

# HUNTING & WILDLIFE

MAGAZINE

**MEDIA  
KIT  
2025**

**REACH 50,000+ HUNTERS  
& 12,000 MEMBERS**

All proceeds support the future of hunting and shooting sports in New Zealand. NZDA works as a non-profit NGO to promote and protect hunters' and shooters' rights for generations to come.



# Published Quarterly to Align with The Seasons

Provided **free to our 12,000 members** and distributed to key industry stakeholders and decision makers in Parliament.



SUMMER - AUTUMN - WINTER - SPRING

Your advertising spend goes directly to investing in the future of your customer base - the shooters and hunters of New Zealand.



# Providing Unmatched Free Reach



We digitally reached over 385,000 people in 2024,  
with 2.3 million brand impressions online.

One month before each new edition is launched, **the magazine is released online for free**. We promote this through social media and circulate via other organizations and platforms such as Gun City and forums to increase reach beyond the 12,000 NZDA monthly readers.

As a non-profit organisation dedicated to growing the sport of hunting in New Zealand, **our ability to distribute for free sets us apart from other hunting magazines**. Every dollar you spend with us goes directly back to supporting our advocacy on behalf of all recreational hunters.



# Who Are NZDA Members?

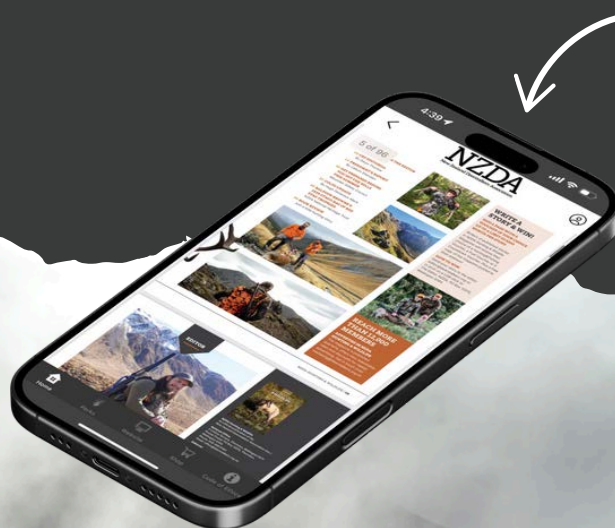


**Hunters.** Our members shoot an average of 40 big game animals per year.\*

**Shooters.** NZDA is the largest operator of police-certified ranges in NZ. We welcome shooters every weekend to practice and participate in competitions nationwide.

**Conservationists.** Our members spent over 11,800 hours partaking in conservation work.\*

**Customers.** Our members spend an average of more than \$4000 on hunting gear and services per year.\*



Our magazine is readily available on our NZDA membership deals app. Speak to us if you'd like to advertise here.

