Mon-fri	2 days prior - 10am	1 day prior - 12pm
Rotorua Daily Post Saturday (Broadsheet)	3 days prior - 10am	1 day prior - 12pm
Katikati News	Monday prior - 12pm	Wednesday prior - 12pm
Te Puke News	Monday prior - 12pm	Wednesday prior - 12pm
The Weekend Sun	Monday prior - 12pm	Wednesday prior - 12pm

Hawke's Bay & Gisborne

Hawke's Bay Today Mon-fri	2 days prior - 10am	1 day prior - 12pm
Hawke's Bay Today Saturday (Broadsheet)	3 days prior - 10am	1 day prior - 12pm
The Gisborne Herald	3 days prior - 10am	1 day prior - 12pm

Whanganui

Whanganui Chronicle Mon-fri	2 days prior - 10am	1 day prior - 12pm
Whanganui Chronicle Saturday (Broadsheet)	3 days prior - 10am	1 day prior - 12pm

Viva Local Life

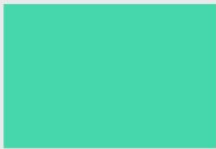
Thursday prior - 10am	Friday - 2pm
-----------------------	--------------

Specifications.

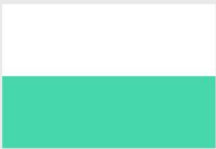
New Zealand Herald, Herald on Sunday,
Driven Saturday and regional publications.

Compact modular sizes.

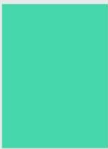
Compact size	Modules H x W	Dimensions (mm) H x W
Dps (Double page spread)	8x16	370x530
Dps 1/2 Horizontal	4x16	182x530
Full Page	8x8	370x254
1/2 Page Horizontal	4x8	182x254
Lower Banner*	3x8	136x254
1/3 Page Island	5x4	228x126
1/4 Page Horizontal*	2x8	90x254
1/4 Page Island	4x4	182x126
1/8 Page Horizontal	1x8	44x254
1/8 Page Island	2x4	90x126
1/16 Page Horizontal	1x4	44x126
Square Small	2x2	90x62
Island Small	2x3	90x94
3 Spots Horizontal	3x1	136x30
3 Spots Horizontal	1x3	44x94
2 Spots Horizontal	1x2	44x62
1 Spot	1x1	44x30



Double Page Spread
Module: 8 x 16



Double Page Spread
1/2 Horizontal
Module: 4 x 16



Full Page
Module: 8 x 8



1/2 Page
Horizontal
Module: 4 x 8



Lower
Banner
Module: 3 x 8



1/3 Page
Island
Module: 5 x 4



1/4 Page
Horizontal
Module: 2 x 8



1/4 Page
Island
Module: 4 x 4



1/8 Page
Horizontal
Module: 1 x 8



1/8 Page
Island
Module: 2 x 4



1/16 Page
Horizontal
Module: 1 x 4

Compact front page solus sizes.

Publication	Dimensions (mm) H x W
New Zealand Herald, Herald on Sunday, Driven Saturday	50x254
The Northern Advocate, Bay of Plenty Times, Rotorua Daily Post, Hawke's Bay Today	50x254
Whanganui Chronicle	50x254 or 50x126
Waikato Herald	90x254 or 90x126
Manawatu Guardian	90x254

Compact module widths and heights.

Module dimensions	1	2	3	4	5	6	7	8
Module depth (mm)	44	90	136	182	228	274	320	366
Module width (mm)	30	62	94	126	158	190	222	254

