

market
media.

Media Kit

2025

Powered by
THE WAREHOUSE GROUP



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Everyone's talking about Retail Media and Retail Media Networks, but what are they?

Retail media is primarily advertising inventory created and operated by a retailer which uses first-party data to help with targeting and reporting. The retail media network is the division within the retailer that transacts that inventory.

Whilst it's been largely the domain of endemic brands, those sold by the retailer, there is now more non-endemic activity being transacted by retail media networks, continuing the transformation from closed advertising environs to a true media channel.

Market Media is The Warehouse Group's retail media network and your connection to over 7 million Kiwi shoppers each month.

Take full advantage

- **Supercharged by first-party data**
- **Delivering real impact at shelf and beyond**
- **In-store channels: web, social, edm, in-store**
- **External paid channels: TV, display, OOH**

Retail media empowers advertisers to reach consumers at the point of purchase, leveraging first-party audience data for precise, effective targeting with closed-loop reporting. Our in-depth customer knowledge becomes your advantage and makes your advertising more effective and impactful.

Market Media connects you with consumers precisely when they're making buying decisions — a powerful gateway for targeted advertising.

Not sold in our stores? No problem! We offer access to our inventory and audience data for non-endemic brands as well.

Let us show you how our network can supercharge your brands' advertising for success.



Our customer reach



170+

Stores Nationwide



3.5M

Digital visits per week
across web and app



1.8M

In-store visits per week



1.3M+

Marketclub members and growing and
growing rapidly since 2020

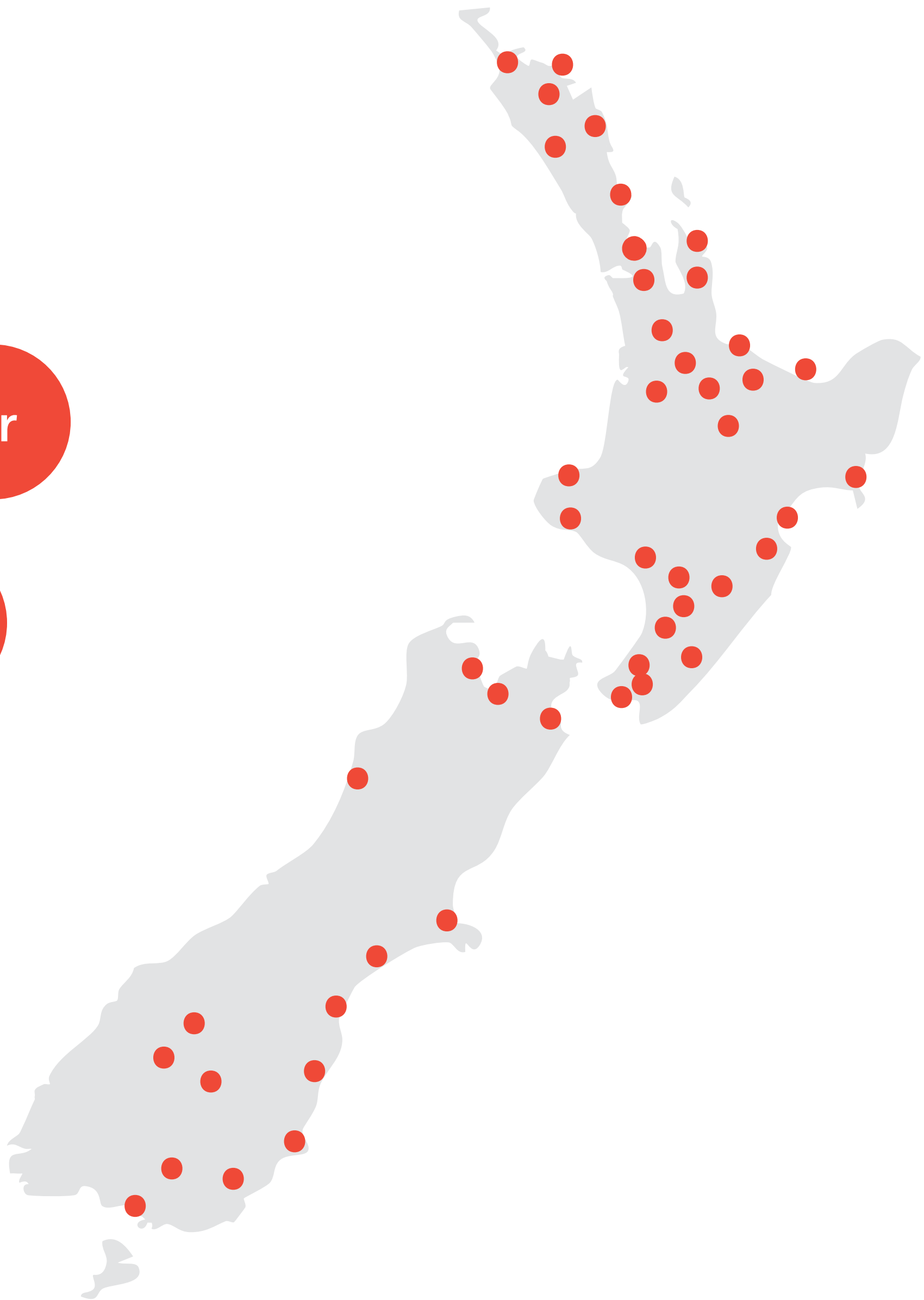


Combined reach

Biggest first-party data pool & largest integrated retailer

First retail media network in NZ to work with agencies

Comprehensive national OOH network



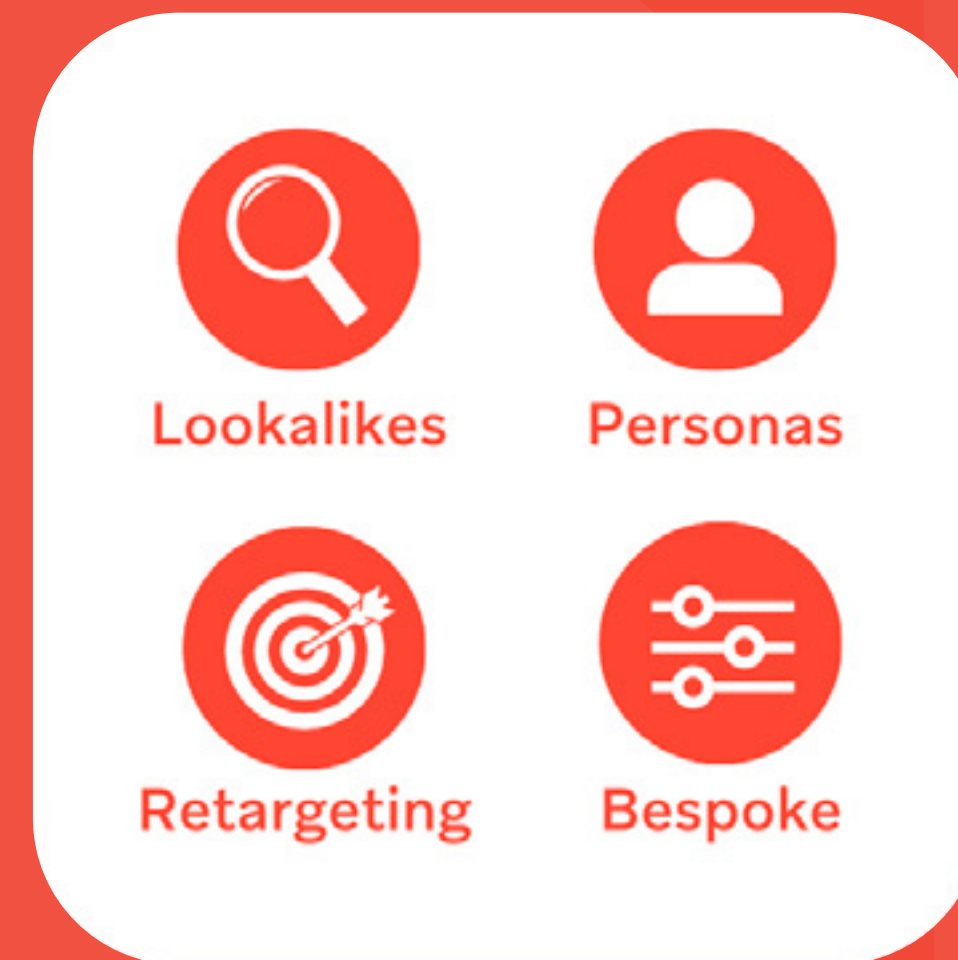
Data-driven audience segmentation

The Warehouse Group's unrivalled first-party data helps you reach your ideal audience with precision, ensuring your marketing dollars go exactly where they should.

By leveraging this data, you gain access to a wealth of valuable customer segments built with a deep understanding of our customers and their preferences.



**Personally
Identifiable Users**

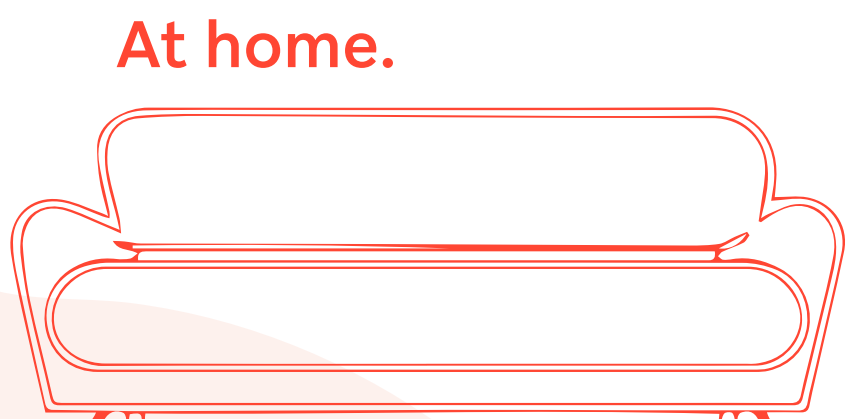


Anonymised Audience

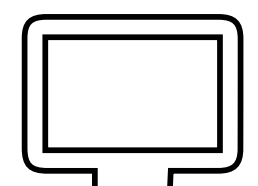


Personalised Targeting

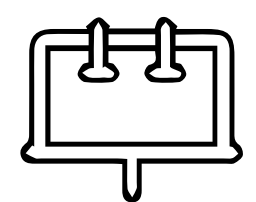
Reaching customers from sofa to store



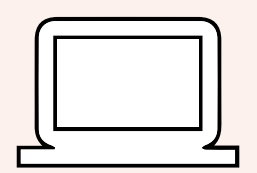
At home.



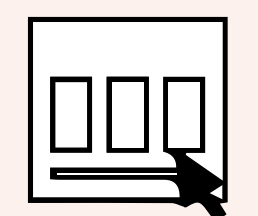
SVOD, TV.



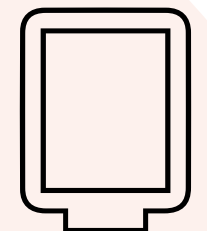
Offsite digital advertising.



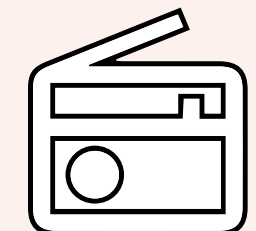
Onsite digital advertising.



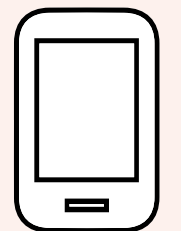
Sponsored products.



Digital out of home



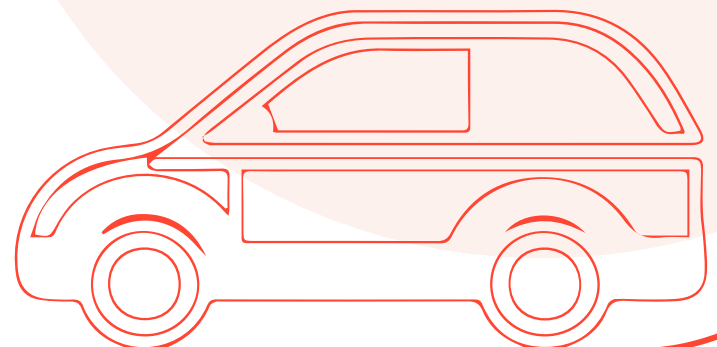
Radio & streaming audio.



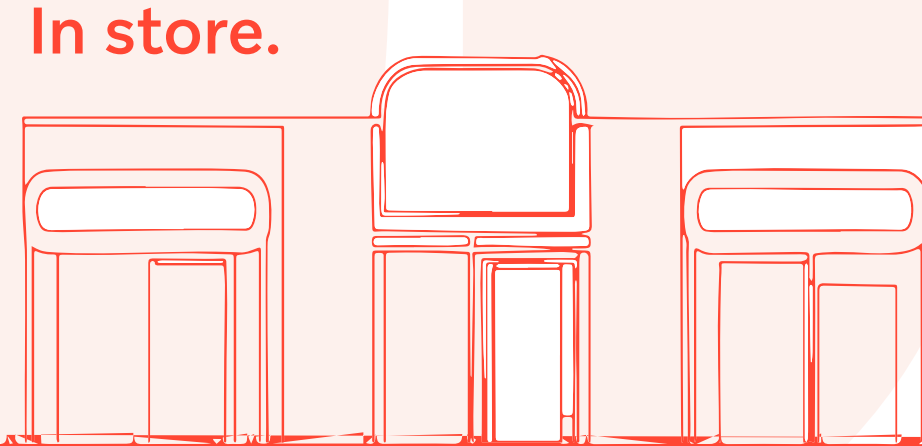
Social media.



