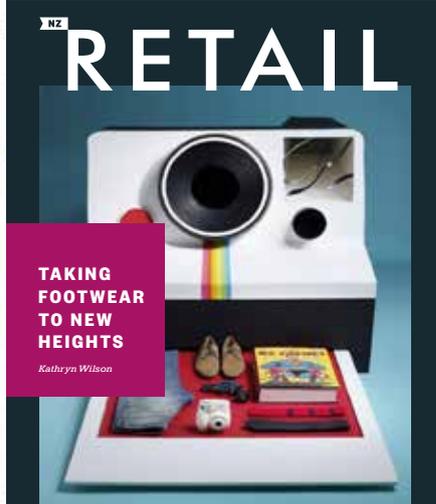
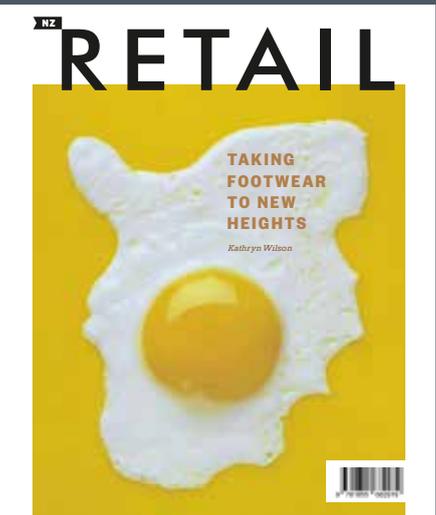


NZ

RETAIL

magazine



NZRetail – the voice of New Zealand’s thriving retail sector.

NZRetail magazine speaks directly to the hearts of retailers, delivering applicable solutions and news to support retailers both in and out of their stores. NZRetail magazine’s goal is to support retailers in their unique retail journeys by delivering timely and relevant news, education and support.



12
FIT OUT
13



Barkers brings back bricks and mortar

Coffee, clothes and grooming. Barkers reckons it has found the perfect trio to encourage customers to step away from the computer and flock to its new flagship store in Auckland central. Ely Strang went to explore.

The bricks and mortar retail market in New Zealand has been lagging behind its online counterpart for a while, says Barkers general manager Glenn Craddock.

He says retailers can get ahead by surprising customers and giving them something online stores can't offer. A case in point is Barkers' new flagship store in Auckland City.

The store capitalises on growing coffee-drinking and male grooming trends by combining the items & Great espresso bar at the entrance, the

Barkers menswear shop and a Groom Room barber shop on the mezzanine level.

Barkers teamed up with renowned city brewer Eightyfour coffee for the espresso bar, and Matt from Menzwerk grooming lounge for the Groom Room, to add these two new departments to the store.

Craddock says it's this unique combination of coffee, clothes and grooming that draws curious punters into the store.

"Since we took over the business four years ago it's been about creating a new experience," he says.




For full Barkers' flagship store in Auckland's city centre is a model of how to do it right. Come in, look at the clothing, walk out. You have to discover the different parts of the store and you have something a bit richer than a normal shopping experience."

The bold new store has arrived at a time when many retailers in New Zealand are struggling to lure shoppers away from online stores.

Figures from NZCA's Online Retail Sale Index show New Zealand's total online retail spending last December was up 22 percent over the previous year, while in-store retail spending was only up 4 percent.

Since the shop's launch in September, Craddock says the High St store is exceeding the company's performance threshold. It is attracting many new customers, including women.

"We're predominantly male-oriented in the smaller shops, but here, we're getting a lot of

"You come in and there are different touch points. It's not just your standard [fit] - come in, look at the clothing, walk out. You have to discover the different parts of the store and you have something a bit richer than a normal shopping experience."

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"We're predominantly male-oriented in the smaller shops, but here, we're getting a lot of

females through. [The new store] is less intimidating and a little bit more welcoming," he says.

He says the High St store's average customer spends twice as much as that of other city stores, and those times more than the average customer at provincial stores.