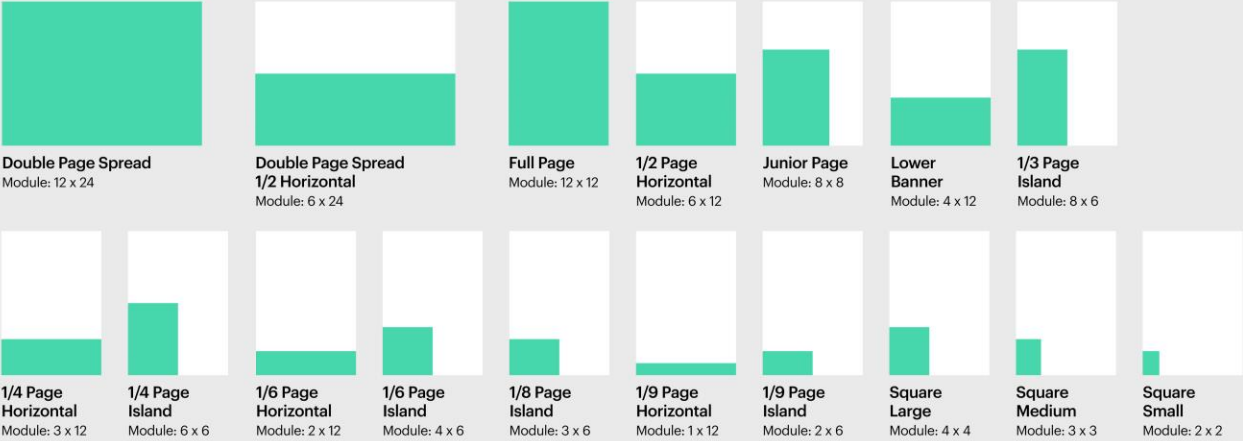
*Note that Lower Banner and 1/4 Page Horizontal applies to Driven Saturday only.

Specifications.

Weekend Herald and regional Saturday publications.

Broadsheet modular sizes.

Broadsheet size	Modules	Live size (mm) H X W
Dps	12x24	550x786
Dps 1/2 Horizontal	6x24	274x786
Full Page	12x12	550x382
1/2 Page Horizontal	6x12	274x382
Junior Page	8x8	366x254
Lower Banner	4x12	182x382
1/3 Page Island	8x6	366x190
1/4 Page Horizontal	3x12	136x382
1/4 Page Island	6x6	274x190
1/6 Page Horizontal	2x12	90x382
1/6 Page Island	4x6	182x190
1/8 Page Island	3x6	136x190
1/9 Page Horizontal	1x12	44x382
1/9 Page Island	2x6	90x190
Square Large	4x4	182x126
Square Medium	3x3	136x94
Square Small	2x2	90x62
Island Small	2x3	90x94
3 Spots Horizontal	1x3	44x94
2 Sports Horizontal	1x2	44x62
1 Spot	1x1	44x30



Broadsheet front page solus sizes.

Publication	Dimensions (mm) H x W
The Northern Advocate, Bay of Plenty Times, The Daily Post, Hawke's Bay Today	90x382
NZ Herald	60x360

Broadsheet module widths and heights.

Module Dimensions	1	2	3	4	5	6	7	8	9	10	11	12
Module Depth (mm)	44	90	136	182	228	274	320	366	412	458	504	550
Module Width (mm)	30	62	94	126	158	190	222	254	286	318	350	382

**Note that a Double Page Spread and a Double Page Spread Half Horizontal can only run on the centre spread pages of a Broadsheet section. Speak to your NZME Account Manager for more details.

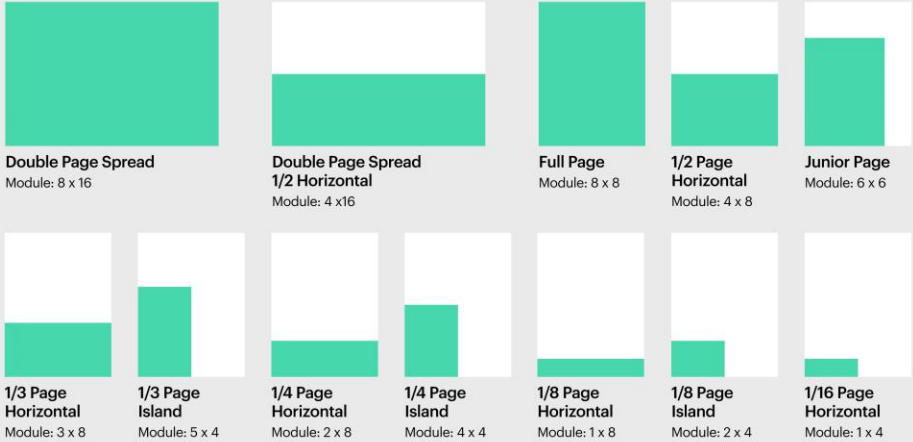
Specifications.

