

# MEDIA KIT

# 2026





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# OUR TARGET AUDIENCE

Our readers are essentially decision-makers at a senior management level involved in materials handling, warehousing, logistics and technology, packaging, freight forwarding and distribution. FTD is distributed to a wide range of industries, including shipping, cargo storage, general manufacturing, printing and engineering, transport, building and timber products, automotive distribution and machinery, and food, beverage and pharmaceuticals. Every business has a supply chain – essentially a flow of resources from site of production through intermediate locations to the site of final use – and FTD is an integral part of this chain.

## CIRCULATION

### INDUSTRY

**25%**

Branch, regional, sales & marketing, customer services, managers

**16%**

CEO, MD, Dir, GM

**12%**

Store, warehouse, distribution, operations, plant, factory, production managers

**21%**

CILT members, Government, Councils, trade bodies

**14%**

Logistics, supply chain, import, export, freight, cargo, transport managers

**12%**

Other

# 3

### JOB TITLES

**23%**

General manufacturing

**18%**

Food, pharmaceuticals, beverages

**13%**

Transporting, specialised warehousing & distribution

**12%**

Chemicals, refining & paper

**11%**

Shipping, cargo & storage

**7%**

Automotive, distribution & machinery

**5%**

Printing & engineering

**5%**

Building, timber products

**4%**

Other

**2%**

Education, consultants

## ABOUT FTD

FTD has grown from its freight, transport and distribution roots to its current status as a magazine dedicated to supply chain management solutions. Whether it's forklifts or container handlers, shelving or racking, labelling or RFID, automation or materials handling, rail or road, sea ports or airfreight, we showcase the current products and services. Published every two months, FTD's emphasis is unashamedly on New Zealand. However, we also keep an eye on developments in Australia and within the Asia-Pacific region.

With one key feature per edition plus general news and views, FTD aims to inform and provoke discussion on a wide range of supply chain management issues.

FTD sources industry news from government agencies, key industry players, and a number of business associations, including CILT (Chartered Institute of Logistics and Transport), CBAFF (Customs Brokers and Freight Forwarders Federation of NZ), RTF (Road Transport Forum), Infrastructure NZ, ExportNZ and GS1 NZ.

# 2,500

PRINT COPIES DISTRIBUTED EACH MONTH

# 2,350

DIGITAL COPIES EMAILED EACH MONTH

# 1,950

FTD MAGAZINE NEWSLETTER EMAILED EACH MONTH

# SPECIAL FEATURES & MATERIAL DEADLINES

Every issue, FTD Mag has a special 'Front of Mag' features. Depending on what is 'hot' in topic within the industry, FTD Mag occasionally has Pop Up-style features. Potential advertisers will be contacted by email. The schedule for 2026 is as follows:

<b>FEBRUARY/MARCH</b> Forklifts & materials handling	MATERIAL DEADLINE	<b>JAN 28</b>
<b>APRIL/MAY</b> Industry 4.0: Automation, robotics & AI	MATERIAL DEADLINE	<b>MAR 17</b>
<b>JUNE/JULY</b> Warehouse – Logistics, equipment, infrastructure	MATERIAL DEADLINE	<b>MAY 21</b>
<b>AUGUST/SEPTEMBER</b> Sustainable distribution	MATERIAL DEADLINE	<b>JUL 21</b>
<b>OCTOBER/NOVEMBER</b> Safety; Training	MATERIAL DEADLINE	<b>SEP 18</b>
<b>DECEMBER/JANUARY</b> Freight & transport; Profiles of success	MATERIAL DEADLINE	<b>NOV 13</b>

# FEATURES

## COMBOS

Combos are a great and cost-effective way to pass on an advertorial message. A combo usually consists of supplied editorial, images and supporting advertisement. This is edited to conform to our house style, laid up by our designer and returned to you for approval prior to publication. Heavy emphasis is placed on design to make the reader stop and read. Large imagery to help invite the reader in, combined with a well-designed, spaced layout, is a priority. Providing a selection of images is encouraged.

Find out more about combos in the print advertising section starting on page 6.

# EDITORIAL SUBMISSIONS

We seek top-quality, exclusive editorial articles for each edition of FTD, accompanied by high-resolution photos and/or illustrations. Preference will be given to articles relating to New Zealand projects, products and/or services, or those projects overseas involving New Zealanders and New Zealand-sourced products/services. Potential contributors should email the editor with submissions. Please do not follow up emails with phone calls, we will be in touch if we require more information. Editorial should be sent as a Word document, with images sent as separate attachments (not embedded in the Word document or main body of the email) with preferred captions for each photo. Images must be of good quality, in focus

and taken at a high resolution – ideally 300 dpi. A selection of images is encouraged. We cannot reproduce images that have been downsized for email or web purposes. The editor reserves the right to edit material and to reject submissions. The accuracy of the material is the responsibility of the contributor. While we welcome material from commercial sources, it should be as independent as possible. ‘Advertorial’ material (which reads like a brochure, and overtly promotes a business’s products/services) will not be considered unless accompanied by paid advertising. Unsolicited editorial will only be considered for publication if space permits. Submissions to: [news@hayleymedia.com](mailto:news@hayleymedia.com).

## THE ESSENTIALS

The place to be seen when you want your company’s story/message to be told

Within every issue, your brand can find a home. ‘The Essentials’ reflects the many industry categories that make up the industries that FTD Mag represents. Each section has great focus on Kiwi companies and businesses, brands and their products/equipment/services - all contribute heavily to doing better business and improving the industry as a whole. Sections can be included if there is advertising demand for a category. They can range from technology, distribution, human resources, materials handling, forklifts and services, logistics, warehouse efficiencies, training and much more. These are ideal sections to take a ‘Combo’ – a mixture of advertising and editorial – as a section can be created for your specific need and field.

