



WIRED

Magazine Media Kit



Our mission

To raise the profile of fencing as a recognised trade that embraces best practice, adherence to quality standards and ongoing professional development.



WIRED

is New Zealand's
only magazine
dedicated to the
fencing industry.

It is packed full of business, health and safety, industry and human interest articles and information, specific to fencing contractors and the wider industry.

It's a must read for fencing contractors of all ages and career stages.

Editorial focus

The magazine reflects the values of the national membership organisation Fencing Contractors Association of NZ (FCANZ) - professionalism, quality and excellence.

We aim to inspire, educate, inform and entertain with topical and real-life articles relevant to New Zealand's fencing industry.

Frequency

The FCANZ WIRED magazine is published quarterly in March, June, September and December.

Target audience

WIRED goes out quarterly to all Accredited Fencing Contractors, Certified Fencers, FCANZ members and Employee members.

The magazine is available in print and digital format.



Employees



Qualified Tradespeople



Business Owners



Manufacturers and Suppliers

WIRED MAGAZINE

750+

WIRED magazines
printed quarterly



96%

of FCANZ members read the WIRED magazine cover to cover, making it the perfect channel for your direct-to-market advertising.

64%

of readers are located in the North Island and

36% in the South Island.

88%

of WIRED readers are Fencing Contractors, providing fencing services throughout New Zealand.

22%

of WIRED readers are connected to National and International industry related organisations.

WIRED readers are business owners, decision makers and end users of fencing products.

Advertising Rates

Page type	Page size	Rate (excl GST)
Double page spread	420mm w x 297mm h (3mm bleed)	\$1,300.00
Full page advert	210mm w x 297mm h (3mm bleed)	\$700.00
Half page (horizontal) advert	200mm w x 140mm h	\$400.00
Third page advert (horizontal only)	195mm w x 85mm h	\$300.00
Quarter page advert (vertical only)	98mm w x 140mm h	\$250.00
Inserts: <ul style="list-style-type: none"> • 1000 printed copies provided, maximum A4 size, up to 100g • To discuss other sized inserts, please contact the WIRED editor 	Gold Partners only	\$330.00

*FCANZ Partners receive a 20% discount on up to one page of advertising.

All rates are shown per insertion. Origination, file manipulation and resizing will incur additional charges (\$50 initial setup fee and/or an hourly rate of \$80), separate from the above positional rates.

All advertising will be positioned at the Editor's discretion, unless specifically requested and paid for, as per the below table.

SPECIAL POSITIONS (On Request):	
Two-page centre spread	Plus 15%
Inside front/back cover	Plus 10%
Any other special requests	Plus 10%

Definitions

Advertising: *Illustrative content promoting an organisation or product/service.*

Content: *Written text.*

Technical specifications:

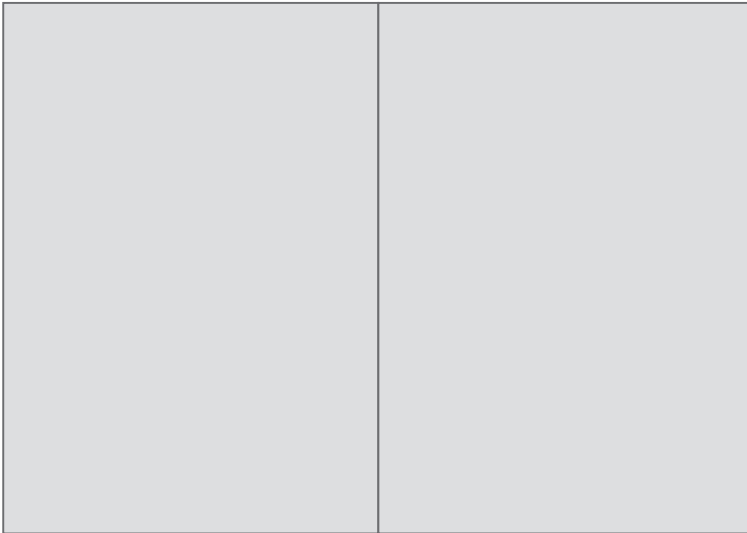
- Required Medium: High resolution PDF, CMYK with fonts embedded or converted to outlines, crop marks and 3mm bleed.
- Advertising material must be supplied in digital format by email. It is the advertiser's responsibility to ensure artwork is supplied correctly.
- FCANZ is not liable for any print errors as a result from any files supplied incorrectly.

Technical and design queries:

For all design services regarding advertising material, please contact admin@fcanz.org.nz

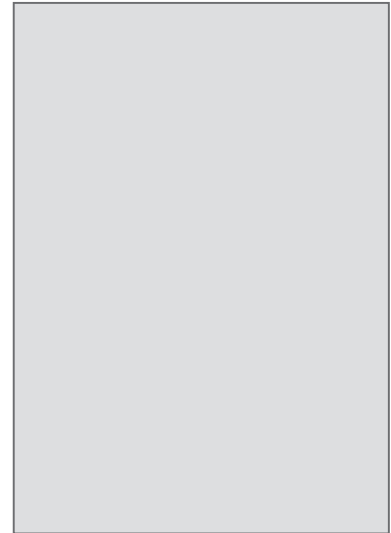
For adverts requiring artwork to be created, please supply any text for the advert either by email or emailed Word file. Photos should be supplied as high resolution 300dpi JPEG files and logos as AI, EPS or PDF vector formats.