NZ Herald Magazines: Tuesday Travel, Viva, Canvas, Reset/Sunday Travel

Compact ad sizes stitched and trimmed, 8x8 modules.

Display compact live, trim, and bleed specs.

Compact size	Modules H x W	Dimensions (mm) H x W	Trim (mm) H x W	Bleed (mm) H x W	Viva bleed (mm) H x W
Front page solus	2 x 8	50 x 254	n/a	n/a	
Double page spread / panorama	8 x 16	366 x 530	391 x 552	402 x 567	402x567
Double page spread half horizontal	4 x 16	182 x 530	n/a	n/a	205.5x567
Full page	8 x 8	366 x 254	n/a	n/a	402x291
Full bleed (to bleed)	8 x 8	366 x 254	391 x 276	402 x 291	
1/2 page horizontal	4 x 8	182 x 254	n/a	n/a	205.5x291
Junior page	6 x 6	274 x 190	n/a	n/a	402x120
1/3 page horizontal	3 x 8	136 x 254	n/a	n/a	n/a
1/3 page island	5 x 4	228 x 126	n/a	n/a	113.5x291
1/4 page horizontal	2 x 8	90 x 254	n/a	n/a	n/a
1/4 page island	4 x 4	182 x 126	n/a	n/a	n/a
1/8 page horizontal	1 x 8	44 x 254	n/a	n/a	n/a
1/8 page island	2 x 4	90 x 126	n/a	n/a	n/a
1/16 page horizontal	1 x 4	44 x126	n/a	n/a	n/a
Square small	2 x 2	90 x 62	n/a	n/a	n/a
Spot	1 x 1	44 x 30	n/a	n/a	n/a



General module widths and heights.

Module dimensions	1	2	3	4	5	6	7	8
Module depth (mm)	44	90	136	182	228	274	320	366
Module width (mm)	30	62	94	126	158	190	222	254

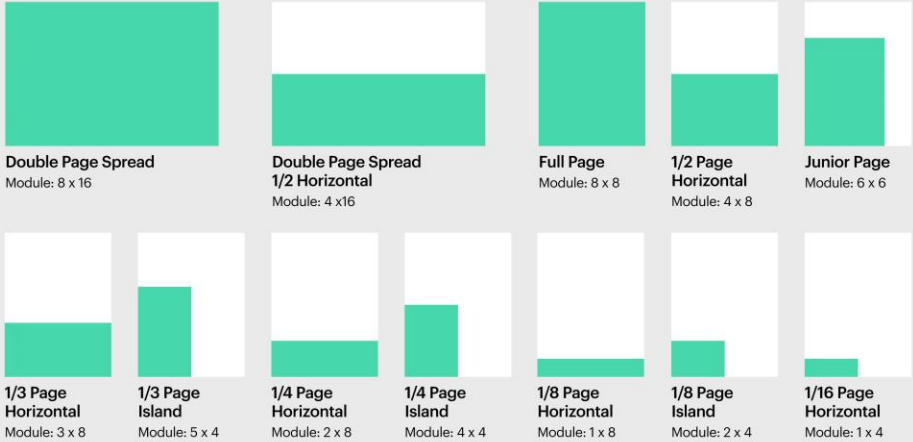
Specifications.

OneRoof & Herald Homes.

Compact ad sizes stitched and trimmed, 8x8 modules.

Display compact live, trim, and bleed specs.

Compact size	Modules H x W	Dimensions (mm) H x W	Trim (mm) H x W	Bleed (mm) H x W	Viva bleed (mm) H x W
Front page solus	2 x 8	90 x 254	n/a	n/a	
Double page spread / panorama	8 x 16	366 x 530	391 x 552	402 x 567	402x567
Double page spread half horizontal	4 x 16	182 x 530	n/a	n/a	205.5x567
Full page	8 x 8	366 x 254	n/a	n/a	402x291
Full bleed (to bleed)	8 x 8	366 x 254	391 x 276	402 x 291	
1/2 page horizontal	4 x 8	182 x 254	n/a	n/a	205.5x291
Junior page	6 x 6	274 x 190	n/a	n/a	402x120
1/3 page horizontal	3 x 8	136 x 254	n/a	n/a	n/a
1/3 page island	5 x 4	228 x 126	n/a	n/a	113.5x291
1/4 page horizontal	2 x 8	90 x 254	n/a	n/a	n/a
1/4 page island	4 x 4	182 x 126	n/a	n/a	n/a
1/8 page horizontal	1 x 8	44 x 254	n/a	n/a	n/a
1/8 page island	2 x 4	90 x 126	n/a	n/a	n/a
1/16 page horizontal	1 x 4	44 x126	n/a	n/a	n/a
Square small	2 x 2	90 x 62	n/a	n/a	n/a
Spot	1 x 1	44 x 30	n/a	n/a	n/a



