







**WOMAN** is a multi-platform brand leading the way in this country in female empowerment and inclusivity.

**WOMAN**'s influence extends far beyond editorial and we are constantly evolving as a business, thanks to the ongoing support we have from our advertisers.

**WOMAN** readers are not defined by physical attributes but by an attitude, a way of thinking and of feeling.

**WOMAN** exists for the promotion and betterment of all those who connect, through the sharing of stories and ideas from within New Zealand and around the world.



**75%**

Our Reader is  
predominantly female

**88,000**

Audited Readership

**\$150k-\$200k**

Combined household  
income skews

**15,000**

Print Distribution

**Skew Top 3 occupations**

Business Owner, Government  
official, Business Executive

**WOMAN**





## WOMAN PILLARS

Current Events

Politics

Te Reo

Health

Fashion

Food

Sport

Gardening

Travel

Entertainment

Whats On

Finance

Home

*Sharing of stories and ideas from  
within New Zealand and around  
the world*

# WOMAN





Cover Date	On Sale Date	Booking Deadline
Sep	15 Aug	29 July
Oct	19 Sep	2 Sep
Nov	17 Oct	30 Sep
Dec	14 Nov	28 Oct
Jan	19 Dec	2 Dec
Feb	30 Jan	14 Jan
Mar	27 Feb	11 Feb
Apr	27 Mar	11 Mar
May	24 Apr	8 Apr
Jun	29 May	13 May
Jul	26 Jun	10 Jun
Aug	31 Jul	15 Aug
Sep	25 Sep	9 Sep



## Page Size

## Rate Card

**Full Page**

\$7,000

**Double Page**

\$10,000

**Outside Back Cover**

\$10,000

**Inside Front Cover DPS**

\$14,000

**Half Page**

\$4,000

**Third Page**

\$3,000

**Custom Content**

Price on Brief

**CANCELLATIONS** – must be received in writing 2 weeks prior to booking deadline.

## For Advertising Enquiries

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# BRANDED CONTENT SOLUTIONS

The Woman team are experts in engaging narratives that communicate authentically with our diverse community.

All sponsored and native content is beautifully crafted with bespoke design, so your story or product blends seamlessly within the editorial pages, and for more advanced campaigns our professional creative studio offers magazine quality photography, filming and editing.

There are many ways to co-create with us when it comes to content sponsorships and each project is quoted individually.



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THRIVE • BEAN SUPREME

**Ginger & turmeric tofu stir-fry**  
Founder of Bean Supreme Paul Johnston's favorite 15 minute, plant-based meal.  
SERVES 4  
375g pack Bean Supreme Ginger & Honey Marinated Tofu  
1 carrot, finely sliced lengthwise  
3 cups chopped Asian greens of your choice  
1 red capsicum, sliced  
2 tablespoons sweet chili sauce  
1 teaspoon soy sauce  
1 teaspoon minced fresh ginger  
1 clove garlic, finely chopped  
1/2 cup vegetable stock  
1 tablespoon sunflower oil  
2 teaspoons turmeric powder  
SERVE AND GARNISH WITH  
Brown rice  
Rice vinegar  
1/2 cup chopped peanuts or cashew nuts  
1 tablespoon black sesame seeds  
A handful of chopped coriander  
Lime juice

1 Open the tofu pack, saving any extra marinade, and dice the tofu into 2cm cubes. Set aside.  
2 Prepare the veggie and set aside.  
3 In a small bowl, combine excess marinade from the tofu with sweet chili sauce, soy sauce, ginger, garlic and vegetable stock. Whisk to combine the sauce.  
4 Heat a frying pan or wok on medium heat. Add the sunflower oil and turmeric, stirring to combine for a minute. Add the tofu and fry for 5-7 minutes, or until lightly browned on all sides.  
5 Add the veggie and toss to combine. Add the sauce and cook for a further 2-3 minutes until veggie are just cooked and sauce has reduced slightly.  
6 Serve with cooked brown rice with a splash of rice vinegar stirred through it.  
7 Garnish with chopped nuts, sesame seeds, coriander and a squeeze of fresh lime juice.

**Paul's note:**  
This is one of our go-to, quick, healthy dinners, and you can use whatever greens are on hand or in your garden.

PHOTOGRAPHY: LINDA CHAN, FOOD STYLING: JANE BARNES

THRIVE • LEXUS

## An electric journey with LEXUS

Motoring writer Mark Sainsbury experiences the full-on luxury Lexus experience, and comes away even more convinced that electric is the way to go.

There's an American inventor named Thomas Edison who is credited with single-handedly wearing more hats on this planet and to people than any other individual. How?

Well, among his 300+ patented inventions, Thomas Edison is from Menlo Park, Pennsylvania developed the first practical incandescent light bulb for General Electric, then topped that off with "Tesla" - the fluorescent-based chemical used in early air conditioning.

The ones that, before being banned, tipped a hole in our ozone layer. Not to mention Edison's "one man environmental disaster".

Fast forward 100 years and we have a car manufacturer, corrector, a luxury car manufacturer, with a declared aim of being carbon neutral by 2050. I'm talking Lexus.

The surprising thing about Lexus is that already the majority of vehicles it sells are electric in some way. The other surprise is that for decades to our relief that Lexus was owned by Toyota. I've opined before about why you would want to take your roots in one of the world's biggest and arguably the most reliable vehicle manufacturers, but Toyota bosses decided that to preserve the luxury DNA in the Lexus brand it was to be kept completely separate.

And they take their luxury credentials seriously. Lexus place a lot of emphasis on the Lexus "experience". You should know you're in a Lexus and you should damn well enjoy it. This is not a company shy about its place in the automotive firmament.

So, in that context, you have a range of vehicles unashamedly pitched at the luxury market, but come back to the real world. Most vehicles in the Lexus range are hybrids. With both petrol and electric motors, they're comparatively stingy on fuel and you would think were targeted at the budget market. But times they are a changing. Not only are electric drivetrains good for the planet, but they are also good for the environment and our focus on sustainability has launched a whole new market simply waiting to feel good about how and what they drive.

And sustainable driving is not a new concept for Lexus.

**How about full electric?**

With the bulk of its sales already in the partial electric zone, now it's time to step up to full electric. You'll be able to buy a new REX, a hybrid electric that charges itself while you drive.



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# SCHOOL ROAD CONTENT STUDIO

We are creating content for our audiences every day that is **insight led, affordable production, delivered fast.**

WEB COPY

E-COMMERCE

PODCASTS

VIDEO

PRODUCT STYLING

CORPORATE  
COMMS.

CUSTOM  
PUBLISHING

PHOTOGRAPY

DESIGN

RECIPE  
DEVELOPMENT

We want to make it as easy as possible for you to get access to great content. **We make it, you own it.** Leverage across our platforms or your own.



