

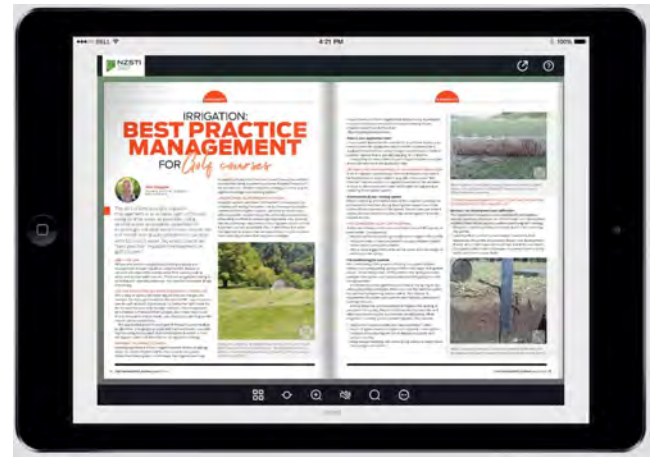
Turf

Since 1959

Digital

2025 MEDIA KIT

We know our Turf



We know our turf

New Zealand Sports Turf Institute (NZSTI) is part of the Labosport Group who collectively represent the world's leading full service sports turf consultancy group specialising in technical solutions, research, training and certification relating to design and management of natural and artificial sports surfaces.

Our clients include sports federations, local & central government, contractors, schools, universities, stadia, racetracks, golf and bowling clubs to name but a few.

Turf Digital aims to support all turf management professionals by providing technical information, industry news and events, profiles, features and new product and services information to help them improve their daily turf management operations and professional development.

Our knowledge-sharing platform, Turf, has continually evolved since its inception in 1959 as the newsletter for the New Zealand Institute for Turf Culture. It became the Sports Turf Review in 1976, transformed again into the NZ Turf Management Journal in 1986, and more recently became Turf in 2012. Now, as Turf Digital, it remains the leading publication for the turf management industry.

The bi-monthly journal (six editions per year) is freely available to ALL sectors of the turf management industry in digital form.

Turf Digital includes regular features from some of the turf industry's leading experts and also provides a forum for turf managers, sports turf associations and stakeholders to communicate with the wider industry.

Alongside regular series, we include the latest in turfgrass research, events and trends from around NZ and the world.



Julie Fraser - Turf Digital Co-ordinator

 julie.fraser@nzsti.org.nz

 027 882 0609

 www.nzsti.co.nz/turf-digital

Why partner with us?

- Great cover-to-cover viewership
- Outstanding integrated reach to customers
- All-star editorial team
- Excellent PR and social media support for clients
- Market expertise, research and insights
- Great client service and added value programs
- Passionate advocates for readers and the industry



Turf Digital welcomes new and old advertisers alike, and has a range of competitive advertising and options available.

Turf Digital has a wide reach to all sectors of the New Zealand and international turf markets which ensures that your products and/or services will be viewed by the key decision makers within any turf facility or organisation.

With NZSTI part of the Labosport group it expands the reach of Turf Digital to a wider international audience that sees it in more than 20 countries worldwide including rapidly expanding markets in China and India.

Display ads can be booked on a casual basis or in advance.

When you book your ads in advance across 2, 4 or 6 editions, the rate per ad reduces. See the Advertising Rates and Deadlines page for more details.

Enhanced Advertisements

With **Turf Digital** your advertisements can have embedded links taking our **readers** directly to your **website** or landing page allowing you to track your advertising, capture leads and market to **your viewers**.

If you want to bring your advertisement to life, we can embed video or downloads into the advertisement or take the reader to your website.



Julie Fraser - Turf Digital Co-ordinator

✉ julie.fraser@nzsti.org.nz

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2025 Advertising Rates and Deadlines

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When you book your ads in advance across 2, 4 or 6 editions, the rate per ad reduces. See the following table for more details.