General module widths and heights.

Module dimensions	1	2	3	4	5	6	7	8
Module depth (mm)	44	90	136	182	228	274	320	366
Module width (mm)	30	62	94	126	158	190	222	254

*Display compact widths - Herald Homes, Sunday Homes.

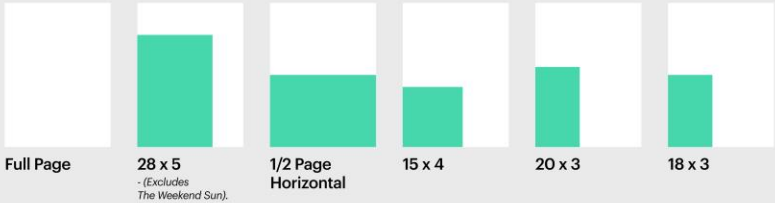
Columns (mm)	1	2	3	4	5	6	7
Classified compact (7-col)	36	74	112	150	18	226	264

Specifications.

The Weekend Sun and Coast & Country News.

Modular sizes.

Size	Dimensions (mm) H x W
Full Page (36x7)	360x265
28x5	280x188
1/2 Page Horizontal (18x7)	180x265
15x4	150x150
20x3	200x111
18x3	180x111



Classified advertisements.

Publication	Publication Day	Liner Booking	Display Booking/Cancellation	Setting Material Due in Media Services	Camera Ready Due in Media Services
-------------	-----------------	---------------	------------------------------	---	---------------------------------------

The New Zealand Herald Publications

NZ Herald	Tue, Wed, Thu, Fri	5pm day prior	2pm 2 days prior	9am day prior	2pm day prior
NZ Herald	Wednesday	2.30pm Tuesday	4pm Friday	9am Monday	2pm Tuesday
Weekend Herald	Saturday	2.30pm Friday	4pm Wednesday	9am Thursday	2pm Friday
Herald on Sunday	Sunday	2pm Friday	4pm Wednesday	9am Thursday	2pm Friday

Northland

Northern Advocate	Mon - Sat	4pm day prior	2pm 2 days prior	9am day prior	2pm day prior
Northland Age	Tuesday and Thursday	2.30pm day prior	10am 2 days prior	9am day prior	9am day prior

Waikato

Waikato Herald	Friday	2pm Wednesday	10am Wednesday	2pm Tuesday	4pm Tuesday
----------------	--------	---------------	----------------	-------------	-------------

Bay of Plenty

Bay of Plenty Times	Mon - Sat	4pm day prior	2pm 2 days prior	9am day prior	2pm day prior
The Weekend Sun	Friday	2pm Tuesday	2pm Friday prior	9am Wednesday	12pm Wednesday

Rotorua & Taupo

Rotorua Daily Post	Mon - Sat	4pm day prior	2pm 2 days prior	9am day prior	2pm day prior
--------------------	-----------	---------------	------------------	---------------	---------------

Hawke's Bay & Gisborne

Hawke's Bay Today	Mon - Sat	3pm day prior	2pm 2 days prior	9am day prior	2pm day prior
Gisborne Herald	Tues - Sat	3pm day prior	2pm 2 days prior	9am day prior	2pm day prior

Taranaki

Whanganui & Manawatu

Whanganui Chronicle	Mon - Sat	4pm day prior	2pm 2 days prior	9am day prior	2pm day prior
---------------------	-----------	---------------	------------------	---------------	---------------

Family notices.