**WAREHOUSE | LOGISTICS | PACKAGING AND MANY MORE.**

# 5


PRINT  
ADVERTISING

QUARTER PAGE  
ADS

FRONT COVER  
STRIP

QUARTER PAGE  
COMBO

PRINT



**FLATNESS AND LEVELNESS CERTUS FLOOR PROFILE ASSESSMENT**

- Defined Movement, High Bay and Narrow Aisle**
- Fast and Accurate Measure**
- Self-Propelled and Laser Guided**
- Reporting to ConcreteNZ TS01:2021, UK Concrete Society TR 34 4th ed., Fmin, EN 15620, DIN 15185 and VDMA**

**DESIGNER**

- Confirmation of specification achieved prior to handover

**OWNER**

- Classification compliance

**TENANT**

- Efficiency of use
- Early assessment of aisle usability
- Assists materials handling specification
- Static clean assessment

**BUILDER**

- Assessment of construction methodology
- Aisle wheelpath grind reporting

www.certus.nz | 09 930 6323

**TWO QUARTER PAGE AD SIZE OPTIONS TO CHOOSE FROM**

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**LEFT:**  
QUARTER PAGE VERTICAL AD

**BELOW:**  
QUARTER PAGE HORIZONTAL AD



**TECHSPAN GROUP**

**LABEL BARCODE PRINTERS & CONSUMABLES**  
*Save time. buy online*



**TSC Label Printers Limited**  
0800 603 603 | info@tslabelprinters.co.nz | www.tslabelprinters.co.nz

## QUARTER PAGE AD

**QUARTER PAGE VERTICAL AD:  
87MM WIDE X 130MM HIGH**

**QUARTER PAGE HORIZONTAL AD:  
186MM WIDE X 68MM HIGH**

**NO BLEED OR CROP MARKS  
REQUIRED**

Advert make up cost: **\$275+GST**

Pricing 1-2 issues

**\$1365+GST** PER ISSUE

Pricing 3-5 issues

**\$1260+GST** PER ISSUE

Pricing 6 + issues

**\$1155+GST** PER ISSUE



**FRONT COVER STRIP**

**FRONT COVER STRIP  
210MM WIDE X 50MM HIGH PLUS 5MM BLEED**

Have a strong message that you want to ensure gets passed on? Then the front cover strip is a great option. Cost-effective, this option leaves no doubt that your company is a major player within the freight, transport and distribution industry.

**\$1640+GST**



QUARTER PAGE VERTICAL COMBO

QUARTER PAGE HORIZONTAL COMBO

# QUARTER PAGE COMBO

**INCLUDES ONE QUARTER PAGE AD AND ONE QUARTER PAGE OF EDITORIAL (HALF PAGE TOTAL)**

You can book a quarter page ad (horizontal or vertical) and make it a combo with an extra quarter page editorial. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

**SUPPORTING EDITORIAL SPECIFICATIONS**

Recommended = Approx 230 words with no picture and 150 words with one picture.

Pricing 1-2 issues

**\$1785<sup>+GST</sup>** PER ISSUE

Pricing 3-5 issues

**\$1680<sup>+GST</sup>** PER ISSUE

Pricing 6 + issues

**\$1575<sup>+GST</sup>** PER ISSUE

**TECHNICAL DETAILS**

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into Powerpoint or Word documents.

**CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL TRACY@HAYLEYMEDIA.COM**

**SUPPLYING MATERIAL**

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines. Crop marks are required for **full and double page spreads only** with a minimum of 5mm bleed, (no printing marks or bleed on adverts **smaller** than a full page). Files can be sent via email, Dropbox/Wetransfer or other file sharing link.

**Cancellations must be no later than one week prior to the material deadline.**

PRINT  
ADVERTISING  
HALF PAGE ADS  
HALF PAGE COMBO

**CentraForklifts**  
Clearance - Service - Parts - Rental

Sales - Service - Parts - Rental  
Auckland Hamilton Tauranga  
Palmerston North Christchurch  
plus a Nationwide Dealer & Service network.

**0800 FORK IT (3675 48)**  
[www.centrafork.co.nz](http://www.centrafork.co.nz)

For all your material handling needs

**MITSUBISHI FORKLIFT TRUCKS**




**Flexi** Articulating Narrow Aisle Forklifts  
No.1 for Articulated VNA Truck Technology  
Proven quality, reliability and safety.

**TWO HALF PAGE AD SIZE  
OPTIONS TO CHOOSE FROM**

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**LEFT:**  
HALF PAGE VERTICAL AD

**BELOW:**  
HALF PAGE HORIZONTAL AD

**KÄRCHER**

**CLEAN BIG  
AREAS  
FAST.**



Cleaning large areas such as warehouses, transport and logistics centres? The B 260 will make cleaning quick, easy and efficient with 1200mm working width side brushes, up to 12.000m<sup>2</sup>/h max area performance and a 6 hour run time on eco-efficiency. [karcher.co.nz](http://karcher.co.nz)



LEARN MORE

# HALF PAGE AD

HALF PAGE VERTICAL AD:  
87MM WIDE X 265MM HIGH

HALF PAGE HORIZONTAL AD:  
186MM WIDE X 130MM HIGH

NO BLEED OR CROP MARKS  
REQUIRED

Advert make up cost: **\$410+GST**

Pricing 1-2 issues

**\$1945+GST** PER ISSUE

Pricing 3-5 issues

**\$1785+GST** PER ISSUE

Pricing 6 + issues

**\$1575+GST** PER ISSUE

**PRINT**



**WAREHOUSE AND LOGISTICS**

## 'NEW STANDARD' in warehouse and logistics cleaning

In the fast-paced world of warehouse and logistics, a clean and safe environment is not a luxury but a non-negotiable business imperative. Dusty, grimy, slip-prone wooden pallets, slippery surfaces, and poorly maintained facilities aren't just an eyesore; they're a direct threat to safety, efficiency, and the bottom line.

"You need solutions as powerful and straightforward as your operations," Kärcher is setting a new benchmark in professional floor care with the B 260 Hi Bp, a ride-on scissor drive pallet truck. For the high demands of the transport and logistics industry, says Nathan Dropp, head of product design.

He says the Kärcher B 260 Hi Bp is an "outstanding solution" for large warehouse environments. Engineered to deliver deep, high-performance cleaning where it matters most, its high-powered scrubbing system is designed to lift compacted grime, oil residues, and general dirt and dust.