The store's head-to-toe grooming options appeal to a rising number of men whom Craddock says are meticulous about their appearance.

"Men are not grooming! now it's unbelievable. I think it's one of the biggest growing markets to be in, men's grooming."

Barkers launched his first store on High St in 1973. The new store at 4 High St is a notable success, sprawling over 400 square metres in the heritage Stair-Loch, British Insurance building.

Craddock says the large footprint and high staffing levels means the flagship store can act as a "grooming ground" for new managers and key staff.

The ample space also allows room for a separate made-to-measure suit department which runs directly out of the store. It is tucked away towards the back for privacy.

It also allows the display of Barkers' collaborations, with New Zealand brands such as shoemaker McKeekies and businesswear company Dwanedi on show.

"What the space has allowed us to do is have different areas and different departments of the store so our business can breathe," Craddock says.

Architects from A&W were called to take care from the hospital's lockery and the age of the building to apply to its historical design.

With the building's 1920s Chicago feel and previous life as a restaurant and bar, Craddock says it made sense to make the

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THE VOICE OF RETAIL

NZRetail is a must-read magazine, that is both valued and retained for all those in the retail industry. Recent reader research showed a 94% satisfaction rating and produced the following results:

- 81% of readers keep the magazine for reference;
- 81% read all or most of each issue;
- 65% spend more than 30 minutes reading each issue; and
- 68% enquired about products or services featured in the magazine.



Trade/Professional 2009
Magazine of the Year
and 2009 Editor of the Year

THE GOODS

Our new-look, perfect bound and weightier NZRetail is published 6 times per year in: February, April, June, August, October and December.

Each issue is mailed to every member of Retail NZ as well as key stakeholders in the retail industry.

Print run: A minimum of 5,500 copies per issue with an audit figure to July 2014 - June 2015 of 4,913.

NZRETAIL MULTIPLE INSERTION RATES

Size	Per Upload	Single issue	3 issues	6 issues	11 issues
Double Page spread	Per Insert	\$5,225	\$4,835	\$4,440	\$3,774
Full page	Per Insert	\$2,750	\$2,545	\$2,340	\$1,989
Half page	Per Insert	\$1,700	\$1,575	\$1,450	\$1,148
Third page	Per Insert	\$1,210	\$1,120	\$1,030	\$875
Quarter page	Per Insert	\$935	\$865	\$795	\$676
Sponsored Editorial Content	Per Editorial	\$6,000	NA	NA	NA
Advertorial	Per Insert	\$3,250*	\$2,925*	\$2,633*	\$2,238*

* Rate includes production costs, editorial, design and proofs, but not writer's fee.

PREMIUM POSITIONS

Size	Casual rate
Inside front cover	\$3,300*
Outside back cover	\$3,300*

LOOSE BROCHURE INSERTS - \$350 per 1,000

ADVERTORIAL

Size	Casual
Full page	\$3,250*
DPS	\$5,725*

* Rate includes production costs, editorial, design and proofs, but not writer's fee.

DEADLINES 2016/17

Issue	Booking deadline	Material deadline	On Sale date
Oct/Nov	15 Aug 2016	15 Sept 2016	17 Oct 2016
Dec/Jan	27 Sept 2016	27 Oct 2016	28 Nov 2016
Feb/Mar	29 Jan 2017	29 Jan 2017	29 Feb 2016
Apr/May	28 Feb 2017	14 Mar 2017	18 Apr 2017
Jun/Jul	18 Apr 2017	12 May 2017	7 Jun 2017



Toast of the town

Liquor retailers face a challenging combination of rising regulations and decreasing sales, but a shift to premium products is driving business. Martin Gray looks at the state of liquor retailing in 2015 through the eyes of independent liquor retailer Regional Wines and Spirits merchant Chris Lippert and Foodfirst.