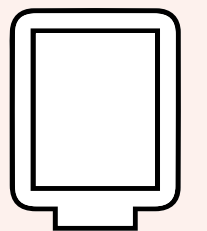
Competitions.



On the move.



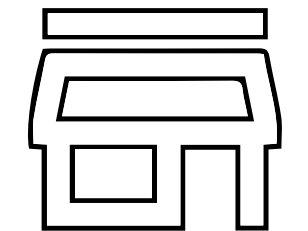
In store.



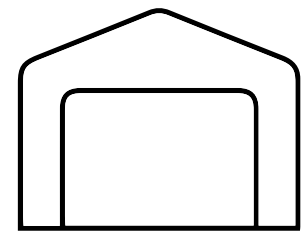
In-store screens.



Point-of-sale advertising.



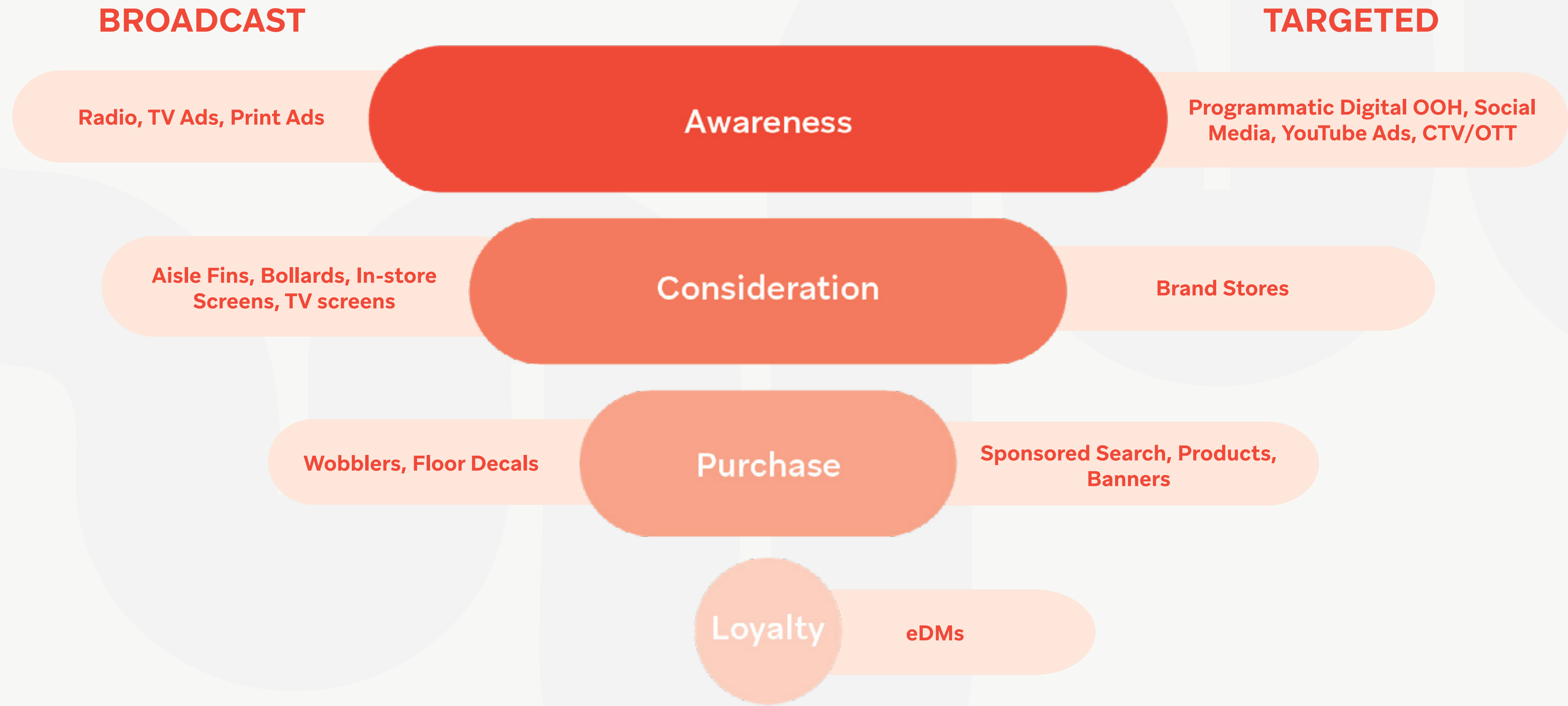
In-store radio.



Experiential.



The Retail Media Funnel



CREATIVE SPECS



Display Screens

In-store

Get your brand in front of our 7M Kiwi shoppers with our freestanding screen networks within The Warehouse and Noel Leeming stores. Get closer than ever before to valuable customers as they shop.



Reach: The Warehouse - 6.3M a month, 85 stores
Noel Leeming - 914K a month, 66 stores

Awareness



Coverage: Weekly tenancy buys or programmatic options
335 Freestanding screens across The Warehouse & Noel Leeming stores in prominent locations

Consideration



Specs: 2160 x 3840px
6 seconds duration
Animated or Static (MP4 or JPEG)

Purchase



TV Wall

In-store: Noel Leeming

Utilise our fully automated and impactful Noel Leeming TV walls to deliver longer format, high quality content in a format that can't be missed!



Reach: Noel Leeming - 914K a month, 66 stores



Specs: 3840 x 2160px or 1920 x 1080px
15 seconds duration
Up to 512MB in size
Animated only (MP4, MOV 25fps)
Video content must not contain assets that are static and displayed on screen for more than 3 seconds i.e. logos, terms and conditions, etc.
Creative cannot contain sensitive content, such as alcohol, adult, violent, or inappropriate content.

Ads will be displayed without audio.

Consideration

Purchase



Bollards

Store front

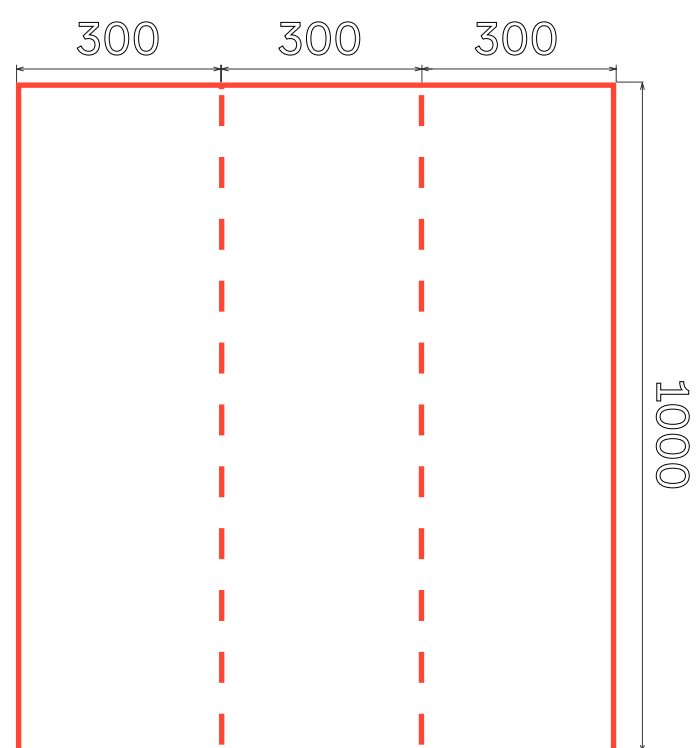
(at selected Noel Leeming and The Warehouse locations)

With this impactful placement your brand gets seen by shoppers whether they're coming into the store or not. An unmissable opportunity!



Specs:

W300mm (x3) x H1000mm
3 folds to create triangle and interlock, coreflute material



Consideration



*All materials for POS installations are printed and professionally installed by our instore activation partners.



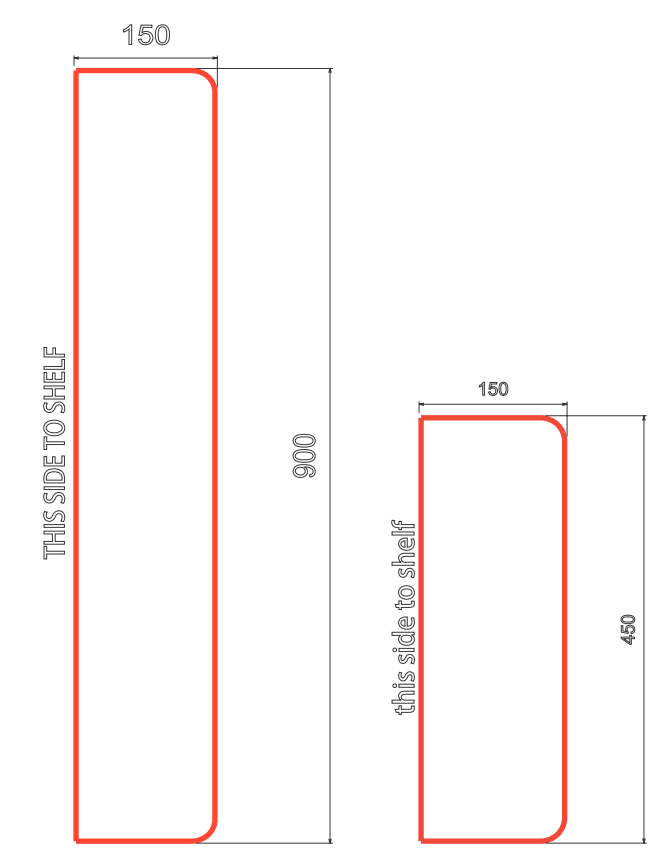
Aisle Fin

In aisle

Aisle fins get you as close as you can be to a product or category as the shopper is making their final decision. It's your last chance to get them to choose you!



Specs: Small Fin - 150mm x 450mm
Large Fin - 150mm x 900mm



Consideration



*All materials for POS installations are printed and professionally installed by our instore activation partners.



Floor Decals

In-store

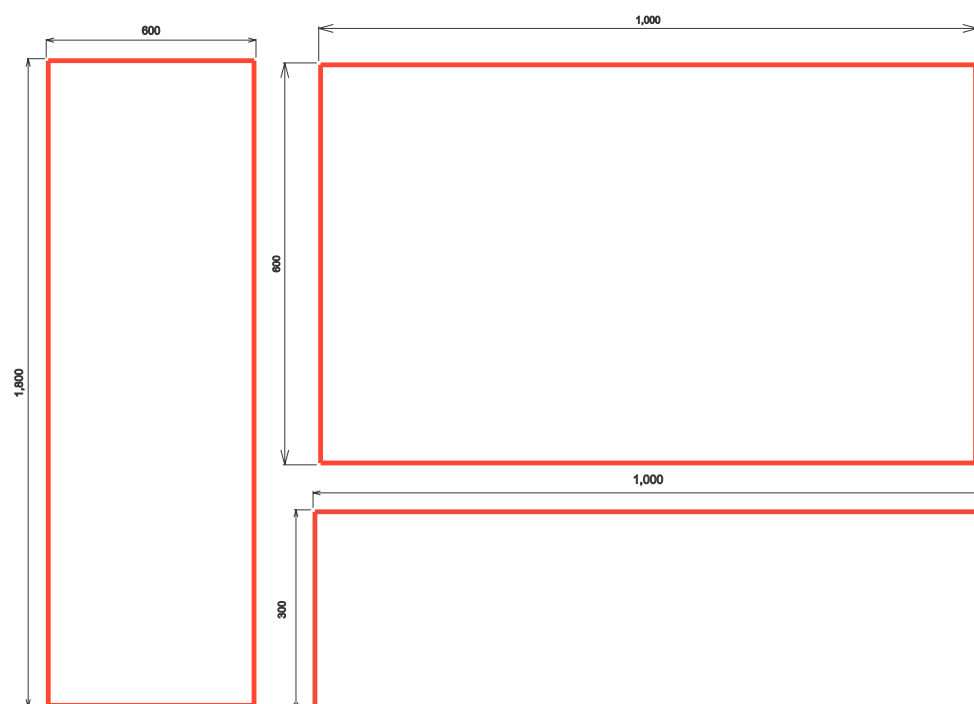
Impactful and unmissable executions, floor decals grab a shopper's attention and deliver directional attention for brands.

For Noel Leeming stores, we can also create bespoke decals. Contact us for details!



Specs:

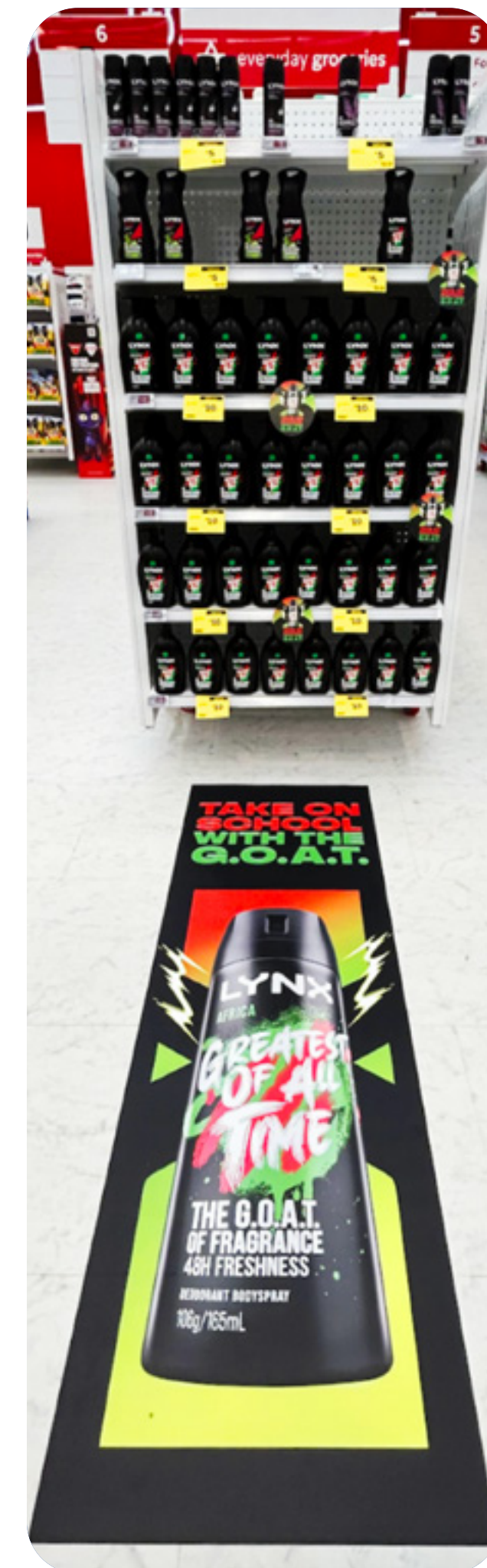
- Small - 1000mm x 300mm
- Medium - 1000mm x 600mm
- Large - 600mm x 1800mm



Awareness

Consideration

Purchase



*All materials for POS installations are printed and professionally installed by our instore activation partners.