Ratecard (effective 1 January 2025)

Size	Frequency			
	Casual / Base Rate	2	4	6
Discount		25%	30%	35%
Double Page – Inside Front Cover	\$3,937	\$2,953	\$2,756	\$2,559
Double Page	\$2,835	\$2,126	\$1,984	\$1,843
Full Page – Inside Front Cover	\$2,625	\$1,969	\$1,837	\$1,706
Full Page	\$2,257	\$1,693	\$1,580	\$1,467
½ Page – Inside Front Cover	\$1,627	\$1,221	\$1,139	\$1,058
½ Page	\$1,050	\$787	\$735	\$682

***NB** Prices correct as of 2 December 2024. Prices exclude GST. All advertisements must adhere to the NZSTI Advertising Policy which can be found at nzsti.co.nz

2025 Deadlines

Issue	February	April	June	August	October	December
Display advertising booking deadline	17 January	14 March	16 May	18 July	12 September	7 November
Display advertising artwork deadline	7 February	4 April	6 June	8 August	3 October	28 November

Julie Fraser - Turf Digital Co-ordinator

 julie.fraser@nzsti.org.nz

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Advertising Sizes, Shapes and Technical Data



Double-page spread

Trim: 275mm (height) x 420mm



Full page

Trim: 275mm (height) x 210mm



Horizontal 1/2 -page

123mm (height) x 196mm

Material format

Files should be supplied in **PDF/X1a format**.

Providing PDF/X-1a files will ensure:

- Embedded fonts
- CMYK, greyscale, or spot colors
- No RGB or device-independent color spaces
- No external data, password protection, visible annotations, or JavaScript
- An Output Intent that specifies the intended printing conditions.

Proofs

A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

Disclaimer

- While every effort is made to meet client expectations, we reserve the right to request files be resupplied if these specifications are not met.
- Turf will not alter any supplied finished artwork, so please check thoroughly to ensure accuracy of all files before supplying advertisement artwork.

Reveal your Turf's nutrient needs

Regular soil testing is critical to ensure you are carefully matching the nutrient requirements your turf needs with the fertilisers you are applying.

From a sustainability standpoint applying nutrients to your turf that it may not need is not only an additional cost, but also adding to environmental pollution.

Your Turf, Our Expertise

We'll handle the soil testing, interpret the results, and design a personalised 12-month programme just for you.

It's not just good for your turf—it's great for your annual budget too!

Let us reveal what your turf really needs - for an independent service scan the QR Code to get started.

NZSTI
NEW ZEALAND
SPORTS TURF
INSTITUTE

SCAN ME

Julie Fraser - Turf Digital Co-ordinator

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COMPANY DETAILS

Contact name: _____

Company name: _____

Trading name: _____

Address: _____

City: _____

Postcode: _____

Telephone: _____

Email: _____

ADVERTISEMENT SIZE *(Please tick)*

Double Page – Inside Front Cover

Double Page

Full Page – Inside Front Cover

Full Page

½ Page – Inside Front Cover

½ Page

Add embedded video *(Video link or mp4 file less than 30mb provided by advertiser)*

\$250 per issue

Add embedded download *(PDF less than 30mb must be provided by advertiser)*

\$250 per issue

ADVERTISEMENT DATE(S) *(Please tick)*

February 2025

April 2025

June 2025

August 2025

October 2025

December 2025

I/We confirm our instructions for the purchase of advertising space in the Turf Management Journal (Turf Digital). I/We accept responsibility for the supply and associated costs of the advertisement and agree to comply with the specifications as contained herein. I/We accept that New Zealand Sports Turf Institute (NZSTI) will invoice us directly and that payment in full is required strictly within 20 days following the end of the month of publication. I/We acknowledge we will be liable for any costs in recovery of outstanding or overdue amounts not paid in accordance with these terms and conditions. NZSTI reserves the right at its absolute discretion to refuse any advertisement and no charges will apply following such refusal. Our advertising technical specifications, and terms and conditions are listed in full in the Turf Media Kit.

Signed: _____

Date: / /

Purchase Order # _____

Please return completed form via Email to: julie.fraser@nzsti.org.nz