Publication	Publication Day	Liner Booking	Display Booking/Cancellation	Setting Material Due in Media Services	Camera Ready Due in Media Services
The New Zealand Herald Publications					
NZ Herald	Tue, Wed, Thu, Fri	5pm day prior	4pm 2 days prior	9am day prior	2pm day prior
NZ Herald	Wednesday	5pm Tuesday	4pm Friday	9am Monday	2pm Tuesday
Weekend Herald	Saturday	4pm Friday	4pm Wednesday	9am Thursday	2pm Friday
Herald on Sunday	Sunday	2pm Friday	4pm Wednesday	9am Thursday	2pm Friday
Northland					
Northern Advocate	Mon - Sat	4pm day prior	4pm 2 days prior	9am day prior	2pm day prior
Northland Age	Tuesday and Thursday	2.30pm day prior	12noon 2 days prior	9am day prior	9am day prior
Waikato					
Waikato Herald	Friday	2pm Wednesday	12noon Wednesday	2pm Tuesday	4pm Tuesday
Bay of Plenty					
Bay of Plenty Times	Mon - Sat	4pm day prior	4pm 2 days prior	9am day prior	2pm day prior
The Weekend Sun	Friday	2pm Tuesday	2pm Friday prior	9am Wednesday	12pm Wednesday
Rotorua & Taupo					
Rotorua Daily Post	Mon - Sat	4pm day prior	4pm 2 days prior	9am day prior	2pm day prior
Hawke's Bay & Gisborne					
Hawke's Bay Today	Mon - Sat	3pm day prior	4pm 2 days prior	9am day prior	2pm day prior
Gisborne Herald	Tues - Sat	3pm day prior	4pm 2 days prior	9am day prior	2pm day prior
Taranaki					
					4pm Monday
Whanganui & Manawatu					
Whanganui Chronicle	Mon - Sat	4pm day prior	4pm 2 days prior	9am day prior	2pm day prior

Specifications classified ads.

Compact	1 col	2 col	3 col	4 col	5 col	6 col	7 col	8 col
NZ Herald (Sunday - Friday,) Herald Homes, Sunday Homes	33.5mm	68mm	103mm	137.5mm	172mm	206.5mm	241mm	275.5mm
Regional Daily papers (Sunday - Friday)	32mm	66mm	100mm	136mm	168mm	203mm	236mm	270mm
The Weekend Sun, Coast & Country News	35.3mm	73mm	111mm	150mm	188mm		265mm	

Broadsheet	9 col	10 col	11 col
Weekend Herald	310.2mm	344.9mm	379.6mm
Regional Daily papers (Saturday)	304mm	338mm	372mm

Technical specifications.

Newsprint.

File Delivery.

All files must be supplied as single page PDFs (we recommend PDF files be created using Adobes pre-set job option PDF/X1-1 2001). File should be supplied at actual booked dimensions with no additional white space or crop marks around image area - PDF files can only have WANIFRAnewspaper26v5 profile embedded. WANIFRAnewspaper26v5 conversion profile to be used in Photoshop. This can be supplied on request.

Type.

Fonts

- NZME does not accept supplied fonts. All fonts must be completely embedded in the files delivered. Do not subset fonts.
- Alternatively text can be converted to paths in Illustrator.
- Fonts that are not embedded may be substituted with default fonts. NZME takes no responsibility for fonts which default.
- Use only Type 1 Postscript fonts. The use of other font types may produce unexpected results.

Type specifications

- Text reversed in multi colour work, and 4 colour text, should not be set below 12pt sans serif type.
- Small reversed type with fine serifs should be avoided at all times.
- Minimum size 8 points, sans serif.
- Body copy must be 100% k and a minimum of 8pt for legibility.

Images.

Resolutions

- Mono 1200 dpi.
- Contone 200-250 dpi.

Colour Conversion

Grey component Replacement (GCR) is used.

Ink Density

- Total ink coverage of 220% max.
- Black ink limit is 95%. A solid black should only have one other colour running at no more than 75%.

Overprinting

Objects not intended to overprint are to be set at 99% or less of solid colour.

Dot

Dot gain is 30% in the 50% dot area. Anything greater than 80% will print solid. Max of 75% in shadow. Highlights set at 5% with 0% for catchlights. Single solid colours not intended to print solid are not to exceed 75%.