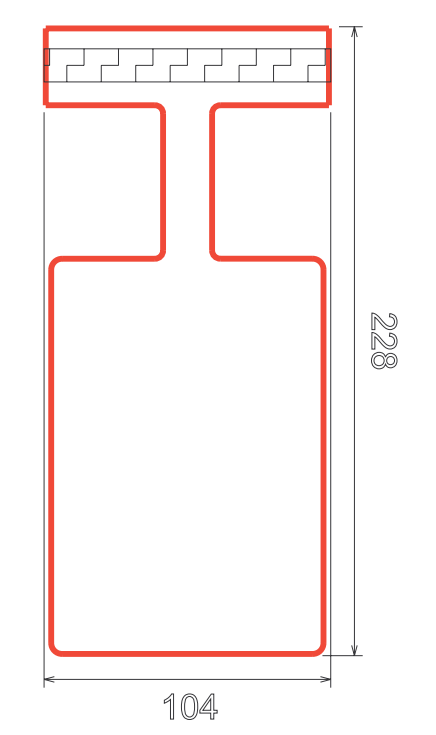
Wobblers

At shelf: The Warehouse

A shelf wobbler offers a perfect opportunity to deliver a product specific message or last minute offer right next to the stocked product or an associated category. Small, but mighty, these are used to create last moment impact.



Specs: 104mm x 228mm
No print or gloss in hatched area



Awareness

Consideration

Purchase



*All materials for POS installations are printed and professionally installed by our instore activation partners.



Shelf Talkers

At shelf: The Warehouse (Grocery, Health & Beauty, Pet only)

Shelf talkers sit within the clear perspex strips on shelf in a landscape format giving you a great creative space to deliver a consumer message at the point of conversion.



Specs: 210 mm x 30 mm



Awareness

Consideration

Purchase



*All materials for POS installations are printed and professionally installed by our instore activation partners.



Category Page Banner

Digital

Activate display campaigns to reach relevant shoppers on The Warehouse Group sites. Engage new audiences or reach shoppers who are actively browsing. Use the prebuilt dynamic templates or create a custom banner, and pay on a CPM basis depending on how long you want your ads live.



Reach: Variable depending on category selected



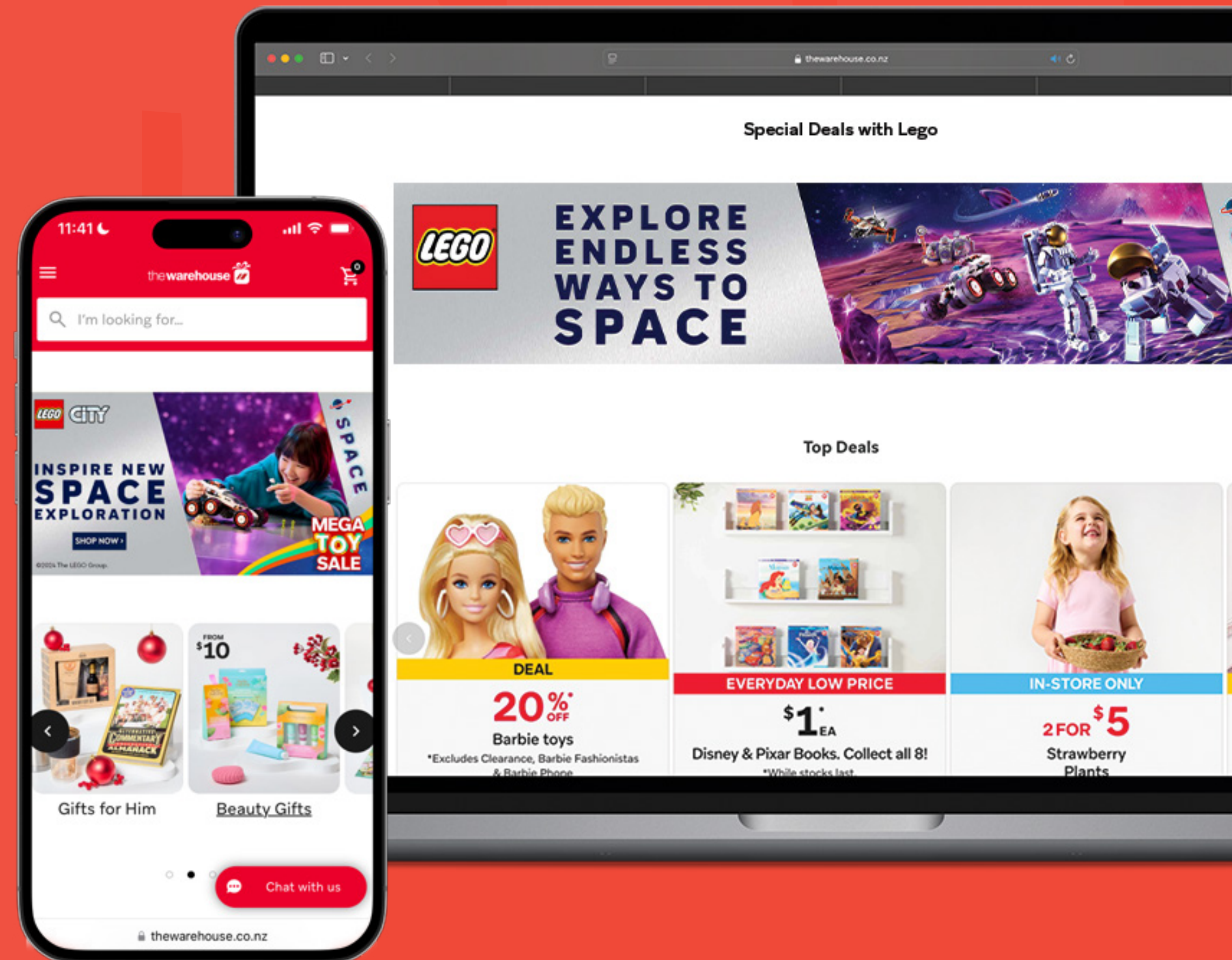
Specs: Desktop: 1332x350px
Mobile: 768x400px

jpg, jpeg, png

Awareness

Consideration

Purchase



Brand Store

Digital

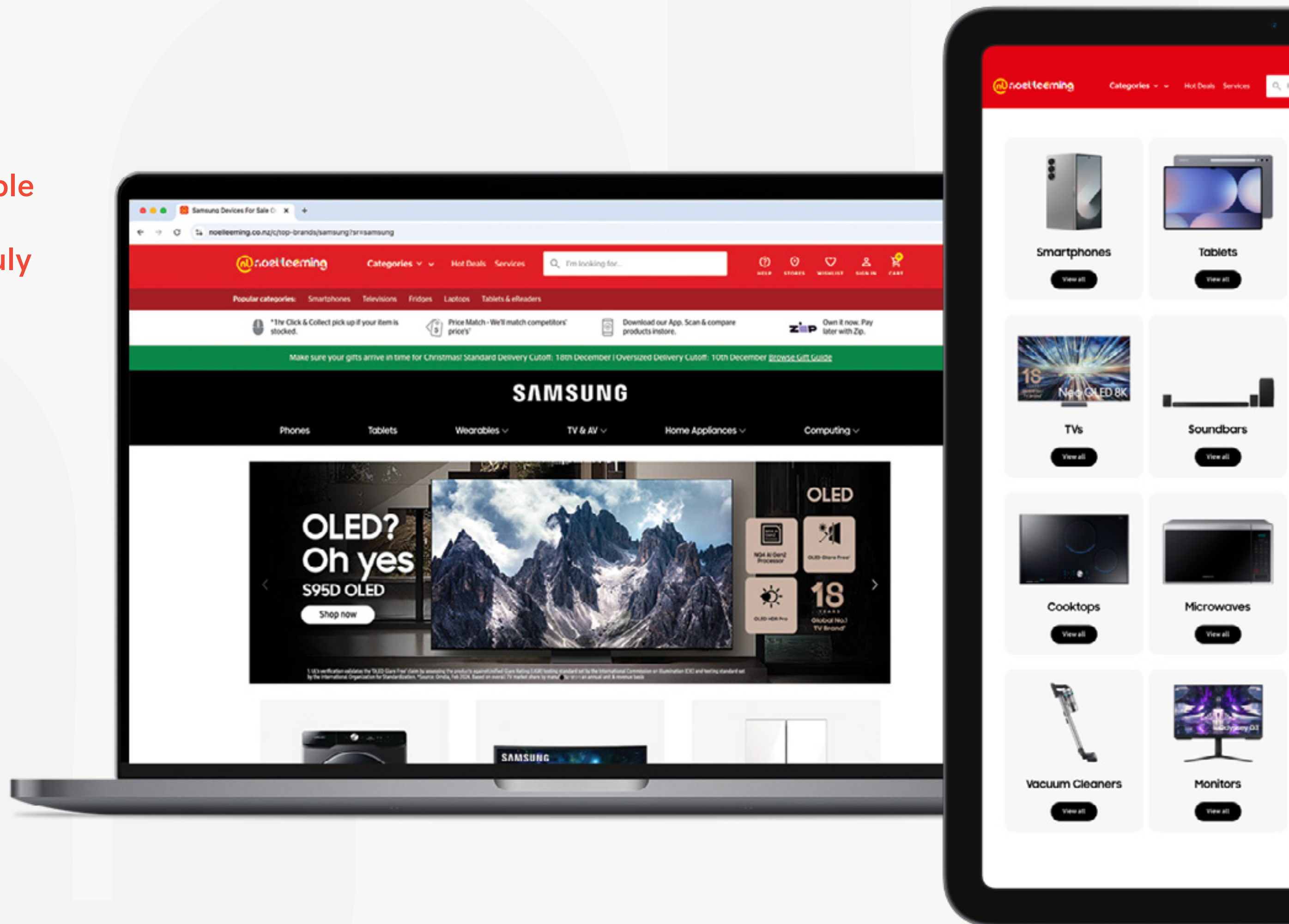
Brand Stores are a bespoke environment for your brand and can contain multiple products. They're a great way for you to tell people more about your brand when they're actively choosing to engage with you. Brand stores can utilise text, imagery and video for a truly immersive experience.



Specs: Contact us for more information

Awareness

Consideration



Sponsored Products/Search Banners

Digital

Sponsored products are onsite search results where brands can bid to appear at more advantageous positions within the search. You can also bid on a CPM basis for the search results banner.

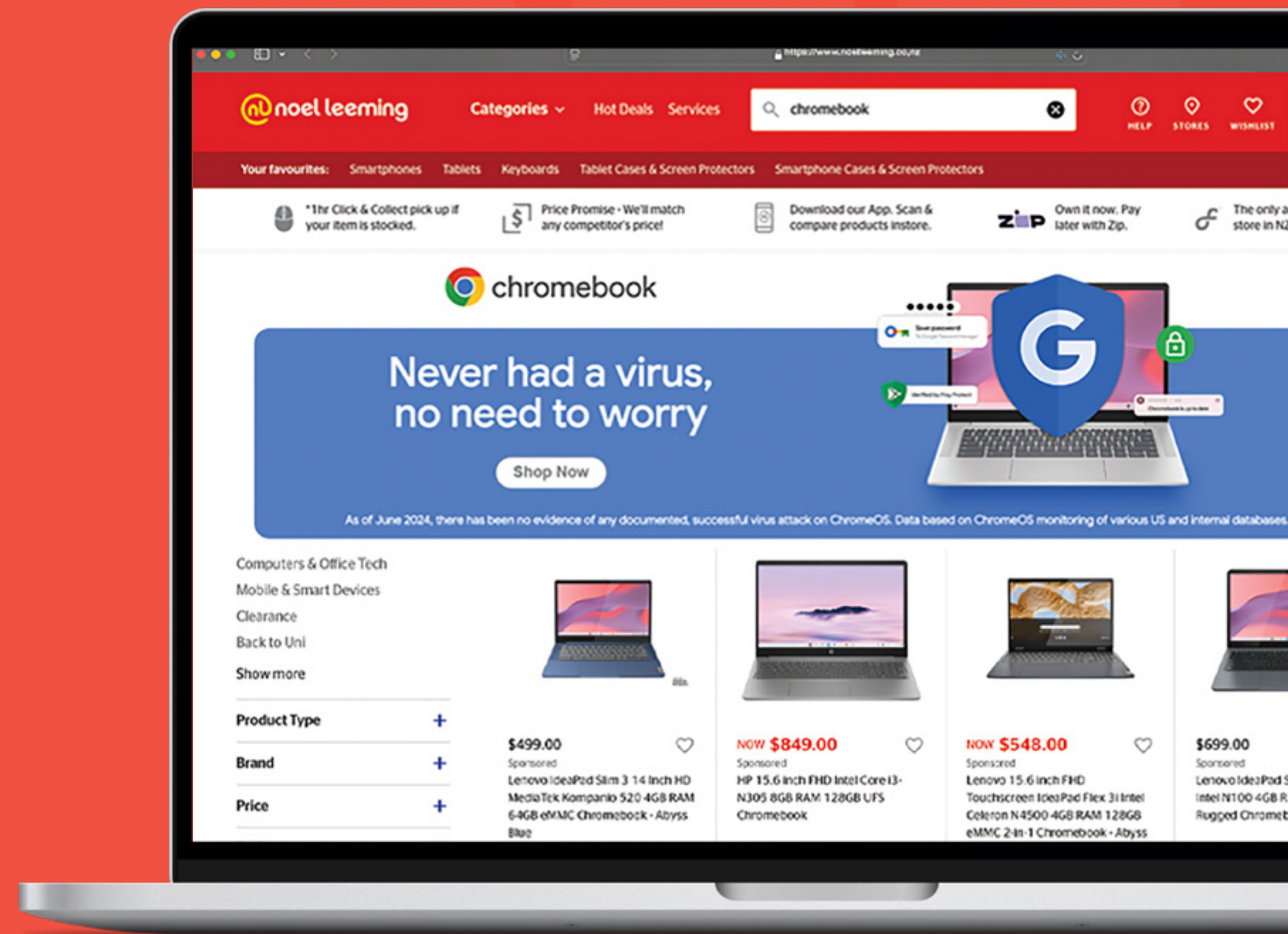


Specs:

- Sponsored Products pull results automatically from your product listings within the site
- Desktop Banner: 1332 x 350px
- Mobile Banner: 768 x 400px
- File format: JPG, JPEG, PNG

Awareness

Consideration



Facebook/Instagram

Digital

Utilise the power of Facebook and Instagram advertising under The Warehouse Group banners.



Specs:

Image

- Feed: 1.9 x 1 to 1 x 1
- Stories: 9x16
- File Format: JPG, JPEG, PNG
- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

Video

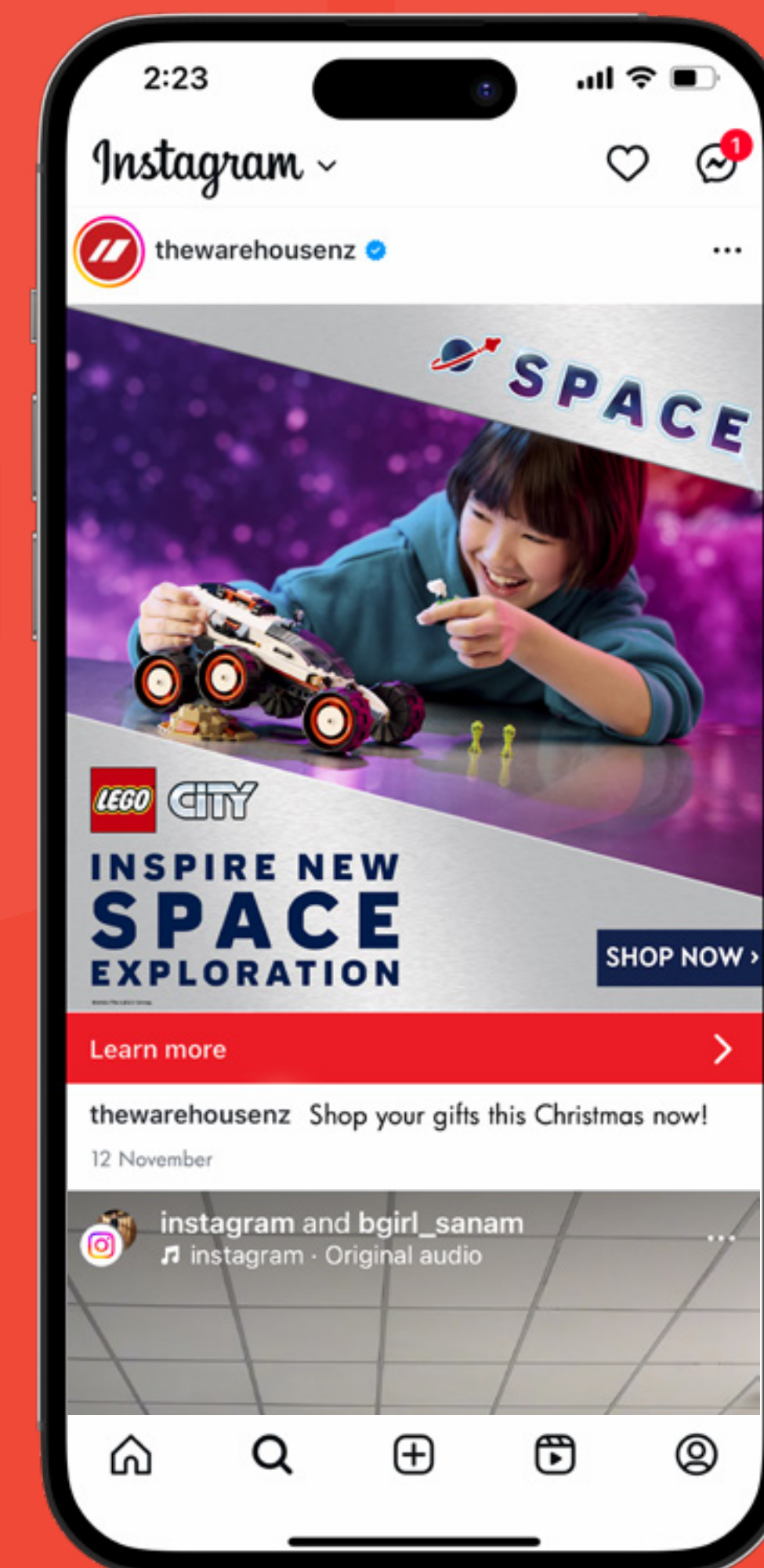
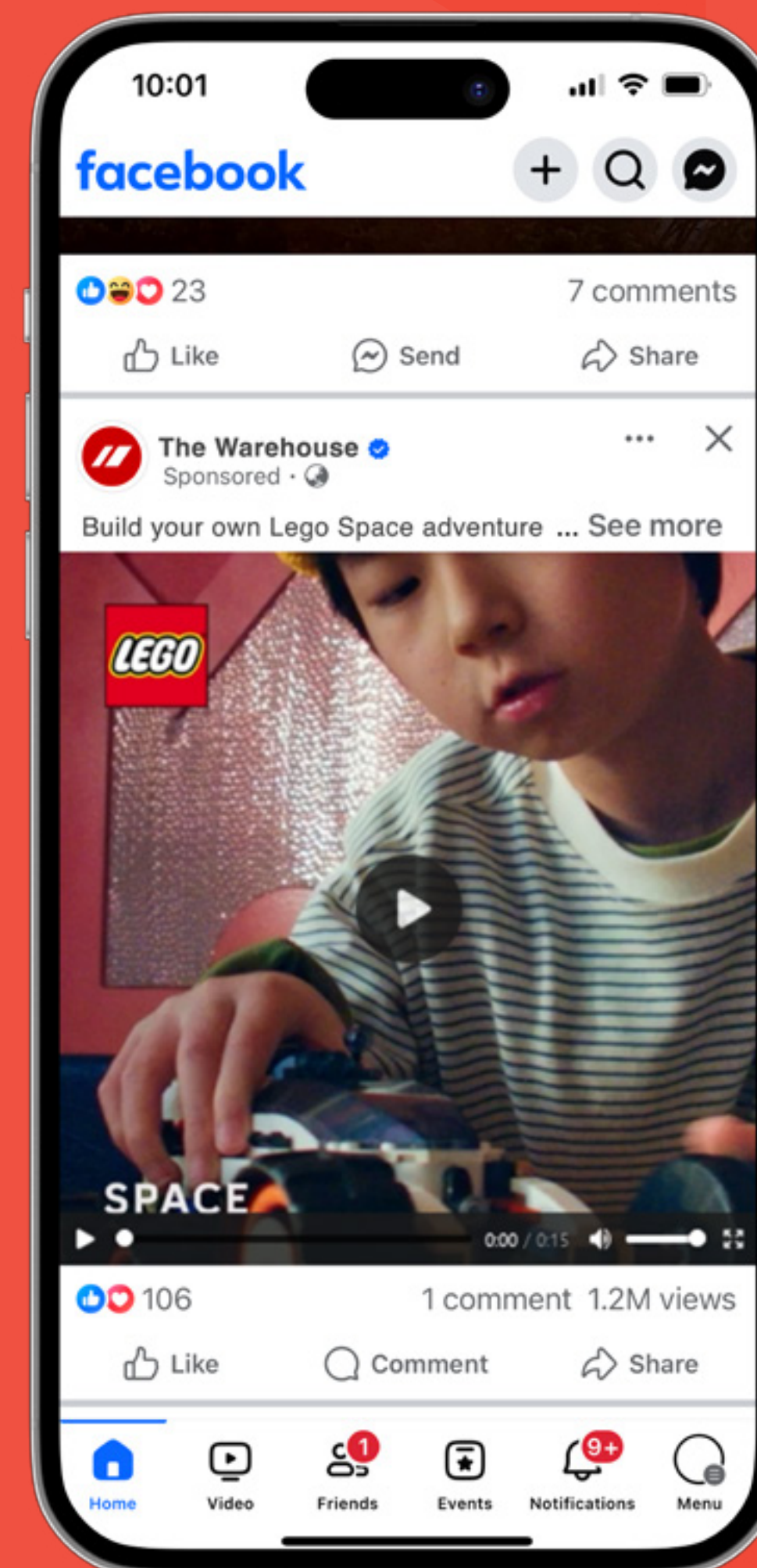
- Feed: 1 x1
- Stories: 9x16
- File Format: MP4, MOV, GIF
- Max file size: 4GB
- Primary Text: 125 characters
- Headline: 40 characters

Awareness

Consideration

Purchase

Loyalty



Facebook/Instagram Carousel

Digital

Using a carousel allows you to activate a range of associated products to a consumer in an easy to use format.



Specs:

Carousel

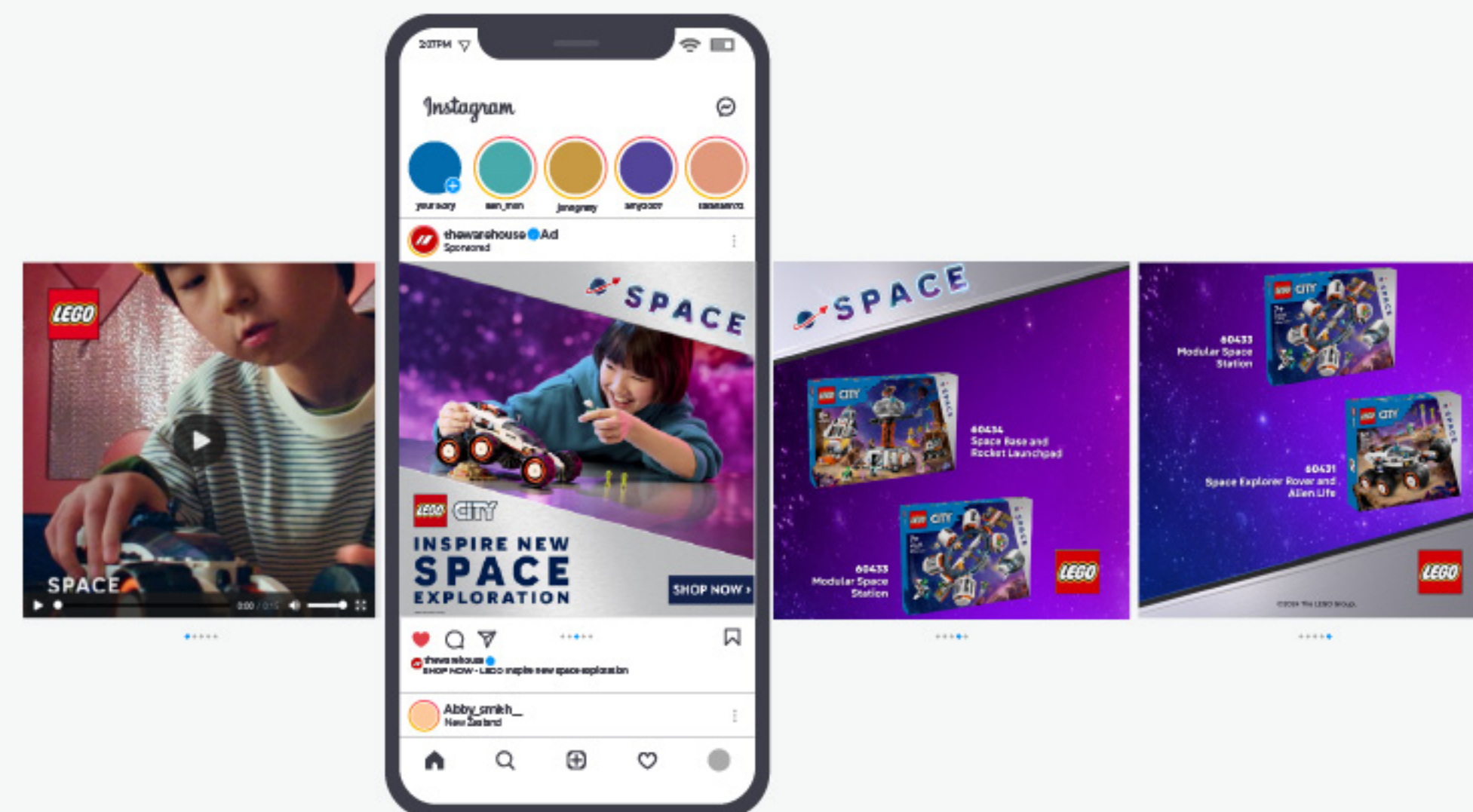
- Dimensions: 1 x 1
- No. of carousel cards: 2 to 10
- File Format: JPG, JPEG, PNG, MP4, MOV, GIF
- Primary Text: 125 characters
- Headline: 32 characters
- Description: 18 characters

Awareness

Consideration

Purchase

Loyalty



TikTok

Digital

Utilise the power of TikTok advertising under The Warehouse Group banners.