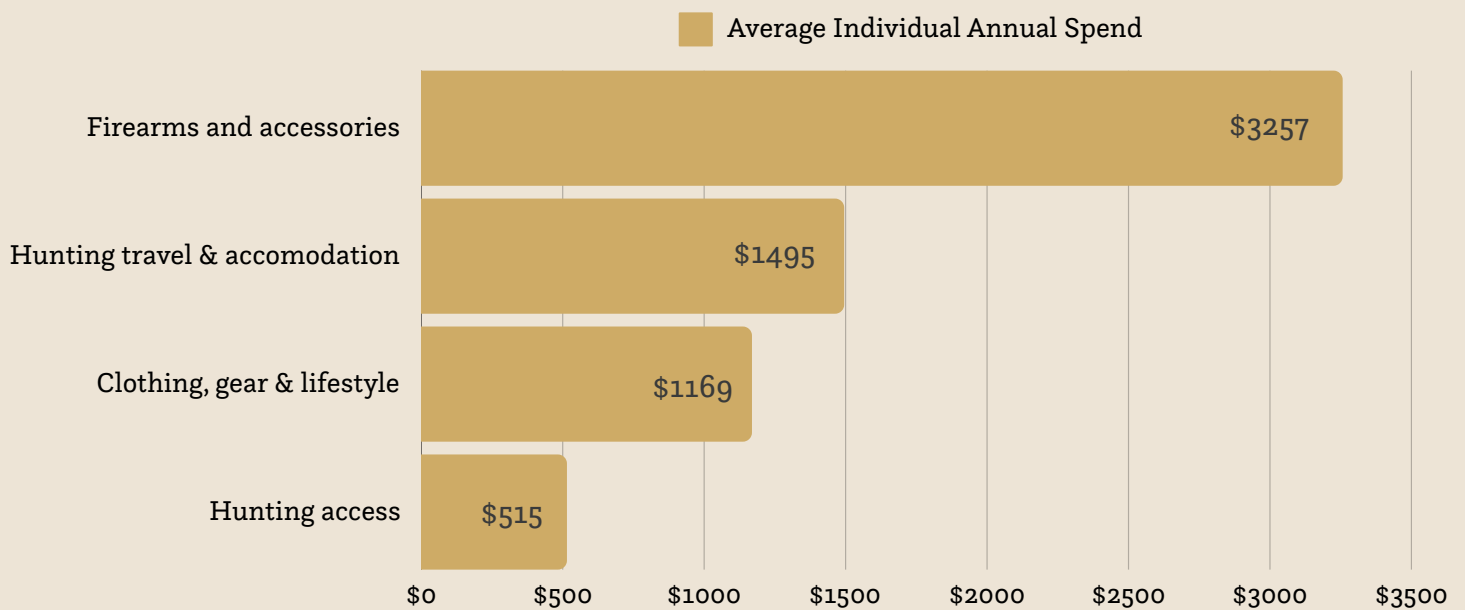
There are an estimated 50,000 deer hunters, and approximately 160,000 New Zealanders participate in some form of hunting. There are 232,000 licensed firearm owners who are interested in firearm products and services.

\*Statistics taken from the 2024 NZDA Membership Survey.

# Membership Spending



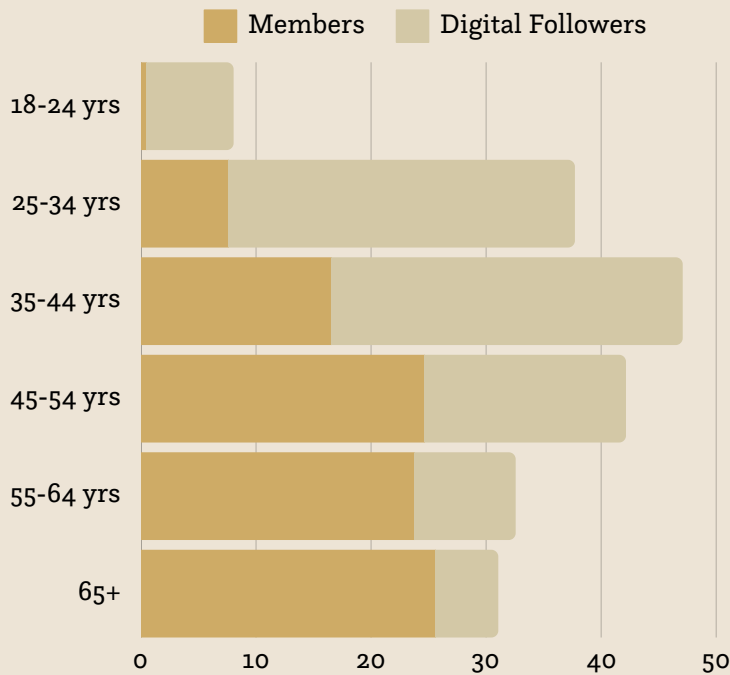
The average NZDA member actively hunts and invests in quality hunting equipment from brands they know and trust.



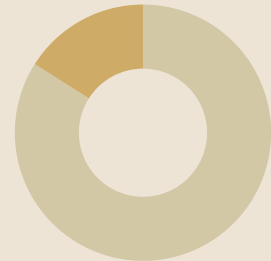
Taken from a survey of 179 people out of our 12,000 strong membership - we'll let you do the math.

Advertising with Hunting and Wildlife supports all hunters and shooters.