Process Colour

Cyan (C) Magenta (M) Yellow (Y) Black (K). No PDF files with RGB images or Pantone colours should be supplied, our system will convert files to CMYK and colour results may differ from original.

Mono

All mono work should be represented as true mono, or greyscale.

Gloss Product.

Type.

Fonts

- NZME does not accept supplied fonts. All fonts must be completely embedded in the files delivered. Do not subset fonts.
- Alternatively text can be converted to paths in Illustrator or Freehand.
- Fonts that are not embedded may be substituted with default fonts. NZME takes no responsibility for fonts which default.
- Use only Type 1 Postscript fonts. The use of other font types may produce unexpected results.

Type specifications

- Text reversed in multi-coloured work should not be set below 12pt sans serif and 4-colour type.
- Small reversed type with fine serifs should be avoided at all times.
- Minimum size 8 points, sans serif.

Images.

Resolutions

- Mono 1200 dpi.
- Contone 280 dpi.

Colour Conversion

Under colour removal (UCR) is used.

Ink Density

- Total ink coverage of 280% max.
- A solid black should only have one other colour running at no more than 75%.

Overprinting

When using 100% black to blockout pics and backgrounds etc, please use 50-60% cyan and 1 or 2% magenta and yellow in the mix. This enables the rip to knock out all colours behind the black. Otherwise the rip prints the black on overprint.

Process Colour

Black (K) Cyan (C) Magenta (M) Yellow (Y).

Mono

- All mono work should be represented as true mono, or greyscale.
- Laser proofs not acceptable for scanning as press ready copy.

Colour Conversion

Under colour removal (UCR) is used.

Colour Profile

The recommended gloss colour profile to embed is U.S.Web Coated (SWOP) v2.

Advertise with us.

Contact us.

For more information please contact your
NZME Account Manager
or phone 0800 HERALD (0800 437 253)
or email advertise@nzme.co.nz

Regional Classified Advertising

Northland - northland@nzme.co.nz
Bay of Plenty/Waikato - classifiedsbop@nzme.co.nz
Hawkes Bay - classified@hbtoday.co.nz
Gisborne - classgisborne@nzme.co.nz
Whanganui - classads@whanganuichronicle.co.nz

Display Advertising

0800 HERALD (0800 437 253)
displayads@nzme.co.nz

Classified Advertising

0800 HERALD (0800 437 253)
classads@nzme.co.nz

Advertising Production

0800 HERALD (0800 437 253)

Account Enquiries

0800 HERALD (0800 437 253)



travel

WeekendHerald

HERALD ON SUNDAY

VIVA

VIVA local life

reset

canvas

THE COUNTRY

DRIVEN
CAR GUIDE

BusinessDesk.

TimeOut

Publishing

Bay of Plenty Times

Waikato Herald

The Gisborne Herald

The Advocate

Whanganui Chronicle

ROTORUA Daily Post

The Northland Age

Hawke's Bay TODAY

Katikati NEWS

Te Puke NEWS

SUN

COAST Country

Publishing: Regionals

Terms and conditions:

All rates quoted include commission but exclude GST. Position availability – all position requests are based on availability and should be discussed with NZME. Prior to booking confirmation; Cancellation fees – any cancellation of front page solus less than 14 days from publishing date will incur a 100% cancellation fee. All other advertisements will incur a 100% cancellation fee if cancelled after the booking deadline; Late material fee – a fee will be charged (10% addition to total ad cost) for any advertising material delivered after material deadline; Non-monthly account holders will incur a \$5 administration fee on all advertising placed in NZME. publications. *Dannevirke News runs within the Hawke's Bay Today from Mon-Fri varies 1-2 pages. Saturday is an 8 Page Compact which includes Classified and is inserted into the Hawke's Bay Today, distributing to the Dannevirke Region only. For full terms and conditions applicable to advertisements and notices, and for an up-to-date list of all deadlines, visit nzme.co.nz or contact your Account Manager. Any advertisement that is not press ready and requires setting by NZME, will incur a fee of 10% of the booking's value up to a maximum of \$15. These values are exclusive of GST. The fee applies to the first insertion of a multi-insertion booking, or any repeat advertisement that needs changes requiring that the copy be set again.