"No power is nothing without efficiency," says Dropp. With a fast-cleaning speed of 10 km/h, the B 260 Hi Bp covers vast areas in record time. Fully built in a cleaning angle sensor automatically reduces speed when turning, ensuring stability and preventing accidents. The 360-degree freshwater tank with an automatic fill function and Dose cleaning detergent system allows for effective, efficient and continuous cleaning of spots, drastically reducing operations and the need for frequent refills.

In the dynamic world of logistics and warehousing, a clean and safe environment is the foundation of success.

Kärcher's innovative cleaning solutions like the powerful B 260 Hi Bp, are designed to meet these challenges head-on. By delivering consistent, high-quality cleaning, this machine tackles dust, eliminates slip hazards, and boosts overall efficiency. It allows you to focus on what matters most: driving your operations forward, faster and more effectively than ever before."

Drop it all. Sponsored content. For more information phone 0800 527 2437 or visit [www.karcher.co.nz](http://www.karcher.co.nz)




**KÄRCHER**

### CLEAN BIG AREAS FAST.

Clearing large areas such as warehouses, transport and logistics centres? The B 260 Hi Bp will make cleaning quick, easy and efficient with 12 litres working width side brushes, up to 12,000l/h max. area performance and a 6-hour run time for eco-efficiency. [karcher.co.nz](http://karcher.co.nz)

www.fdmag.co.nz

HALF PAGE HORIZONTAL COMBO

**THE ESSENTIALS**

**Centra Forklifts**  
CENTRA FORKLIFTS AUCKLAND

Sales - Service - Parts - Rental

Auckland Hamilton Tauranga  
Palmerston North Christchurch  
plus a Nationwide Dealer & Service network

0800 FORK IT (3675 48)  
[www.centrafork.co.nz](http://www.centrafork.co.nz)

For all your material handling needs



## LIFTING SOLUTIONS...

**Centra Forklifts now exclusive NZ distributor of Flex articulating forklifts**

"We see this as a great addition to Centra's range for our customers, having visited the Flex UK factory to see the R&D environment, build quality and core team to make and support a premium product, we know it will exceed our customers' expectations," says Bruce Greenleade, sales and marketing manager at Centra Forklifts. He says that in tough economic times, companies are looking for smart, cost-effective solutions. If they need more warehouse space, and this is where the Flex product excels.

"Having seen the use of Flex in becoming more popular around the world as it is much more cost effective to utilise your existing warehouse space more efficiently than build expensive additions or relocating the entire business to a new location," says Greenleade.

By reducing aisle widths and potentially increasing racking heights, it is possible to store up to 50% extra storage space in the same floor area, while improving operational efficiency.

The benefit with Flex's articulating forklifts is that one forklift can perform two functions. First, going up to load or unload a truck, to taking products down an aisle from 1.6 metres wide and placing them in racking.

"This also avoids the limitations of reach trucks or the costly wire guidance systems associated with turret trucks. The award-winning Flex design is unique. From the four radius curved chassis design that minimises rack and product damage from impact, the clear view overhead guard with no front supports to limit visibility, front wheel drive 225-degree over rotation and the three independent hydraulic systems for drive, lift and steering for smooth, precise movements. No other articulating forklift offers these."

Sponsored content. For more information phone 0800 FORK IT (3675 48), email [info@centrafork.co.nz](mailto:info@centrafork.co.nz) or visit [www.centrafork.co.nz](http://www.centrafork.co.nz)



**Flex** Articulating Narrow Aisle Forklifts

Not Just Articulated VNA. Pure Technology. Proven quality, reliability and safety.

FTD MAGAZINE | June - July '23

HALF PAGE VERTICAL COMBO

# HALF PAGE COMBO

**INCLUDES ONE HALF PAGE AD AND ONE HALF PAGE OF EDITORIAL (ONE PAGE TOTAL)**

You can book a half page advertisement (horizontal or vertical) and make it a combo with an extra half page story or company profile. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

### SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 400 words with no picture or 300 words with one picture.

### TECHNICAL DETAILS

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into Powerpoint or Word documents.

**CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL [TRACY@HAYLEYMEDIA.COM](mailto:TRACY@HAYLEYMEDIA.COM)**

### SUPPLYING MATERIAL

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines. Crop marks are required for **full and double page spreads only** with a minimum of 5mm bleed, (no printing marks or bleed on adverts **smaller** than a full page). Files can be sent via email, Dropbox/Wetransfer or other file sharing link.

**Cancellations must be no later than one week prior to the material deadline.**

Pricing 1-2 issues

**\$2730<sup>+GST</sup>** PER ISSUE

Pricing 3-5 issues

**\$2575<sup>+GST</sup>** PER ISSUE

Pricing 6 + issues

**\$2415<sup>+GST</sup>** PER ISSUE

PRINT  
ADVERTISING

FULL PAGE AD

OUTSIDE BACK  
COVER

FULL PAGE COMBO

PRINT



### Redefining and Leading in Intralogistics

The SSI SCHAEFER Group is a globally operating group of companies and a world leading solution provider of modular warehouse and logistics systems.

Being a forward-thinker, manufacturer and long-term partner define our company and have done since 1937.

We provide solution oriented intralogistics for individual requirements; delivering intralogistics designed for the future.

- Custom Automation
- Transparent and data driven
- Flexible and Scalable
- Connected & Sustainable
- Solution based
- Future proof concepts

**Think Tomorrow.**

Schaefer Systems International Pty Ltd  
[ssi-schaefer.com](http://ssi-schaefer.com) | [linkedin.com/company/ssi-schaefer/](https://www.linkedin.com/company/ssi-schaefer/)

**SCHAEFER**

FIND OUT MORE ABOUT YOUR INTRALOGISTICS PARTNER HERE.