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The modern grocer

Huckleberry Farms wants more shoppers to go natural with their food choices. The company, which specialises in organic food, has launched a new series of stores called Huckelberry which bring back the local corner store to the neighbourhood, reports Eilly Strong.

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The modern grocer... more mainstream. Welfare and... Huckelberry Farms... more shoppers to go natural with their food choices.

Secret shopper

Katherine Lowe is, according to her popular fashion and lifestyle blog, someone who can't resist a bargain. She has written about her secret shopping habits and how she finds the best deals. Her blog has become a go-to resource for anyone looking for the best prices on the high street.

ADVERTISING CONTACT

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NZRetail is proudly published on behalf of Retail NZ by Tangible Media, see www.tangiblemedia.co.nz

TERMS AND CONDITIONS

Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by Tangible Media Ltd.

Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection

Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

Terms

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

Tax and levies

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion - except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

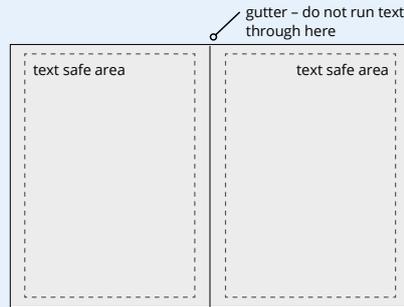
Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

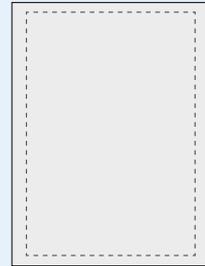
- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

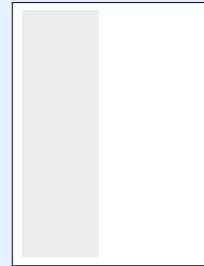
ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



DOUBLE PAGE SPREAD
275(h) x 460(w) + 5mm bleed



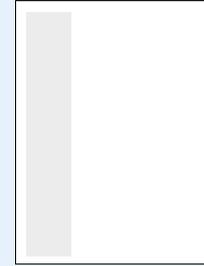
FULL PAGE
275(h) x 230 (w)
+ 5mm bleed



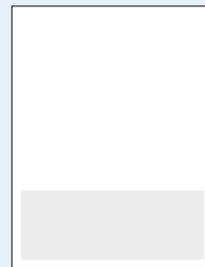
VERTICAL ½-PAGE
235(h) x 95(w)



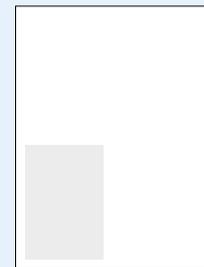
HORIZONTAL ½-PAGE
120(h) x 200(w)



VERTICAL 1/3-PAGE
235(h) x 65(w)



HORIZONTAL 1/3-PAGE
75(h) x 200(w)



SQUARE ¼-PAGE
115(h) x 95(w)

Mechanical

Size 230(w) x 275(h)
Paper 100/200 satin matt art
Binding Perfect bound
Colour CMYK

Sizes

FULL PAGE

Trim 230(w) x 275(h)
Bleed add 5mm all round trim

DOUBLE PAGE SPREAD

Trim 275 (deep) x 460mm
Bleed add 5mm all round trim
Inside front cover (IFC), inside back cover (IBC) and opposing pages Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 5mm bleed all round.

Material format

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

USING ADOBE DISTILLER

- Print document to file by selecting PostScript® File printer option in the print dialogue window
- Select Adobe PDF or Acrobat Distiller PPD
- Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- Select crop marks
- Select composite CMYK output
- Include all fonts
- Set transparency flattening options to high resolution
- Save to create the PostScript® file
- Launch Adobe Acrobat Distiller
- Select PDF/X1a as the default job options
- Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

EXPORTING FROM INDESIGN

- From the export options, select preset PDF/X1a
- Select crop marks and 3mm bleed all round
- Ensure font subsetting is set to 100%
- Set transparency flattener options to high resolution

Screen

175 lpi (screen ruling)

*Note: Solus positioning not guaranteed