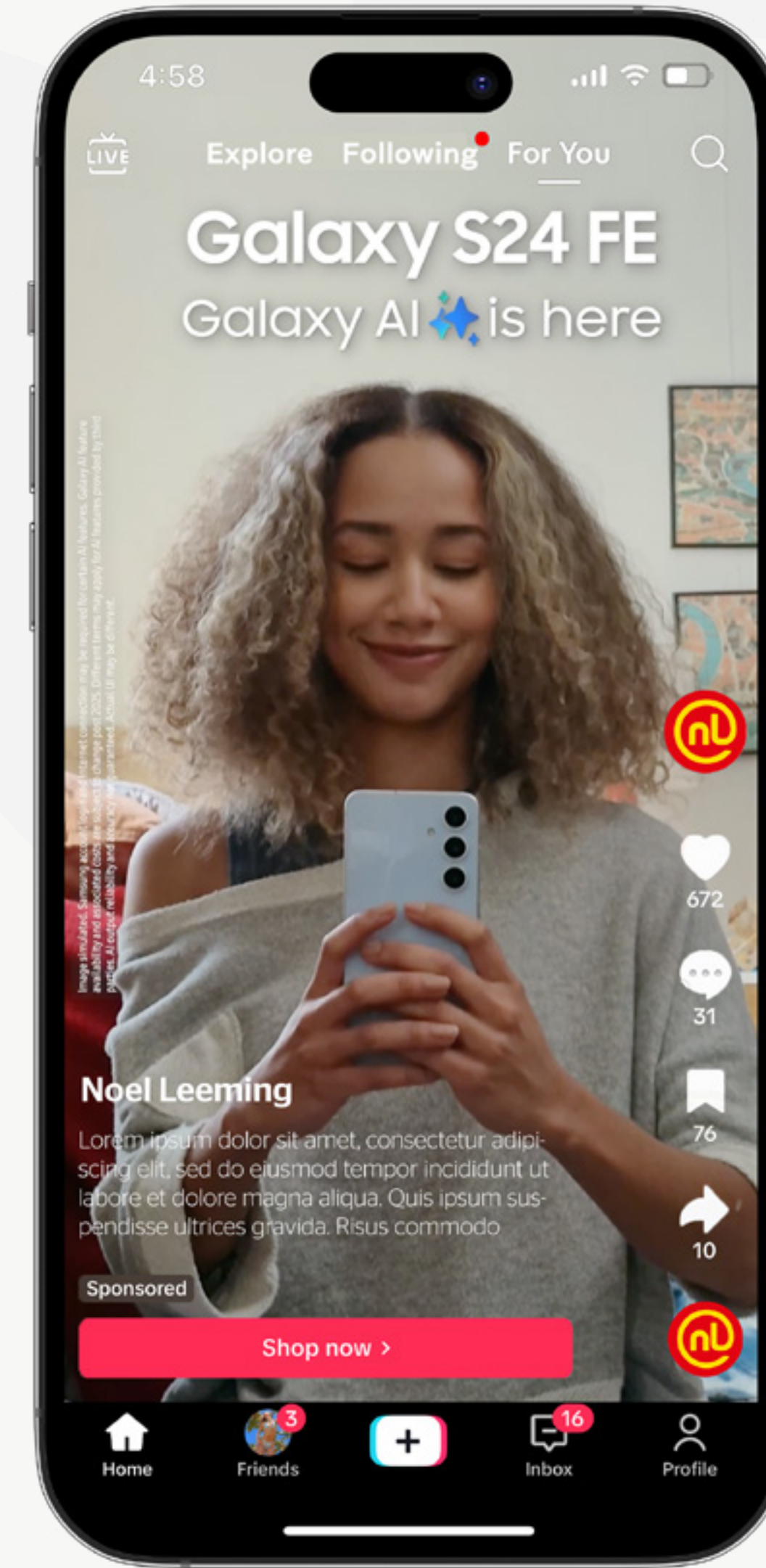


Specs:

- Dimensions: 9x16, 1x1, 16x9
- File Format: MP4, MOV, MPEG, 3GP, or AVI
- Max file size: 500MB
- Minimum resolution: 540x960px, 640x640px, or 960x540px

Awareness

Consideration



Google

Digital - Performance Max Banners

Google Performance Max makes it easy to get your products in front of high intent shoppers across Search, Discover, YouTube, Gmail and Display from a single campaign.



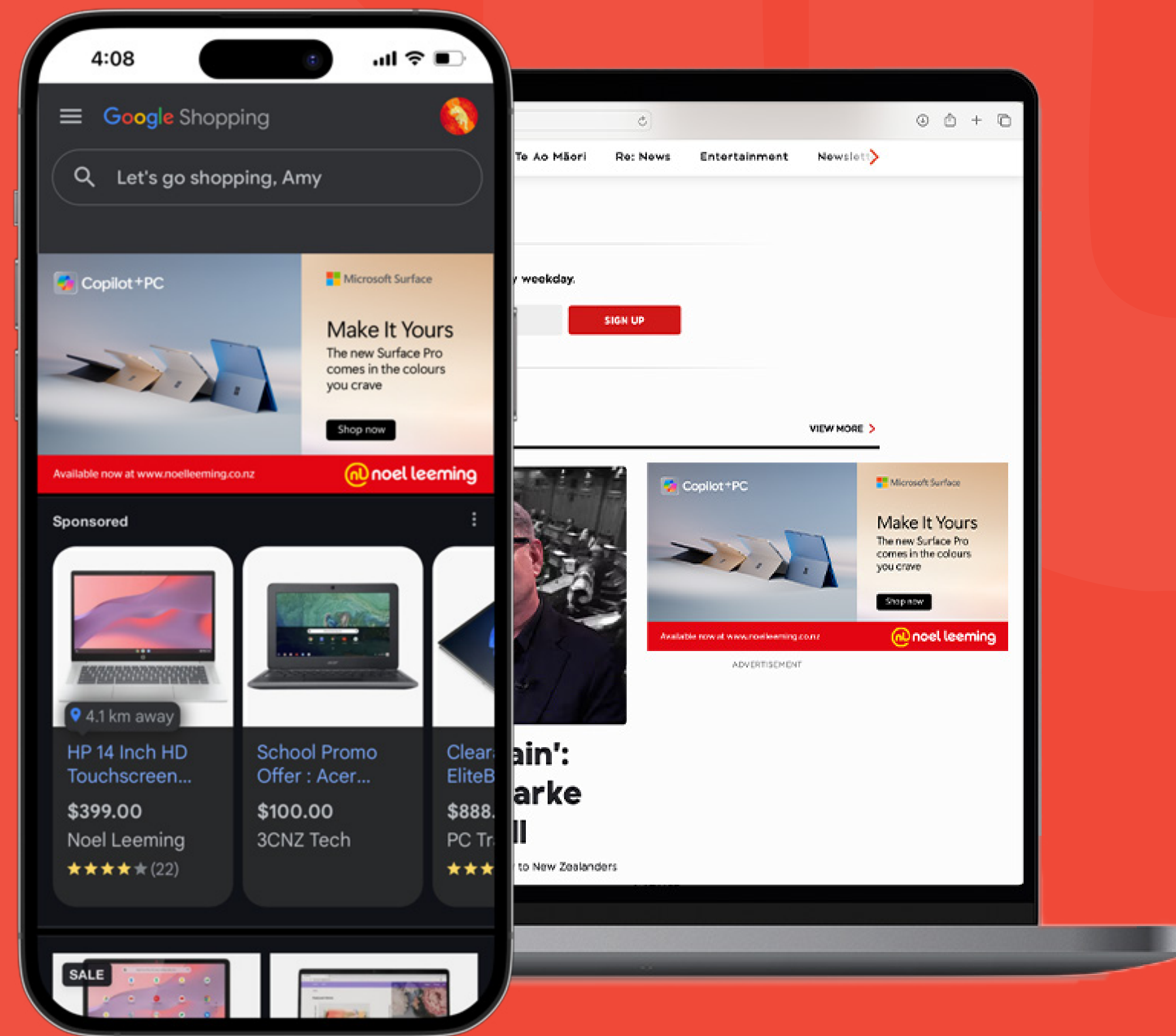
Specs:

- Landscape Banner: 1200x628px
- Square Banner: 1080x1080px
- File Format: JPG, JPEG, PNG
- Max file size: 5120KB
- Headline: 15 characters
- Call to action: 10 characters

Awareness

Consideration

Purchase



Spotify

Offsite

Leverage the power of audio advertising with our Spotify integration! Capture audience attention with compelling messages that resonate while they play their music, podcasts or books - driving awareness and conversions.



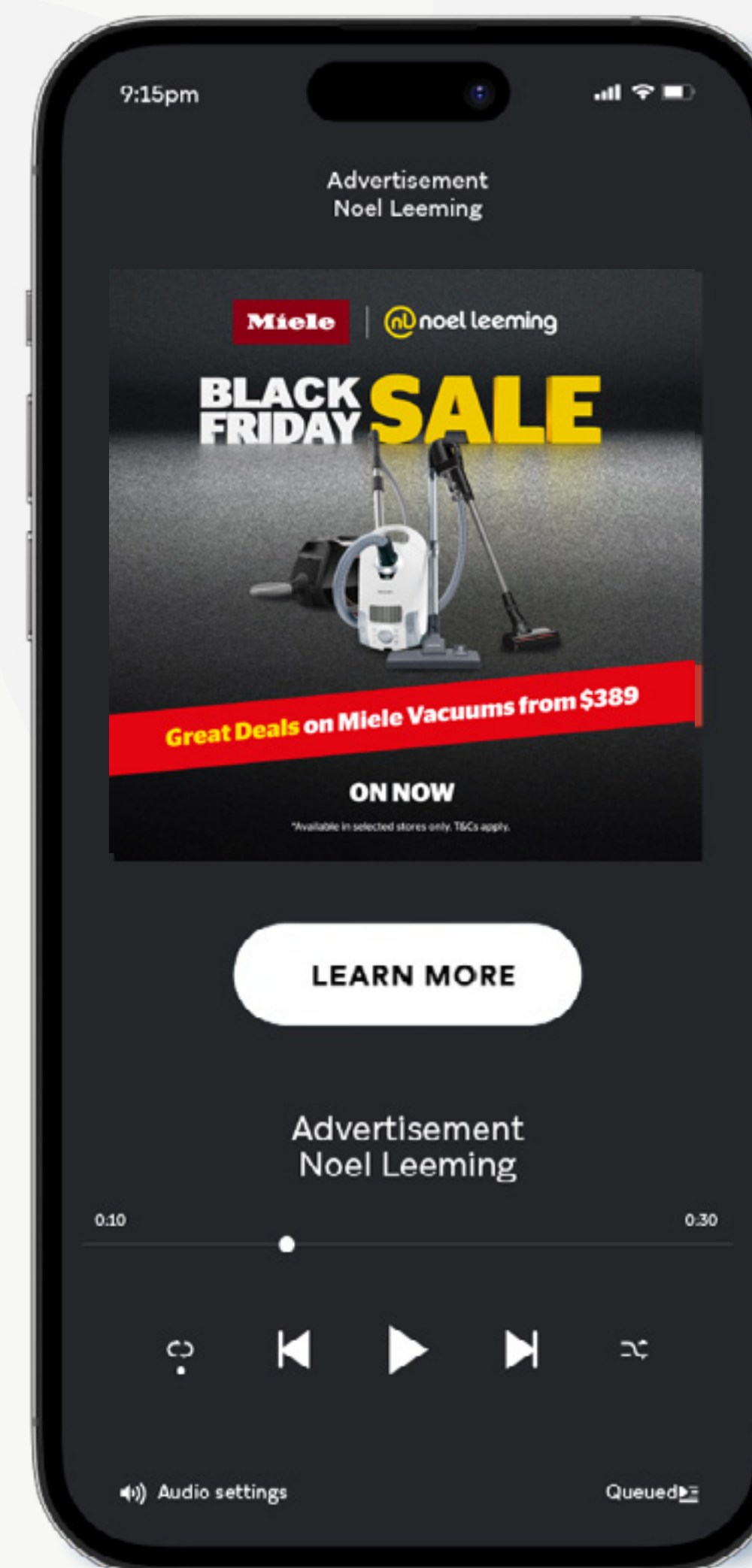
Specs:

- 15 seconds audio
- Approximately 45-word long script
- Up to 30 seconds long
- VO needs to be recorded in The Warehouse and Noel Leeming brand voice
- File Format: MP3, OGG, or WAV
- For Programmatic: OGG format is required
- Max file size: 1MB
- For private marketplace and programmatic, max file size is 500MB

Awareness

Consideration

Purchase



YouTube

Digital

Maximise your brand's visibility with our YouTube advertising options. With captivating visuals and compelling storytelling, you can drive brand awareness and encourage action, all while reaching viewers with a dynamic message.