## FULL PAGE AD

210MM WIDE X 297MM HIGH PLUS 5MM BLEED

Pricing 1-2 issues


**\$2835<sup>+GST</sup>** PER ISSUE

Pricing 3-5 issues

**\$2625<sup>+GST</sup>** PER ISSUE

Pricing 6+ issues

**\$2415<sup>+GST</sup>** PER ISSUE



At least 5mm of extra design that extends beyond the final trim line of the page (227mmW x 297mmH/pink line) is needed to ensure there are no white edges after the magazine is cut.

Advert make up cost: **\$555<sup>+GST</sup>**



Making Space for Critical Services

**A modernised logistics system supporting regional healthcare.**

Dematic's modernised and customised automated facilities assist in the efficient handling and storage of critical services, ensuring the highest levels of safety, security and operational performance. The system is designed to support the needs of regional healthcare providers, ensuring that critical services are delivered to patients in a timely and efficient manner.



DEMATI

### INSIDE FRONT OR OUTSIDE BACK COVER

Second only to the front cover, be seen all by yourself with this high profile power position and statement. Showcase why companies should be doing business with you. A perfect place to brand.

**\$3360<sup>+GST</sup>**



# FULL PAGE COMBO

## INCLUDES ONE FULL PAGE AD AND ONE FULL PAGE OF EDITORIAL (TWO PAGES TOTAL)

You can book a full page advertisement and make it a combo with an extra full page story. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

### SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 350-450 words and up to two pics  
 NB: Word count is dependant on image size. A full page story must include an image.

Pricing 1-2 issues

**\$3665<sup>+GST</sup>** PER ISSUE

Pricing 3-5 issues

**\$3415<sup>+GST</sup>** PER ISSUE

Pricing 6 + issues

**\$3150<sup>+GST</sup>** PER ISSUE

### TECHNICAL DETAILS

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into Powerpoint or Word documents.

**CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL TRACY@HAYLEYMEDIA.COM**

### SUPPLYING MATERIAL

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines. Crop marks are required for **full and double page spreads only** with a minimum of 5mm bleed, (no printing marks or bleed on adverts **smaller** than a full page). Files can be sent via email, Dropbox/Wetransfer or other file sharing link.

**Cancellations must be no later than one week prior to the material deadline.**

PRINT  
ADVERTISING

DOUBLE PAGE  
SPREAD AD

DOUBLE PAGE  
SPREAD STRIP AD  
COMBO

**Körber,  
your software  
partner with  
deep expertise  
for the life of your  
supply chain.**

Conquer supply chain complexity— with Körber.

**Autonomous Mobile Robots**

**Körber's AMR Solutions**

Flexible and Scalable Automation

Körber leads the way in AMR success for supply chain proving up to 400% increase in efficiencies.

Partner with Körber's dedicated AMR team to enable diversified applications of AMRs from improving floor operations such as picking, moving and sorting through to table-top sortation. AMRs offer flexible automation with significant cost savings, rapid deployment timeframes and phenomenal throughputs.

**Diverse AMR Portfolio**  
Körber's AMR solution stack is designed to maximize safety, applications and best-in-class quality in feature-rich AutoStore Mobile table-top and other solutions and the diverse offerings by Daub, Local Robotics and Fetch Robotics, all expertly integrated by Körber.

Supply Chain Software | Automation Solutions | Robotics & AMR | Voice, Video & AR/VR | Material Handling | Software Consulting & Implementation

T: +61 0800 55 93 94  
info@koeber-supplychain.com  
koeber-supplychain.com

# DOUBLE PAGE SPREAD AD

420MM WIDE X 297MM HIGH PLUS 5MM BLEED

Pricing 1-2 issues

**\$4200<sup>+GST</sup>** PER ISSUE

Pricing 3-5 issues

**\$3940<sup>+GST</sup>** PER ISSUE

Pricing 6+ issues

**\$3675<sup>+GST</sup>** PER ISSUE

At least 5mm of extra design that extends beyond the final trim line of the page (227mmW x 297mmH/pink line) is needed to ensure there are no white edges after the magazine is cut.

Advert make up cost: **\$690<sup>+GST</sup>**

**PRINT**





# DOUBLE PAGE SPREAD STRIP AD COMBO

STRIP AD: 420MM WIDE X 40MM HIGH PLUS 5MM BLEED

## INCLUDES ONE DOUBLE PAGE SPREAD STRIP AD AND THE REMAINING SPACE USED FOR EDITORIAL

You can book a double page spread strip advertisement and make it a combo with the remaining space as a story. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

## SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 700 words and up to three pics  
 NB: Word count is dependant on image size. A full page story must include an image.

At least 5mm of extra design that extends beyond the final trim line of the ad (454mmW x 40mmH/pink line) is needed to ensure there are no white edges after the magazine is cut.

Strip ad make up cost: **\$410+GST**

## TECHNICAL DETAILS

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into Powerpoint or Word documents.

**CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL TRACY@HAYLEYMEDIA.COM**

## SUPPLYING MATERIAL

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines. Crop marks are required for **full and double page spreads only** with a minimum of 5mm bleed, (no printing marks or bleed on adverts **smaller** than a full page). Files can be sent via email, Dropbox/Wetransfer or other file sharing link.

**Cancellations must be no later than one week prior to the material deadline.**

SERVICES TO  
INDUSTRY

PROFILES OF  
SUCCESS



SERVICES TO INDUSTRY



The solutions  
behind the smile.

Swisslog's automated intralogistics solutions for ambient and frozen food are designed to increase speed, accuracy, and efficiency even in demanding temperature-controlled environments.



+62 2 9889 5900  
info@swisslog.com  
www.swisslog.com



## Frozen Storage

Manawatu area

**Flexible rates and service levels**

For enquiries please phone 021 224 2113

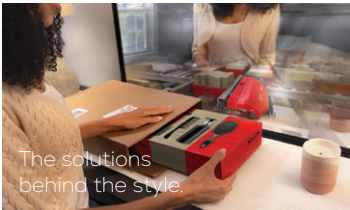


The solutions  
behind the salad.

Swisslog offers a range of automated intralogistics solutions designed to increase the speed, accuracy, and efficiency of your food warehouse.



