

PURSUIT OF HOPPINESS / media kit

2026



NEW ZEALAND'S ONLY DEDICATED BEER MAGAZINE will be published four (4) times in 2026: Autumn (March), Winter (June), Spring (September) and Summer (December).

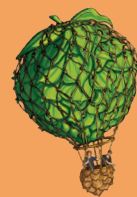
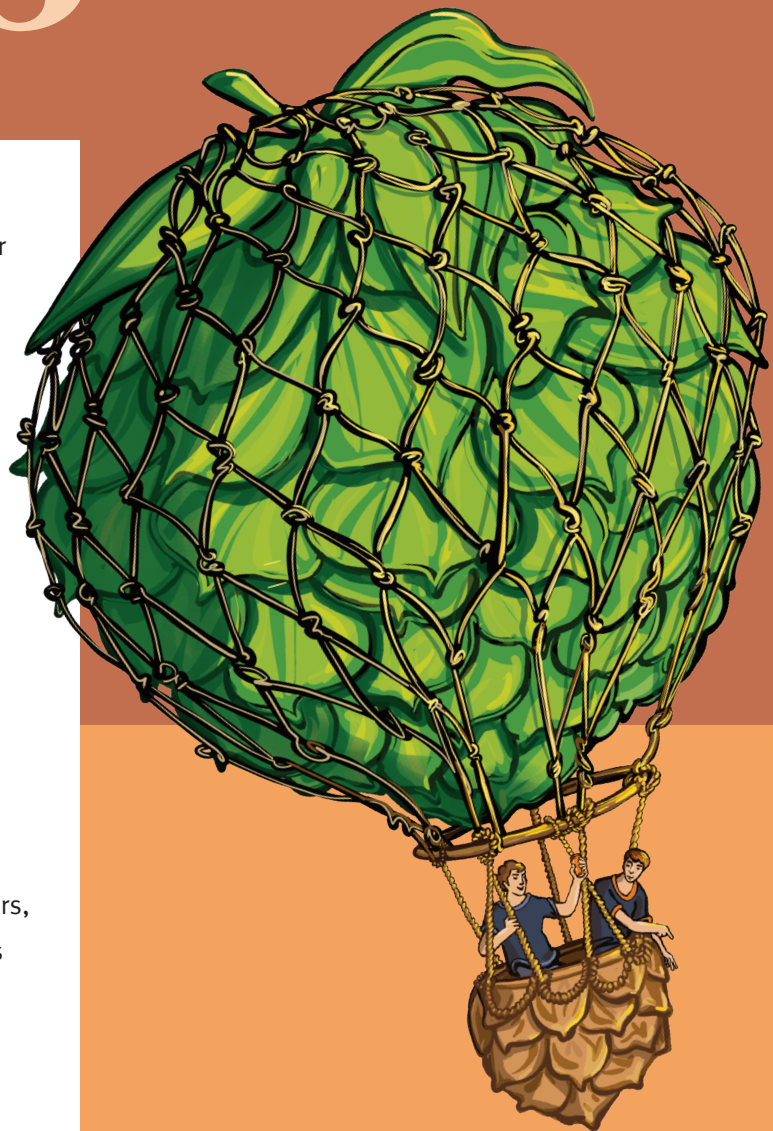
Pursuit of Hoppiness is an integral part of the New Zealand beer community. Our focus is in-depth stories and essays on people, businesses and issues in the brewing industry.

Our readers are enthusiasts, casual beer drinkers, industry people, their friends and family.

The magazine is read and shared in bars, supermarkets, bottle stores, taprooms and restaurants all over New Zealand.

Our circulation is 15,000 – and, using industry standards, each issue is estimated to be read by around 50,000 people – all of whom love to drink good beer.

There has been a small increase in advertising rates to cover the rising costs of paper and freight but I've offset that by offering a 10% discount for annual bookings. I've also decided to go back to seasonal publishing, with four issues a year.