# The NZDA Audience

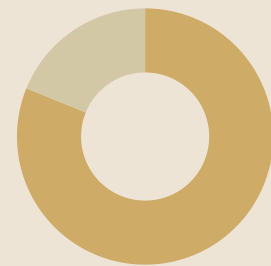


Female  
16%



Male  
84%

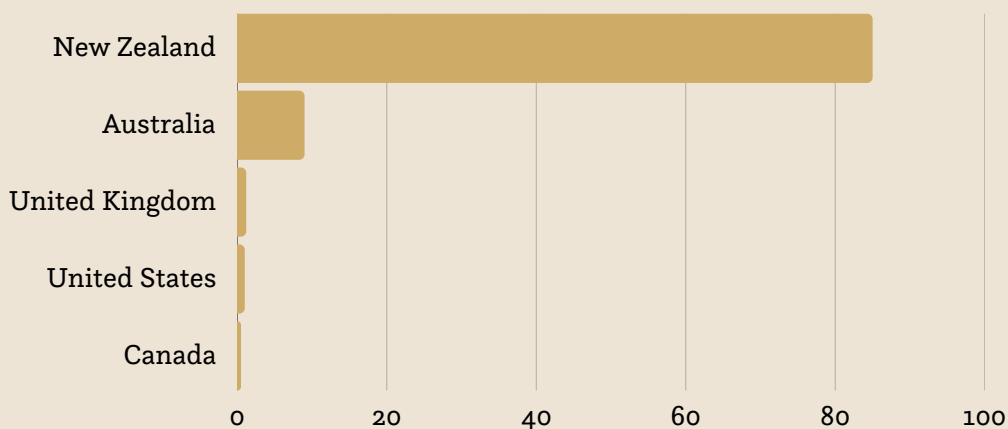
We have a fast growing female community.



Satisfied  
81.1%

Our audience is young and active.

Our members are highly satisfied, 88% think we are value for money.



Our readers and followers are predominately from the New Zealand market.

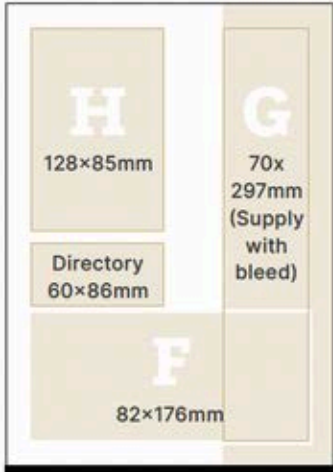
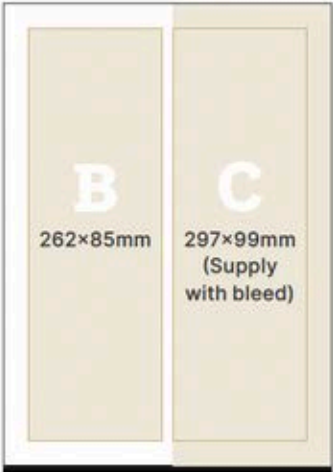
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# RATES 2025



Advert Size	1x Issue \$	2x Per Issue \$	4x Per Issue \$
Full Page - A	\$1,130	\$957	\$784
Double Page Spread - A	\$2,268	\$1,922	\$1,576
Inside Back Cover - A	\$1,800	\$1,620	\$1,440
Back Cover - A	\$2,250	\$2,025	\$1,800
1/2 Page - B/C/D/E	\$608	\$542	\$477
1/3 Page - G/F	\$477	\$421	\$365
1/4 Page - H	\$380	\$334	\$288
1/9 Directory	\$180	\$155	\$130

All advertising rates are GST exclusive. Please note: If you commit to a multi-issue advertising rate but cancel future bookings before all adverts have been published, you will be charged a cancellation fee equal to the single-issue rate per advert minus any payments already made.



NZDA works to promote and protect hunters' rights for generations to come.

# PRINT DEADLINES



Issue	On Sale Date	Writer's Deadline	Supply Adverts
Autumn	24 March	21 February	7 March
Winter	16 June	16 May	30 May
Spring	15 September	15 August	29 August
Summer	8 December	7 November	21 November

## GET IN TOUCH NOW

Marketing enquiries email:

[marketing@deerstalkers.org.nz](mailto:marketing@deerstalkers.org.nz)

Editor email:

[editor@deerstalkers.org.nz](mailto:editor@deerstalkers.org.nz)

As a non-profit organisation, all proceeds go towards supporting NZDA advocacy work and initiatives to grow hunting sports across New Zealand.