+62 2 9889 5900  
info@swisslog.com  
www.swisslog.com



The solutions  
behind the style.

Backed by one of the most experienced and collaborative teams in the business, our logistics automation solutions for retail and e-commerce are flexible and modular, increasing speed, accuracy, and efficiency in ways that will have you and your company looking good.



+62 2 9889 5900  
info@swisslog.com  
www.swisslog.com



The solutions  
behind the order.

Swisslog offers a range of automated intralogistics solutions for retail and e-commerce designed to increase the speed, accuracy, and efficiency of your order fulfillment.



+62 2 9889 5900  
info@swisslog.com  
www.swisslog.com



## YOUR AD HERE

26 [www.ftdmag.co.nz](http://www.ftdmag.co.nz)

PRINT

# SERVICES TO INDUSTRY

87MM WIDE X 85MM HIGH

A hot section to advertise in for a small investment. These quick reference ads get calls.

Pricing 1-2 issues

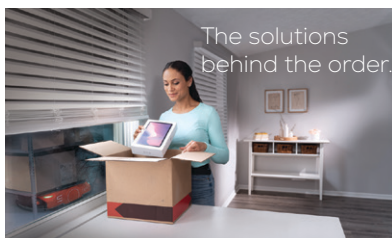
\$370<sup>+GST</sup> PER ISSUE

Pricing 3-5 issues

\$345<sup>+GST</sup> PER ISSUE

Pricing 6+ issues

\$315<sup>+GST</sup> PER ISSUE



Swisslog offers a range of automated intralogistics solutions for retail and e-commerce designed to increase the speed, accuracy, and efficiency of your order fulfillment.



+62 2 9889 5900  
info@swisslog.com  
www.swisslog.com



# PROFILES OF SUCCESS

Once in a year opportunity to tell your story in our 'Profiles of Success – toward 2026' section over two full pages.

Supporting editorial specifications:

Editorial length depends on the mix of ed + ad sizes to make up the two page profile. One page ad, 450 words; ½ page ad 750 words.

PRICE **\$2100+GST**

**PROFILE OF SUCCESS** **THE ESSENTIALS**

## MODERN HORNBY WAREHOUSE

**offers flexible options and competitive rent**

**A** prime logistics facility in Hornby, Christchurch is available to lease, with the opportunity to benefit from flexible options and competitive rent rates.

The facility at 15 Sir James Wattie Drive, was constructed in 2009 and provides modern 100% high clear warehouse with existing pallet racking, significantly reducing fit-out costs for the new occupier.

CBRE associate director of industrial and logistics Scott Bentley used his 20+ years of experience in the region to ensure the building was constructed for a major national logistics operator and offers an excellent opportunity to secure a foothold in Christchurch's premier industrial precinct.

This A-grade, fully finished facility is purpose-designed for storage, logistics and distribution centres use and provides many options for occupiers, which is often difficult to find in high-demand precincts like Hornby.

The landlord is willing to consider various options including longer lease lengths or leasing part of the warehouse space, says O'Hall.

The facility is owned by Standard Capital, a premier commercial property investment firm and experienced fund manager who manages a large portfolio of commercial and industrial buildings nationwide.

There are many benefits in working with an experienced landlord like Standard Capital, including the benefit of their experienced, professional team of management, maintenance and operations staff.

As a specialist fund manager, Standard Capital is focused on the long-term performance of the building in its portfolio and ensures all assets are well-maintained and value protected by their professional management.

The facility includes a 6000sqm warehouse with a 13 metre high stud, with the current space configured providing storage capacity for approximately 1200 pallets. A large 1500sqm covered driveway extends the length of the warehouse, giving full drive-through access to the large container bay doors for the rear of the building.

Adjoining the warehouse to the front of the property is a 400sqm office space spread over two levels, along with car parking.

The facility offers excellent highly efficient use of space and streamlined operational capabilities, along with corporate grade offices. Along with the finished and modern interior, brand new LED lighting is to be installed, enhancing the operational efficiency of this contemporary facility, says Bentley.

Located just minutes from on and off ramps in the Southern Motorway providing convenient transport access to Lyttelton port, Christchurch CBD and State Highway One (SH1) adds.

Hornby is regarded as Christchurch's top industrial precinct owing to its ease of access from multiple distribution precincts to major residential centres providing convenience for workers, and generally very high quality building stock. Several large retail chains have their South Island distribution centres located in Hornby, along with the numerous national logistics operators which house the greater proportion on the eastern edge of Christchurch.

Sponsored content. For more information please contact Bentley (07) 225 2310, Nathan O'Hall (07) 248 2767 or visit [www.cbre.co.nz/1000000](http://www.cbre.co.nz/1000000)

Logistics facility for lease at 15 Sir James Wattie Drive, Hornby, Christchurch.



**CHRISTCHURCH**  
15 Sir James Wattie Drive, Hornby, Christchurch




**EMCG A-Grade Warehouse Available**

- Warehouse: 6000sqm
- Office: 400sqm
- Dispatch office: 70sqm
- Landfill covered parking
- Access to main arterial routes
- Drive around site
- Container yard
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- Large all weather canopy
- Access to main arterial routes
- 100 on-site car parks

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**PROFILE OF SUCCESS** **LEGENDARY RELATIONSHIP**

## 'LEGENDAIRY' COLLABORATION...

**HOW LINDE AND FONTERRA POWER DAIRY SUCCESS TOGETHER**

**A** Linde automated guided vehicle (AGV) on its way to the cold store at Fonterra's Darfield site.

**A Linde AGV stacking pallets at Fonterra's Darfield site.**

**A Linde forklift charging up at a Linde 'connect' charging station at Fonterra's Clarendon site.**

**THE BEST SOLUTION**

The new factory introduced two new zones.

1. Inside the factory, the new technologies coming from Fonterra and Linde have been combined together to see where they can fit into our business. It's pretty general for us that we get new and exciting technology that's on the scene, but not yet publicly available.

2. Outside the factory, the partnership Fonterra has with Linde has been a game-changer. Tyson was effective. Linde had been involved for us. They really partner with us, they involve us and it's a relationship we absolutely see continuing into the future.