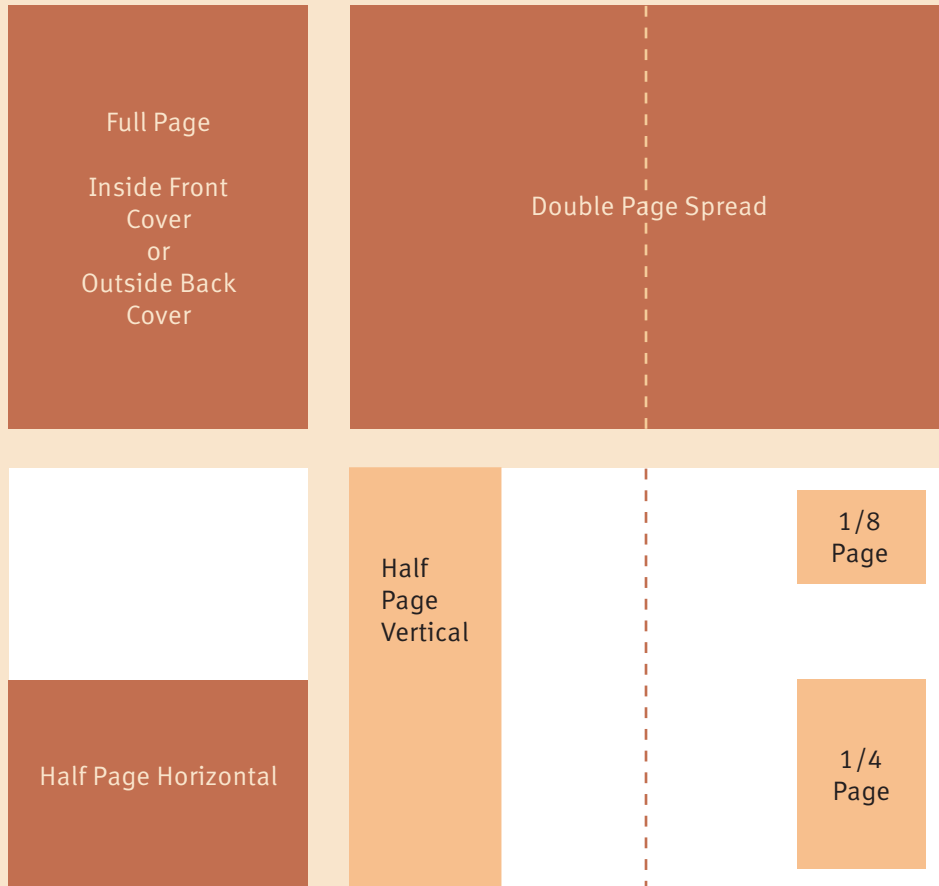


DON'T FORGET TO ADD 5 MM BLEED



← **A full page is 148 X 210mm. This is the 'trim'.** →

FULL PAGE ADS NEED AN EXTRA 5 MM BLEED.



SIZES

Double Page Spread (297 wide x 210 mm high + **5 mm bleed** on outside edges)

Full Page (148 x 210 mm + **5 mm bleed** on outside edges)

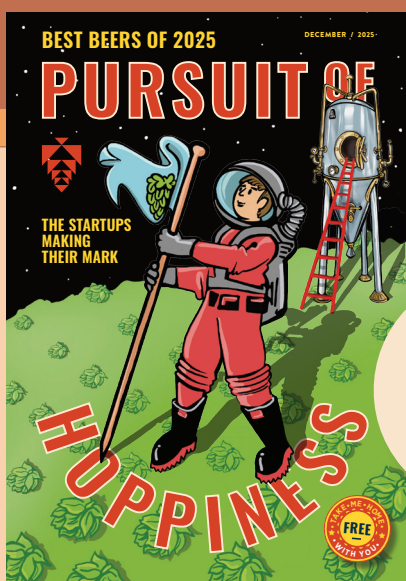
Half Page Vertical (63 x 190 mm)

Half Page Horizontal (130 x 94 mm)

Quarter Page (61 x 94 mm)

PDF file format for artwork preferred. Colours CMYK. Minimum image resolution is 200 DPI.
Please keep all text within 9 mm of trim. Discounted rates apply. All prices + GST.





PRICING: all exclusive of gst

\$1250 Back cover (annual booking saves \$500).

\$1100 Inside covers (front and back)

\$1500 Double Page Spread

\$975 Early right-hand page
first quarter of the magazine

\$900 Right hand page rest of magazine

\$800 Left hand page

\$550 Half-page (any shape)

\$400 Quarter-page

Directory-style listing
\$150 (approx 1/8th of page)

FRIDAY NIGHT BEERS

This popular weekly newsletter reaches approximately 3500 people per week (and growing).

I've reviewed pricing on this based on cost per thousand impressions (CPM) for a niche publication and will offer **banner advertising for \$150 per week**. Magazine advertisers can get a further 10% discount.

IMPORTANT DATES

Four magazines
are published per year.

AUTUMN

Published: **9 MARCH**
Deadline: **9 FEBRUARY**

WINTER

Published: **8 JUNE**
Deadline: **11 MAY**

SPRING

Published: **7 SEPTEMBER**
Deadline: **10 AUGUST**

HOLIDAY SEASON

Published: **7 DECEMBER**
Deadline: **9 NOVEMBER**



THE THIRD PINT THEORY

We are looking for a sponsor for *The Third Pint Theory* podcast. If you're interested, get in touch!