Specs:

- 6 seconds Bumper or Short Form Video
- 16:9, 1:1 or 4:3
- 16:9 is recommended as more viewers are consuming YouTube on their CTVs.

Awareness

Consideration



Pinterest

Offsite

Showcase your brand through visually stunning pins that capture the attention of our creative audience. With targeted placements, you can drive traffic to your products and encourage users to explore your brand offerings, making it an ideal platform for driving both awareness and consideration.



Specs:

Pin Ad (image)

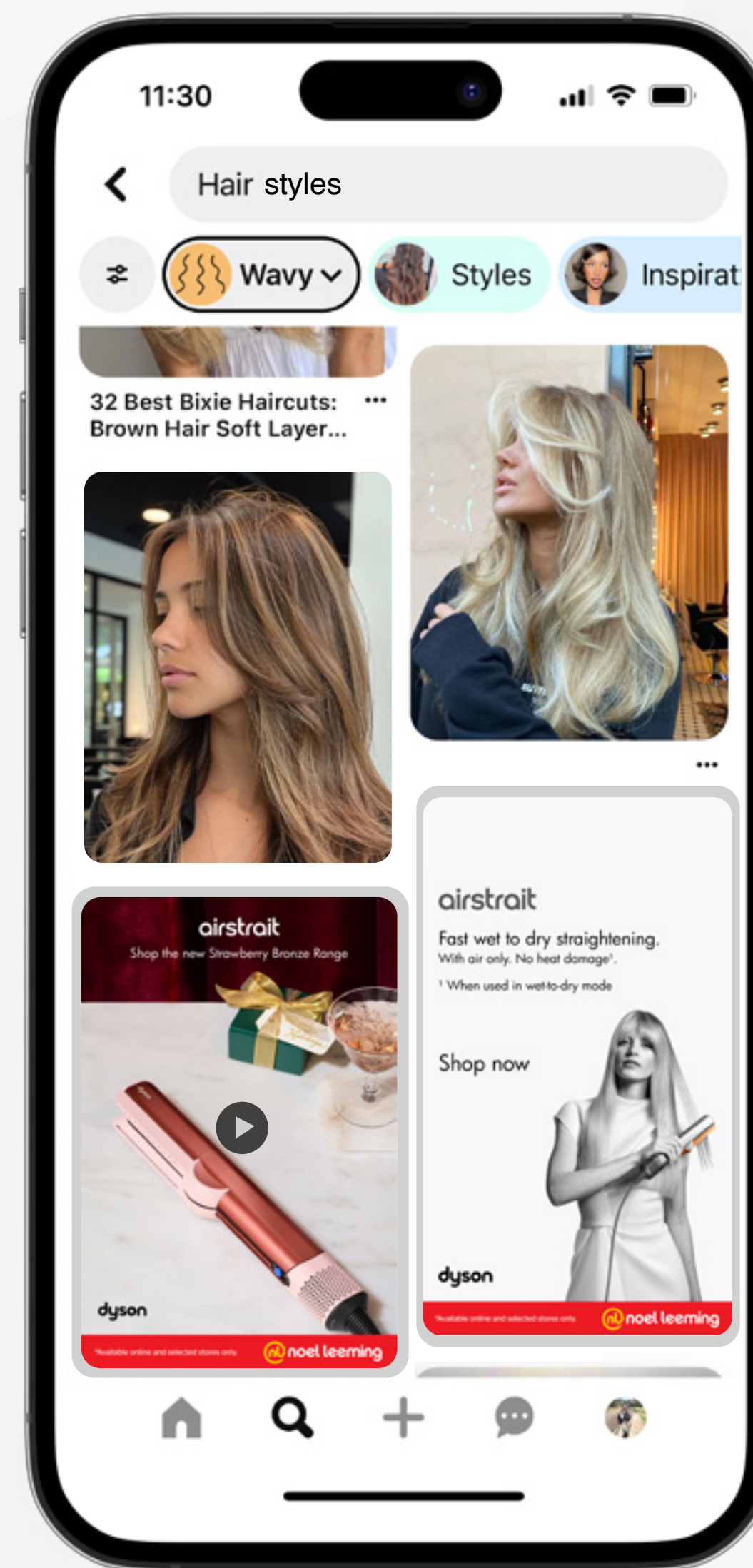
- We recommend using a 2:3 aspect ratio, or 1000 x 1500 pixels. Pins with an aspect ratio greater than 2:3 might get cut off in people's feeds.
- File: PNG/JPEG
- Desktop 20 MB, In-app 32 MB
- Title: max 100 characters
- Description: max 500 character

Pin Ad (video)

- We recommend using a 2:3 aspect ratio, or 1000 x 1500 pixels. Pins with an aspect ratio greater than 2:3 might get cut off in people's feeds.
- File: MP4/MOV/M4V
- Up to 2GB
- Title: max 100 characters
- Description: max 500 character

Awareness

Consideration



airstrait

Fast wet to dry straightening.
With air only. No heat damage¹.

¹ When used in wet-to-dry mode

Shop now



dyson

*Available online and selected stores only.

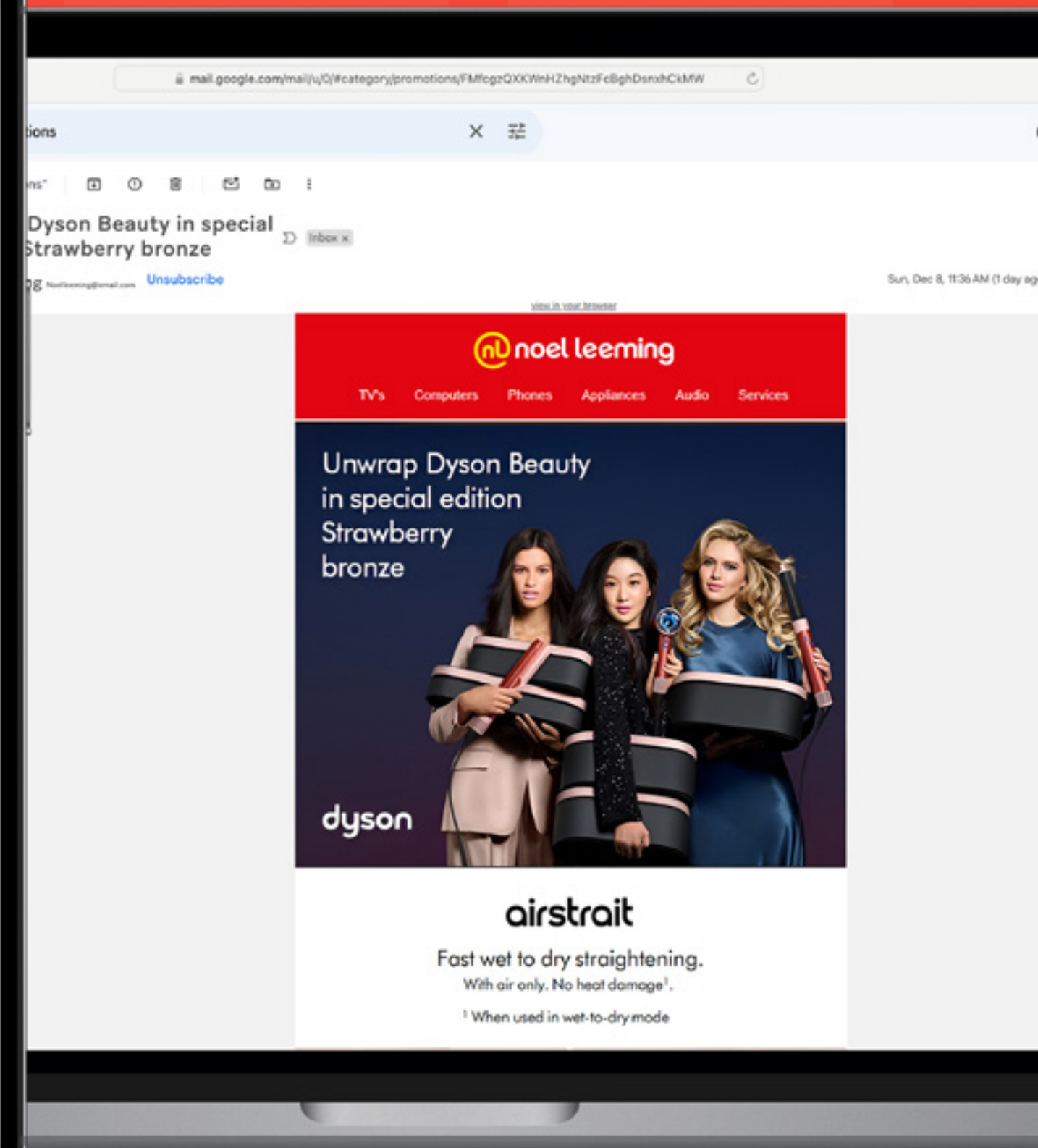
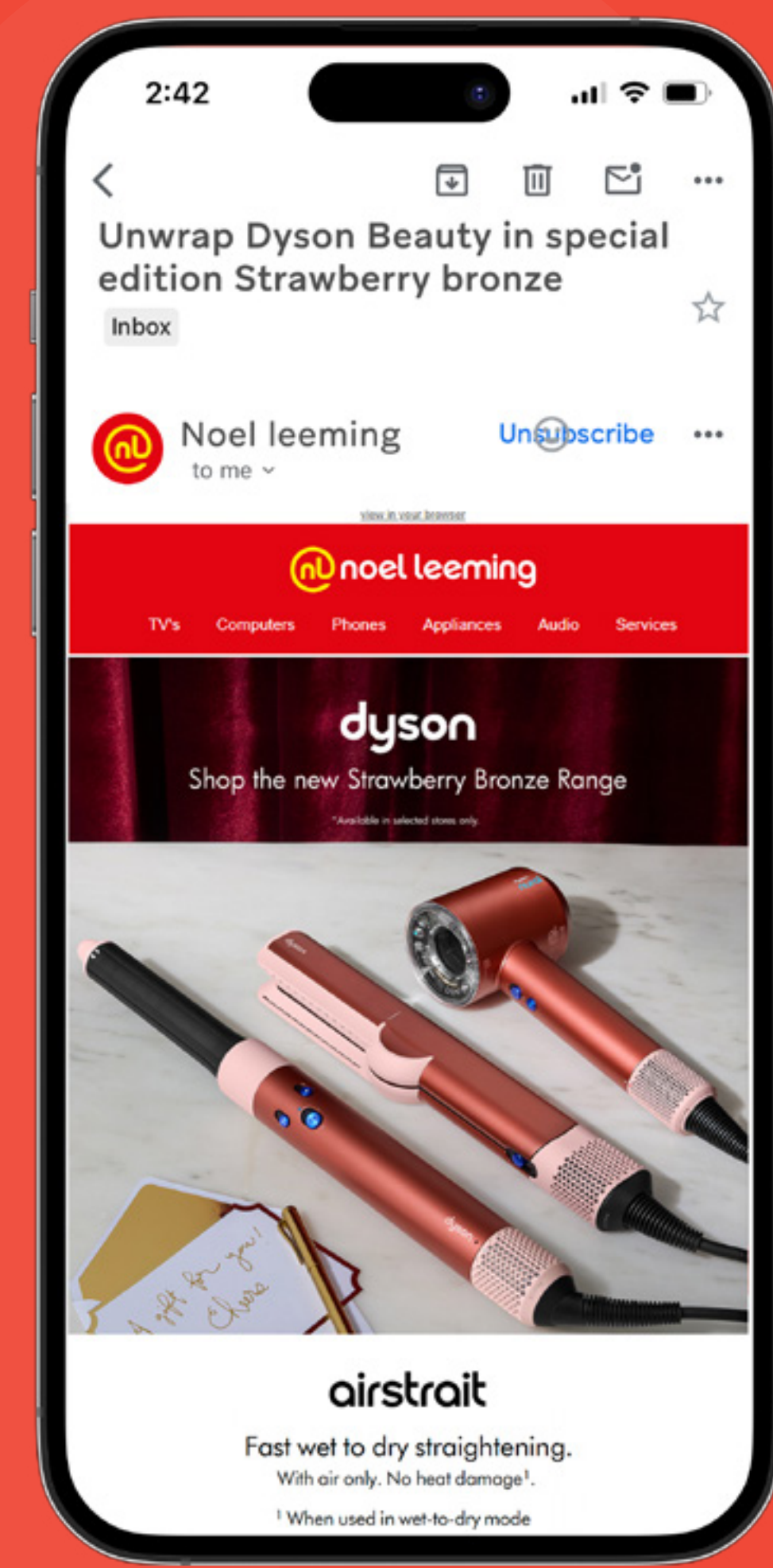
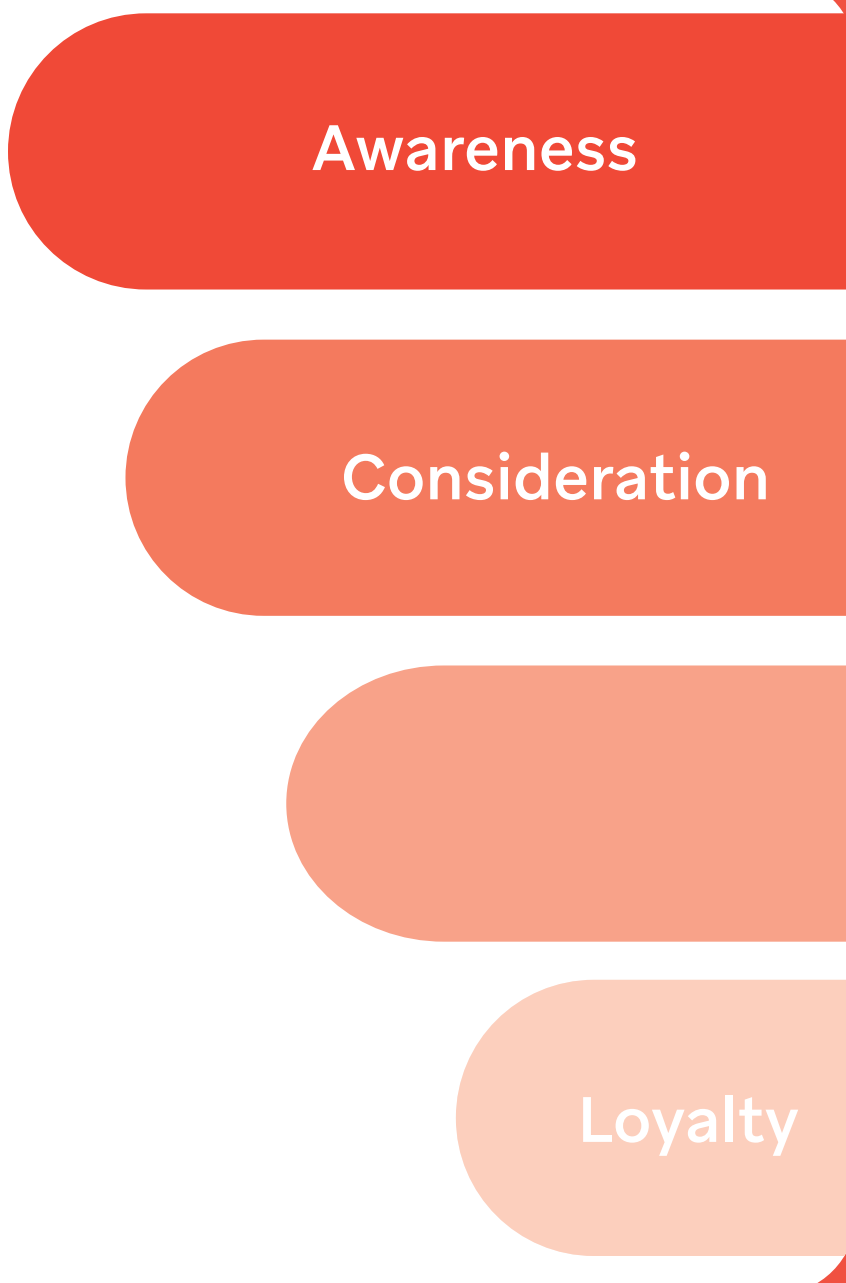
noel leeming