Sponsored content. For more information call 0800 539 988 or visit [www.lindematerial.com.au](http://www.lindematerial.com.au)

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NZ Distributor for Linde Material Handling

For more information or to arrange a free site visit - 0800 539 988

FTD MAGAZINE | April - May '25

PRINT  
ADVERTISING

MAGAZINE INSERTS

INDUSTRY  
DIRECTORY

STOCKTAKE

WALLPLANNER



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IDEAL FOR PROMOTING YOUR PRODUCTS, YOUR BRAND AND UPCOMING SPECIAL OFFERS.

We can insert your corporate brochure or flyer in our magazine to be mailed out to our 2,500 readers (weight and size limitations apply).

**\$1850+GST**



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PRICE  
**\$600**  
INC GST

### INDUSTRY DIRECTORY

In print, online and in digital, the Gold Member Industry Directory listing has a 12-month shelf life and works as the first point of contact. Gold Member features 85,000 insertions across all mediums through the course of the year providing brands, services and companies with high presence. A number of options are available.

**PRINT**



# STOCKTAKE

If you have a new product, a product you want to reinvigorate with some energy and exposure, or a service to provide then Stocktake is a cost-measured approach that works. Advertisers get one third of a page editorial with one pic, logo and contact details. They get seen. Advertisers get calls.

## SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 150 words and one image.  
 NB: Also include your full company name, email, website and one contact phone number.

PRICE **\$895+GST**



## TECHNICAL DETAILS

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into Powerpoint or Word documents.

**Cancellations must be no later than one week prior to the material deadline.**

# NEED HELP WRITING YOUR PR OR ADVERTORIAL?

Trained, professional trade journalists are available at excellent rates – skilled in passing messages to industry. Rates are by arrangement, and include a two-stage proofing process.  
 Contact Tracy Fairey for more information on 027 420 9487.

ONLINE  
ADVERTISING

DIGITAL MAGAZINE  
SPONSORSHIP

E-NEWSLETTER

DIGITAL  
ADVERTISING

# ONLINE



## DIGITAL MAGAZINE SPONSORSHIP

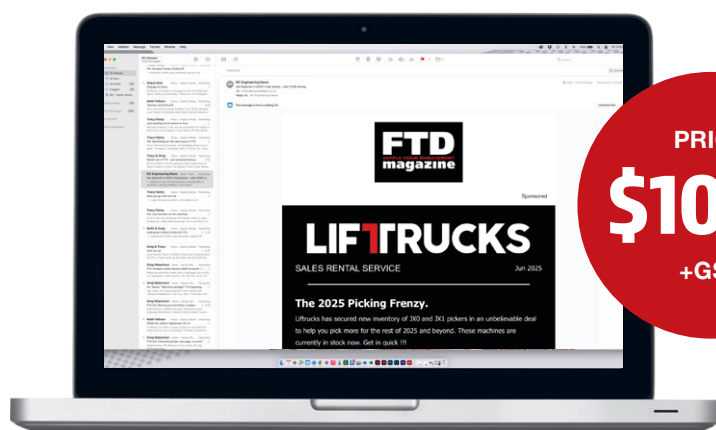
Be front and centre with FTD Magazines Digital Magazine Sponsorship — a premium opportunity to align your brand with our monthly industry issue.

As the digital sponsor, your company receives a full-page digital advertisement positioned opposite the magazine cover in the digital edition — the most viewed page in every issue. Your company logo also appears on the cover of the print magazine, clearly identifying you as that month's digital sponsor and enhancing your visibility across both platforms.

Each month, the digital edition is emailed directly to thousands of industry readers, with all clicks leading to the online magazine. Once inside, readers can click through on your full-page ad directly to your chosen website or landing page, driving qualified traffic and brand engagement.

This sponsorship is ideal for businesses wanting to make a strong impression across print, digital, and email — connecting your brand to New Zealand's leading freight, distribution and warehouse companies at every touchpoint.

**DISTRIBUTION OF 2350 - AVERAGE OPEN RATE 37.3% - AVERAGE CLICK RATE 9.3%**



## EDM

### E-NEWSLETTER

We offer an email 'blast' e-newsletter option that has an astonishing open rate of more than 20%. More ways to connect you to the freight, transport and distribution industries.

**DISTRIBUTION OF 1950 - AVERAGE OPEN RATE 35% - AVERAGE CLICK RATE 12.2%**



FTD MAGAZINE IS FULLY SUPPORTED BY EXTENSIVE ONLINE CONTENT AT [WWW.FTDMAG.CO.NZ](http://WWW.FTDMAG.CO.NZ).

# DIGITAL ADVERTISING

Book static or animated adverts throughout our website at [www.ftdmag.co.nz](http://www.ftdmag.co.nz) or monthly e-newsletter.

**WEBSITE LEADERBOARD**  
1078 PIXELS WIDE X 185 PIXELS HIGH

**WEBSITE SQUARE**  
280 PIXELS WIDE X 280 PIXELS HIGH

**E-NEWS LEADERBOARD**  
700 PIXELS WIDE X 100 PIXELS HIGH

**E-NEWS TOWER**  
340 PIXELS WIDE X 680 PIXELS HIGH

Website Leaderboard **\$370<sup>+GST</sup>** PER MONTH

Website Square **\$265<sup>+GST</sup>** PER MONTH

E-news Leaderboard **\$370<sup>+GST</sup>** PER MONTH

E-new Tower **\$210<sup>+GST</sup>** PER MONTH



## FREE BONUS DYNAMIC DIGITAL MAGAZINE

The digital magazine portal to market allows added content, and is distributed to 2,350 readers on our very targeted email data base. It's the magazine, but even richer, with added vibrant digital content that includes links, videos, photo galleries, dynamic articles and advertising, sharing and so much more.

The digital delivers to a widening audience, and provides FTD Magazine with yet another strong avenue to disperse both information and company messages – but in a cutting-edge manner and beyond the world of print.

This FREE service is part of our role as a voice for the industry.