Print Advertising Technical Information



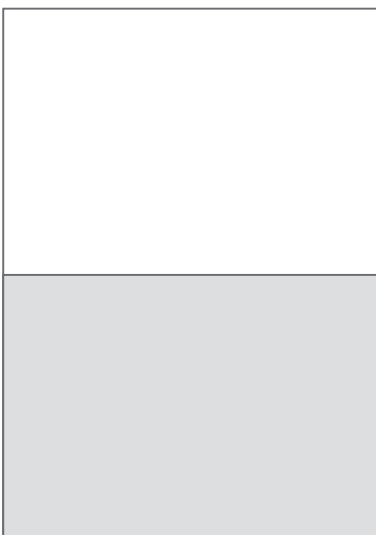
Double page spread

420mm w x 297mm h
+ add 3mm bleed



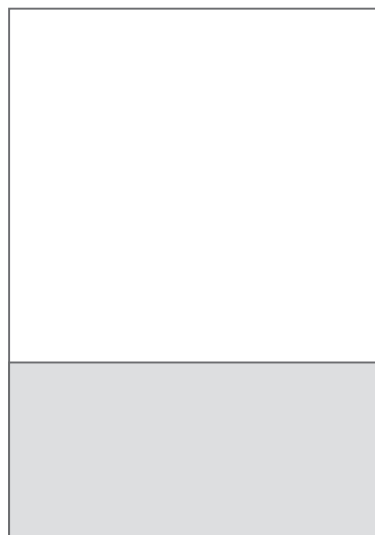
Full page advert

210mm w x 297mm h
+ add 3mm bleed



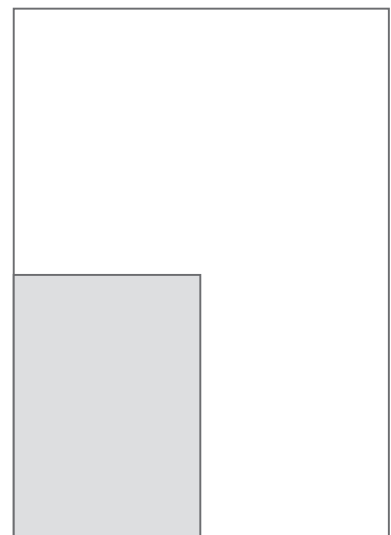
Half page (horizontal) advert

200mm w x 140mm h



**Third page advert
(horizontal only)**

195mm w x 85mm h



**Quarter page advert
(vertical only)**

98mm w x 140mm h

Editorial & Advertorial Policy

WIRED welcomes submissions of content featuring new products or articles of interest focusing on fencing contractors or fencing work. **Advertorial must be accompanied by advertising equivalent to 50% of the article size.**

An Advertorial is an advert provided by an advertiser that looks and reads like WIRED content.

Inclusion of supplied content including, but not limited to adverts and advertorial, is at the discretion of the WIRED editorial team.

Advertorials will be labelled as such as per the expectations of the Advertising Standards Authority.

Advertorial Content			Advertising Requirement *
Two full pages	Up to 1200 words	Up to 5 images	One full page
Full page	Up to 600 words	Up to 3 images	Half page
Half page	Up to 400 words	Up to 2 images	Quarter page

*FCANZ Partners receive a 20% discount on up to one page of advertising.

Photography Guidelines

- Images supplied must reflect the highest standards of health and safety.
- Appropriate permission must be obtained by the advertiser for any images featuring people.
- Images supplied must be owned or have the consent of the copyright owner.
- Images supplied for advertorials should be high resolution 300dpi images.

Terms & Conditions

1. All prices are GST exclusive.
2. Agency commissions are not included in these prices. All rates are for direct bookings only.
3. Cancellation fees – if the advertiser cancels:
 - a. Prior to the booking deadline, there is no cost for cancellation.
 - b. On or after the booking deadline, a cancellation fee of 100% of the cost of the advertisement booked is payable.
4. Payment is due on the 20th of the month for existing advertisers, or prior to publication for new advertisers.
5. If payment is not made by the due date, the advertiser is liable for:
 - a. Interest on all unpaid amounts at 1.5% per month from the due date until payment is received in full; and
 - b. All costs of recovery, including collection fees (which could total 25% of the cost of the advertisement)
6. Inclusion of supplied content including, but not limited to adverts and advertorial, is at the discretion of the WIRED editorial team.
7. The WIRED editorial team reserves the right to charge for advertising where editorial content submitted is illustrative.
8. Material submitted as editorial / advertorial shall be subject to normal editorial policy (ie alteration). No payment will be made to the Advertisers by the Editor for such editorial, except where previously agreed.
9. The Editor reserves the right to restrict the size of the magazine and number of Advertising pages contained therein.
10. The Editor reserves the right to refuse or omit publications of any advertisement, Editorial, Advertorial or inserts deemed unsuitable for publication.
11. FCANZ reserves the right to revise advertising rates and amend the Terms and Conditions at any time.

Advertising Bookings and Article Submissions

To book advertising, please contact Jeanette Miller | Admin Manager | 027 432 2033 | admin@fcanz.org.nz

To submit an article, please contact Heather Kawan | WIRED Editor | 022 630 8533 | wired@fcanz.org.nz

All advertising placements and article submissions are at the discretion of the WIRED Editor.

Advertising Deadlines

Issue	Theme	Booking Deadline	Copy Deadline
September 2026	Feature Fences & Gateways	29 July	31 July
December 2026	Habitat Protection	21 October	23 October
March 2027	The Future of Fencing	20 January	22 January
June 2027	Women in the Industry	21 April	23 April
September 2027	Difficult and Demanding Fencelines	28 July	30 July
December 2027	Diversity in Fencing	20 October	22 October