SOLUS eDM

Digital

Deliver tailored, targeted messages directly to our engaged subscriber base, ensuring your brand gets the spotlight it deserves. With stunning designs and compelling calls to action, you can drive traffic, increase conversions and boost loyalty with your audience.

-  **Reach:** The Warehouse 596K
Noel Leeming 412K
Warehouse Stationery 164K
-  **Specs:** Contact us for more information



Programmatic Display

Digital

Utilise automated technology to serve targeted ads across a vast network of websites and apps, ensuring your brand is seen by the right audience at the right time. With data-driven insights, you can optimise your campaigns for maximum impact and engagement.

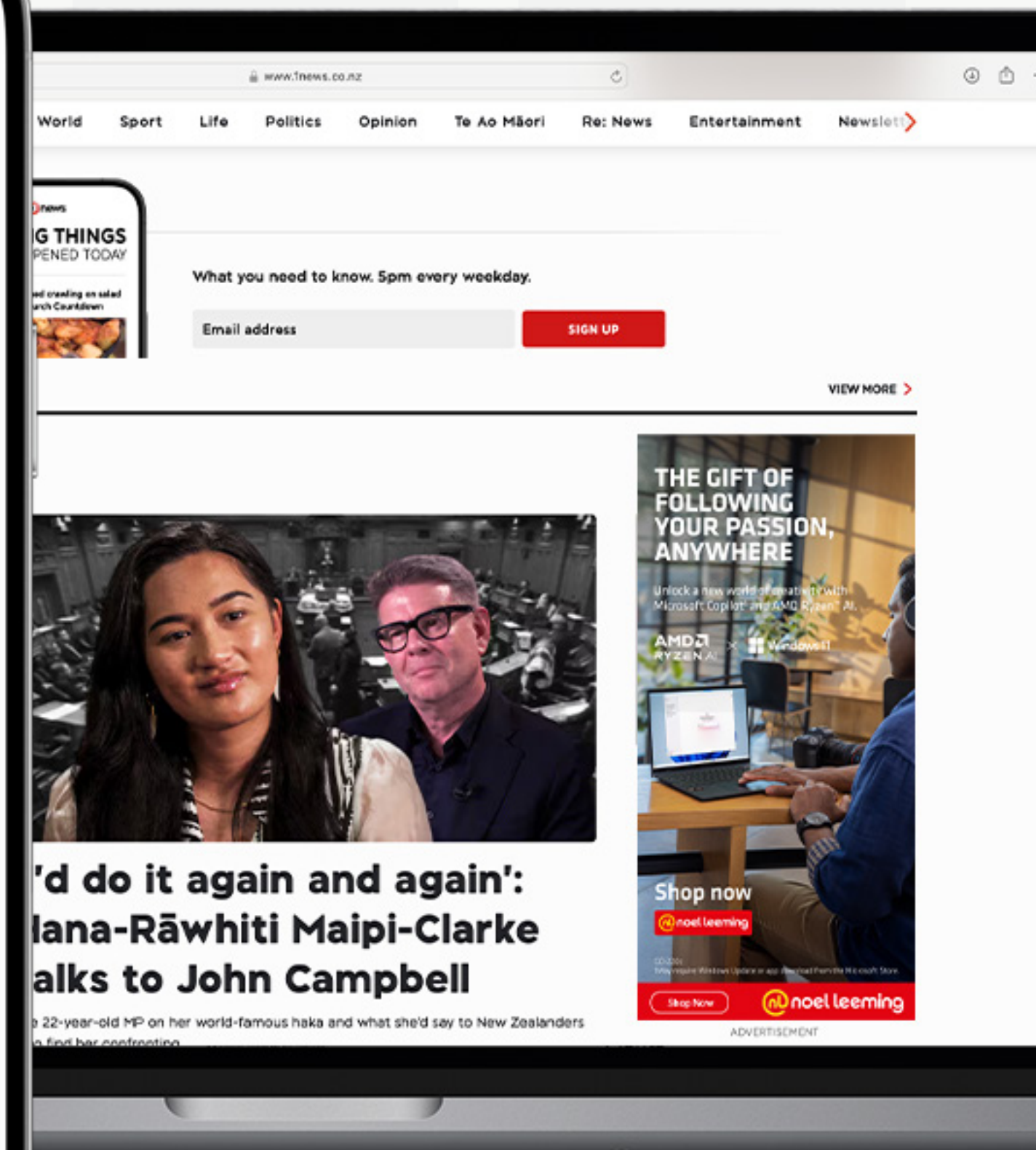
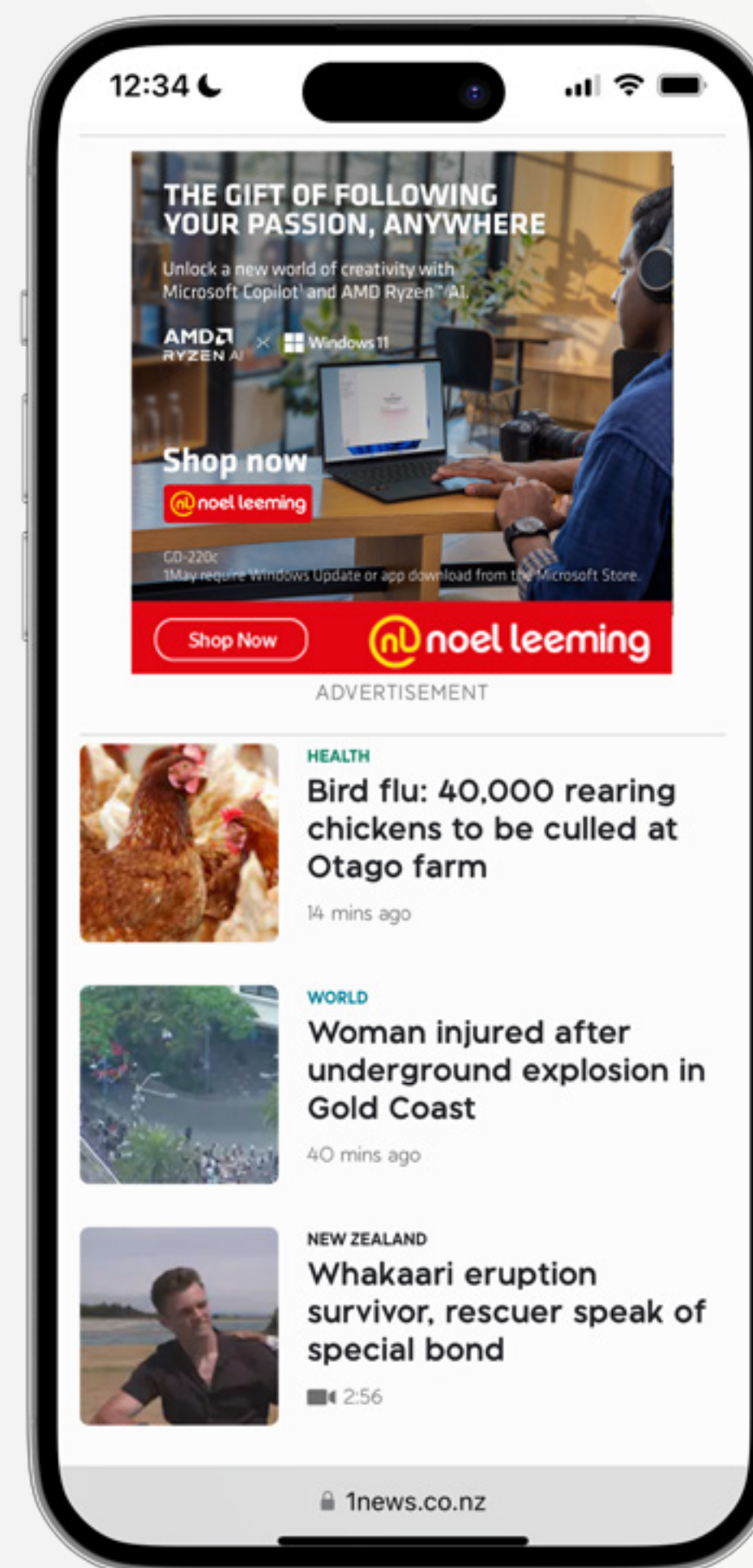


Specs:

Display

- MREC: 300x250px
- Half page: 300x600px
- Billboard: 970x250px
- Animated: HTML5 with JPG/PNG static banners or GIF
- Static: JPG/PNG
- 150KB

Awareness



Programmatic Video

Digital

Elevate your advertising strategy with our programmatic video solutions! Deliver engaging video content across a wide array of platforms and devices, reaching the right audience at the right time.



Specs:

Video

- 1920x1080 (16:9)
- 15 seconds
- MP4
- File Size under 7MB
- Bit rate under 3000 kbps (Video) + 128 kbps (Audio),
- Audio level -18 LKFS loudness
- 300x250
- Including starting and end frames

Awareness

Consideration

Purchase



Programmatic DOOH

Digital

Leverage real-time data to deliver dynamic and targeted ads across digital billboards and screens in high-traffic locations, raising awareness amongst customers when they're on the move .



Specs:

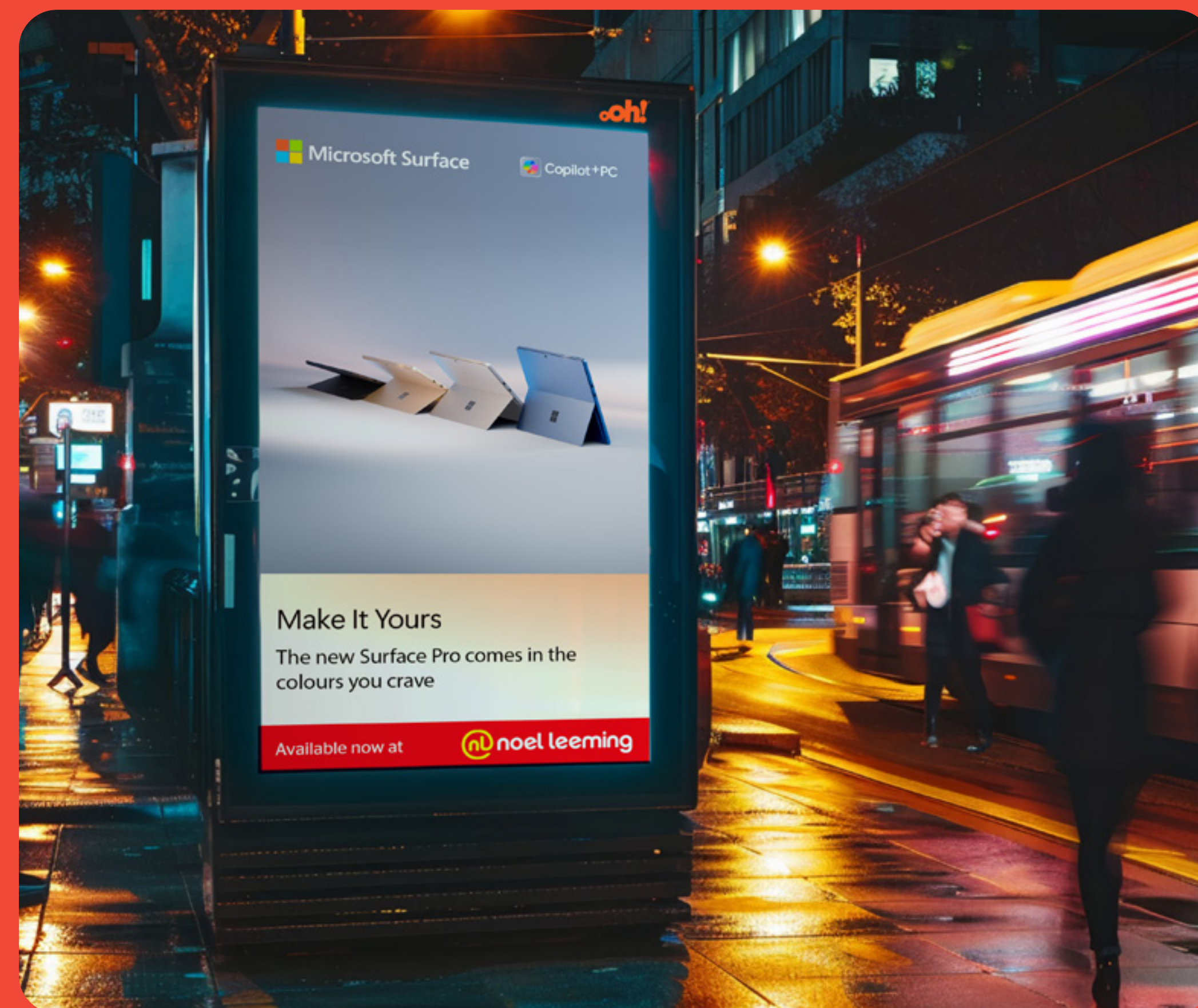
DOOH

- 1080x1920px
- JPEG
- Colour Mode: RGB/ 72 dpi. JPEGs should be saved with max quality settings to minimize compression artefacts

Awareness

Consideration

Purchase



Press

Offsite

Print? Digital? Why not both? Whatever you choose, we've got you covered! Our press placements will bring your brand to millions of Kiwis as they get their daily dose of news, entertainment and gossip, each day.