# PRINT ISN'T DEAD...

IT'S JUST WHERE SERIOUS BRANDS STILL GET REMEMBERED

In a world saturated with digital noise, it's easy to forget that what matters isn't the platform – it's the outcome.

Digital dominates the conversation. It's scalable, fast, and heavily measured. But more businesses are starting to ask smarter questions: What are we really getting back? Because not all clicks are created equal. Not all impressions drive real impact. And not all attention leads to trust.

In many digital environments, performance is measured by the second – open rates, bounce rates, time-on-page. It's a race for micro engagement. But brands don't grow in micro moments. They grow through memory, trust, and consistent relevance. That's where print has never stopped delivering. Print still earns something digital often chases; attention with intention. It slows the pace, removes the noise, and holds space for what matters. And it connects in ways digital can't easily replicate.

Neuroscience backs it. Readers absorb more, retain more, and trust more when reading on paper. The act of turning pages creates spatial memory. It builds stronger cognitive maps. That means better recall, deeper comprehension, and longer-lasting impressions.

Simply put, print sticks.

And it's not just the brain – it's the brand. Print elevates how a message is received. The design is sharper, the layout more intentional, the reading experience more focused. In print, your story doesn't compete with popups or autoplay. It just lands.

I've worked in both print and digital for over 30 years. At 3 News, I helped take the online sports section from 67,000 to 1.7 million monthly browsers in short time. At one point, with just a part-time assistant, we were outranking both Stuff and the NZ Herald sports sections. We even out-indexed the Premier League on its own content in Google. It was wild. But here's what I learned: digital traffic isn't always built on value. Sometimes it's just headline engineering. Clickbait. Urgency over substance.

Print doesn't rely on tactics like that. It doesn't need to. It creates space for clarity. It allows a brand to speak, not shout. That's why it's still trusted – and why the most selective, niche publications often outperform broader digital campaigns in quality outcomes. And that's the key: quality. Brands that want more than noise are coming back to formats that give them time, presence, and impact.

Yes, print reaches fewer people than digital. But it often reaches the right people – the ones who are paying attention.

So, no, print isn't dead. It's just not shouting for attention. It's sitting confidently on the desk of the right person. Waiting to be read. Remembered.

Acted on.

You see, print has changed – it's now the package. Replicated digital editions carry the same design-led experience into online spaces, where we can enhance content with embedded video, live links, and interactive features. Our website content is ChatGPT-referenced, extending discoverability. Our EDMs deliver direct, measurable engagement, well above industry-averages. Together, these elements create a multi-channel strategy that connects with readers across platforms without sacrificing clarity, quality, or intent.

Explore what's possible: speak with Tracy Fahey on 027 420 9487 or email at [tracy@hayleymedia.com](mailto:tracy@hayleymedia.com).

**Greg Robertson**  
Publisher

**CHATGPT: 72% OF PEOPLE WORLDWIDE VIEW PRINTED MAGAZINES AS TRUSTWORTHY. JUST 33% TRUSTED INFORMATION VIA SOCIAL MEDIA AND DIGITAL SOURCES. NIELSEN GLOBAL TRUST SHOWED 71% TRUST PRINT ADVERTISING COMPARED TO 47% TRUSTING DIGITAL ADVERTISING.**

# PRINT POWER...

## WHY PRINT ADVERTISING?

Because it's not **JUST** print. It's targeted. Our magazines turn up on decision makers' desks. No tyre kickers. We reach the industry.

## PRINT - TRADE MAGAZINE MARKETING... WHY?

- Print is tangible, and now, a point-of-difference
- Print is credible
- Presents and establishes your brand very effectively
- Delivered free, trade magazines reaches your target market – a captive market of buyers/ decision makers
- Print is more engaging.



The brain works in mysterious ways and there's interesting science behind why not to discard promoting and establishing your brand through print, too.

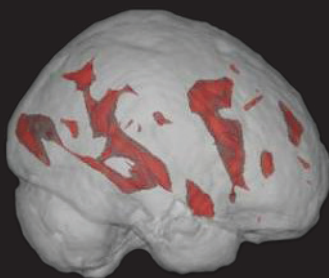
## BUT IT'S A DIGITAL WORLD?

It is, and it isn't. People still read, they've just changed their discretionary spending. That's not a factor for a trade magazine publication as we have an extensive captured market that we distribute personalised copies to, each month. Our magazines have been the trusted source of information for decades. We advise a multi-pronged approach to marketing, with our EDMs and website supplementing your branding through our real strength, print. There is room, for both – in fact, it's recommended.

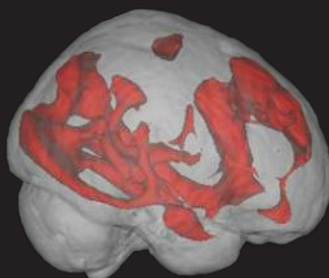
## BUT ISN'T EVERYONE GOING ONLINE?

Exactly! Saturation within a single avenue and sometimes your message can be lost among the masses. By having print, digital and online avenues we reach the audience in many different ways... the industry at their desk, or in their email, or just a click/link away.

**OUR PRINT MAGAZINES ARE TRUSTED.**



**YOUR BRAIN READING A BOOK**



**YOUR BRAIN SURFING THE INTERNET**

## THE SCIENCE OF PRINT MARKETING

- Current research suggests that reading online results in lower understanding and less critical reflection.
- There is concern, says neuroscientist Maryanne Wolf, that digital media and the sheer volume of online information and communication invite the fast and shallow read. It just makes sense to also promote your brand within a format that allows for greater brand retention, right?
- When reading texts of several hundred words or more, learning is generally more successful when it's on paper than onscreen – Naomi Baron, Professor of Linguistics.
- The brain is far more focussed when reading print. Instead of millisecond to make an impression, many magazine readers spend up to 30 minutes with it in their hand.

Photo credit: University of California - Los Angeles

**Crazy busy! The brain is often so busy it's harder for it to recall information.**

STANDARD (per issue/s)	Advert dimensions are in mm			Advert make up
	Casual	3 Issues	6 Issues	
Front Cover Package (FC + DPS Editorial + 1 page ad)	<b>\$5460</b>			
Double Page Spread (420 x 297, plus 5mm bleed)	<b>\$4200</b>	<b>\$3940</b>	<b>\$3675</b>	<b>\$690</b>
Full Page (210 x 297, add 5mm bleed)	<b>\$2835</b>	<b>\$2625</b>	<b>\$2415</b>	<b>\$555</b>
Half Page (vertical: 87 x 265, horizontal: 186 x 130)	<b>\$1945</b>	<b>\$1785</b>	<b>\$1575</b>	<b>\$410</b>
Quarter Page (vertical: 87 x 130, horizontal: 186 x 68)	<b>\$1365</b>	<b>\$1260</b>	<b>\$1155</b>	<b>\$275</b>
Services to Industry (87 x 85)	<b>\$370</b>	<b>\$345</b>	<b>\$315</b>	<b>\$105</b>
Stocktake	<b>\$895</b>			
Onserts (weight and size limitations apply)	<b>\$1850</b>			

Folded onserts must have a 'closed' edge to enable automatic feeding on the bindery equipment. Concertina folds are not suitable. Maximum size 297mmH x 210mmW (A4) Maximum weight 100g.

Requests for specific page placement will attract a 15% premium. Rates are in NZ dollars, and exclusive of GST, and are invoiced following publication of each issue. Cover image requires design approval. The head designer/editor reserve the right for full authority on Front Cover packages, with all submissions requiring the meeting of design/magazine standards. Cancellations must be no later than one week prior to the material deadline. The publisher reserves the right to use previous material if copy is not supplied by deadline, and to charge in full for advertising cancelled within the week period prior to deadline.

COMBOS (per issue/s)	Casual	3 Issues	6 Issues
Full Page Ad + Full Page Editorial Content	<b>\$3665</b>	<b>\$3415</b>	<b>\$3150</b>
Half Page Ad + Half Page Editorial Content	<b>\$2730</b>	<b>\$2575</b>	<b>\$2415</b>
Profile of success - 2 Pages Editorial/Ad	<b>\$2100</b>		

Combos are a great and cost-effective way to add pass an advertorial message (maintaining magazine housestyles) and an advertising message as well. They need to be in a section (except for news) and as long as at least half is advertorial, they are flexible in what size ad you display. Ad make up charges for the advertisement component are above, if required. Supplied content must meet word counts and will be edited for house business styles and correct grammar.

ONLINE ADVERTISING (monthly rates)	1 month	3 month
Sole Promotion E-news EDM	<b>\$1000</b>	<b>\$895</b>
Website Leaderboard (1078w x 185h pixels)	<b>\$370</b>	<b>\$315</b>
Website Medium Square (280w x 280h pixels)	<b>\$265</b>	<b>\$210</b>
E-news Leaderboard (700w x 100h pixels)	<b>\$370</b>	
E-news Tower (340w x 680h pixels)	<b>\$210</b>	

Rates for online and e-newsletter advertising are non-commission bearing. Online advertising material specifications: Max file size = 50 kilobytes. File format can be either jpeg, gif, animated gif or html5. **Rates are in NZ dollars, and exclusive of GST.**

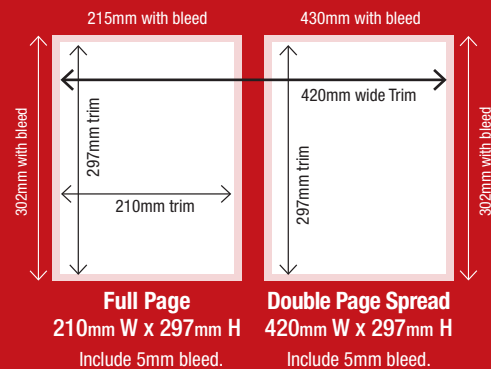
*\*All rates + pricing are non commission agency bearing.*

**TECHNICAL DETAILS**

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and **not embedded** into powerpoint or word documents.

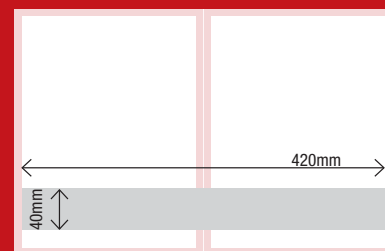
**SUPPLYING MATERIAL**

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines.

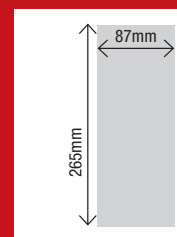


**Full Page**  
210mm W x 297mm H  
Include 5mm bleed.

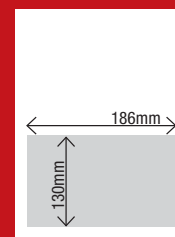
**Double Page Spread**  
420mm W x 297mm H  
Include 5mm bleed.



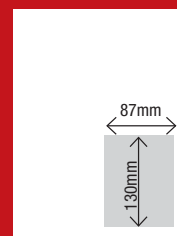
**Double Page Spread Strip**  
40mm W x 420mm H  
Plus 5mm bleed.



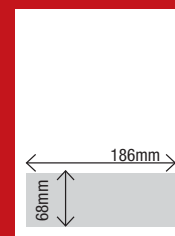
**Half Page Vertical**



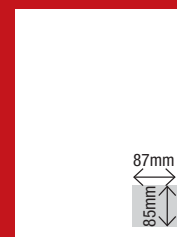
**Half Page Horizontal**



**Quarter Page Vertical**



**Quarter Page Horizontal**



**Services to Industry**



**ADVERTISING SALES MANAGER**

Tracy Fairey  
Mobile: 027 420 9487  
Email: tracy@hayleymedia.com  
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**HAYLEYMEDIA Ltd**

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www.hayleymedia.co.nz

Crop marks are required for **full and double page spreads ONLY** with a minimum of 5mm bleed, (**no printing marks or bleed on adverts smaller than a full page**). Files can be sent via CD-Rom, USB stick, email, Dropbox/YouSendit.