Specs: Half page main mets
254mm (W) x 182mm (H)

Awareness

NZ TEARSHEET
ME Ad Number: 12321046AA
Publication: NZ's Weekend Herald
Section/Page: A1/1
Run Date: 24/02/24
Page Name: NZSA240224A001

Rugby pix auction of the century

Starting from the 1924-25 Invincibles, a visual archive of 100 years of New Zealand rugby is for sale and there's no reserve

A vintage archive featuring dozens of images of New Zealand's Pacific, European and All Black rugby greats from the early 20th century is being put up for sale with a \$1 reserve.

The Pacific Arts Centre collection in the iconic cathedral New Zealand rugby photographs to enter the open market, with hundreds of official images of the 1925 British and Irish tour and more than 2000 individual players featured in 60,000 photographs.

Rugby greats such as George Horne, Mervyn Morris, Billie Reid, the Black, Brian Lochrie, Alan Wynne and Frank Buckle are all featured in the collection, alongside images of matches, team and club photos.

The rugby image archive has been built to commemorate the more than a decade after the 1924-25 Invincibles won their 4-4 million sales in the 100th anniversary of the 1925 tour. The auction was designed by being displayed on the 100th anniversary of the 1925 tour.

Professor of History at AUT Dr Paul Moon says the archive provides a valuable opportunity for an important part of our history to be preserved.

"As far as I know there is no other archive of this scale covering an entire century. Beyond our rugby is the country's history. It is difficult to imagine a collection that is more significant to us."

"Without this collection of images, it would be impossible to piece together a detailed record of the history of rugby in New Zealand in any other way. The same applies to other sports. These photographs are a crucial part of the documentary record of the sport and are of immense historical significance."

Since our rugby has traditionally been regarded in various ways as a contributing part of our national identity.

It has been described as a kind of social gathering, particularly in rural communities, and has been associated with New Zealand sporting success. It has also been described as a kind of national identity.

The 100th anniversary has revealed the extent to which rugby played a central role in society and

as this is always going to be what we think of the immediate subject in this case rugby. It is a form of visual documentary history, and contains images of major social changes in the country over the century. It provides a sense of what the history of New Zealand was in that period," says Moon.

Travis Miller of Travis Miller Gallery says the rugby collection, valued at over a hundred thousand dollars, is a visual archive capturing New Zealand's sporting heritage from the 20th century.

"It is part of a larger collection of images, including portraits of some of New Zealand's most famous athletes, which will provide a sense of the nation's history and national identity that were previously under the radar."

Miller says it is his hope an online or private online auction of New Zealand rugby will provide the best of both worlds, to help ensure it is preserved and to be accessible.

"This is certainly the largest collection of New Zealand rugby photographs ever made available on the internet."

"It contains subject matter on everything from the early days of the sport to the modern era. Many of the photographs are the only remaining visual artifacts of these moments."

"Earlier this year the National Library of New Zealand purchased another large archive with three hundred years of New Zealand history from the early 1800s."

Miller says the auction of the rugby collection is the only one of its kind in the world, and is a unique opportunity for collectors and enthusiasts.

"We also have images of significant events, the 1914-15 tour, and the 1987 World Cup. It is a unique opportunity to see some of the most important moments in New Zealand's history."

"The rugby collection is being auctioned as one lot to a private collector, group, or an institution through the online auction platform accessible through the gallery's website. It is a rare opportunity to see some of the most important moments in New Zealand's history."

Miller says the 60,000 images in the archive have no reserve and a starting price of \$1.

noel learning

Lenovo YOGA

Smarter technology for all

A new AI era begins
The fastest, most intelligent Windows PCs ever

Lenovo Yoga Slim 7x

Copilot+ PC

\$2,799

\$2,599

noel learning

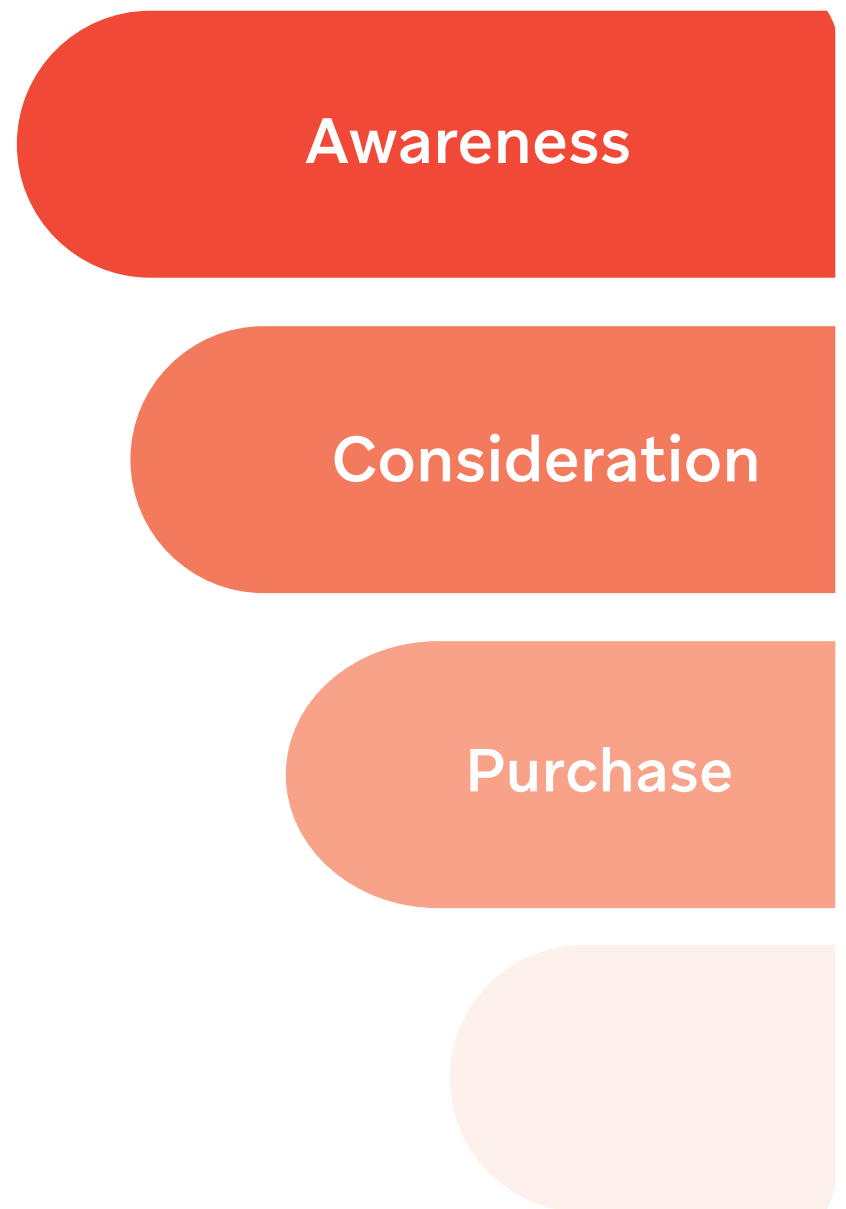


TVC

Offsite

Reach a wide audience through strategic placements on popular networks and channels, delivering your message in a dynamic and engaging format. By utilising our TV advertising solutions, you can enhance brand awareness and drive consumer action during prime viewing moments!

-  Specs:
 - 1920x1080 (16:8)
 - 15 seconds
 - Format: .MOV



TV Advertising will have branded endframes applied and VO in our brand voice added, if required. All TVC's will go through CAB and need to meet ASA guidelines.



Radio

Offsite

You can amplify your brand's reach and salience with us through radio advertising. You can connect with customers through engaging audio spots on popular stations, delivering your message during peak listening times while they're on the go!



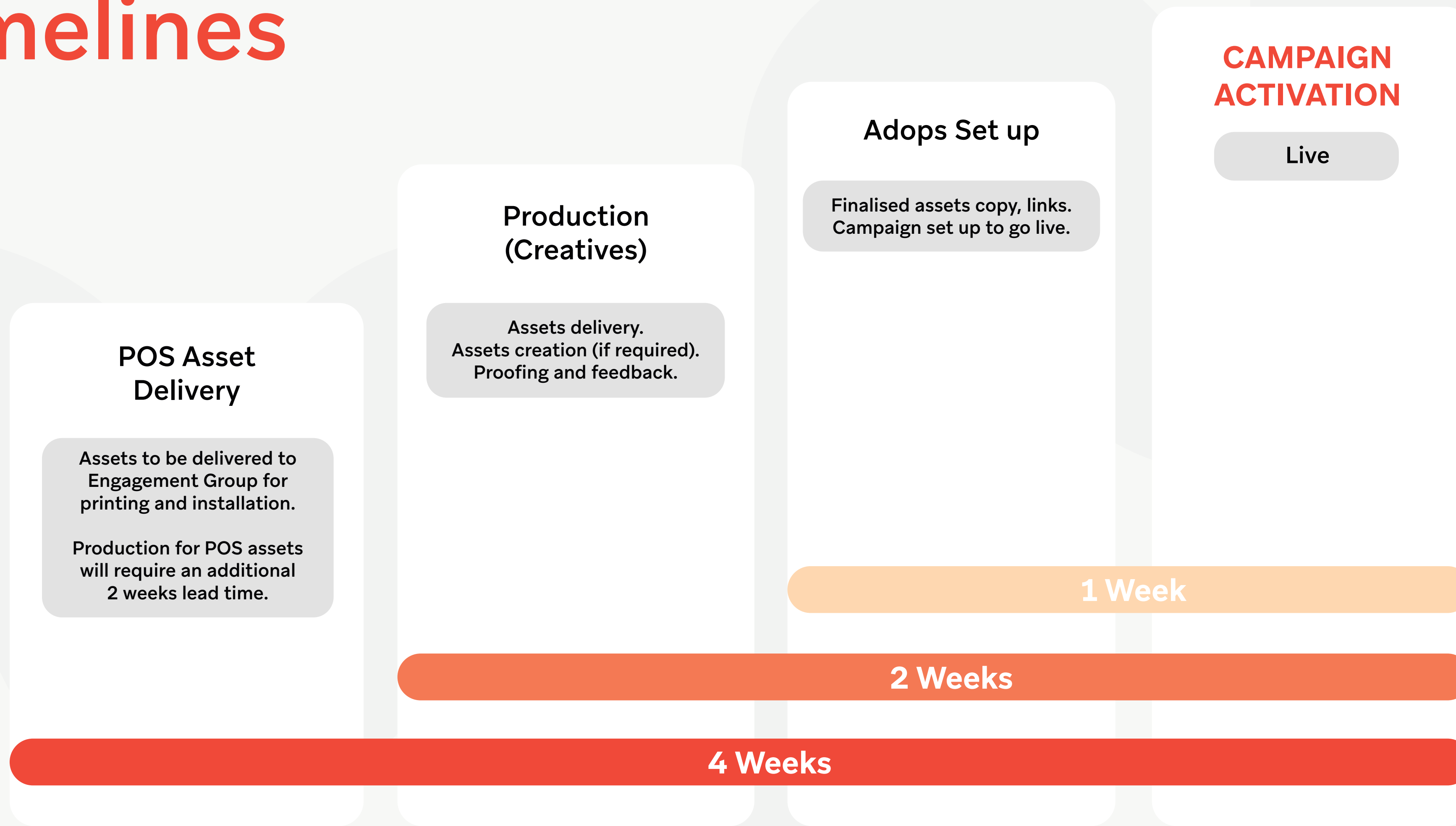
Specs:

- 15 seconds standard execution
- VO needs to be recorded in the The Warehouse & Noel Leeming brand voice
- Must be in MP3 format

Awareness



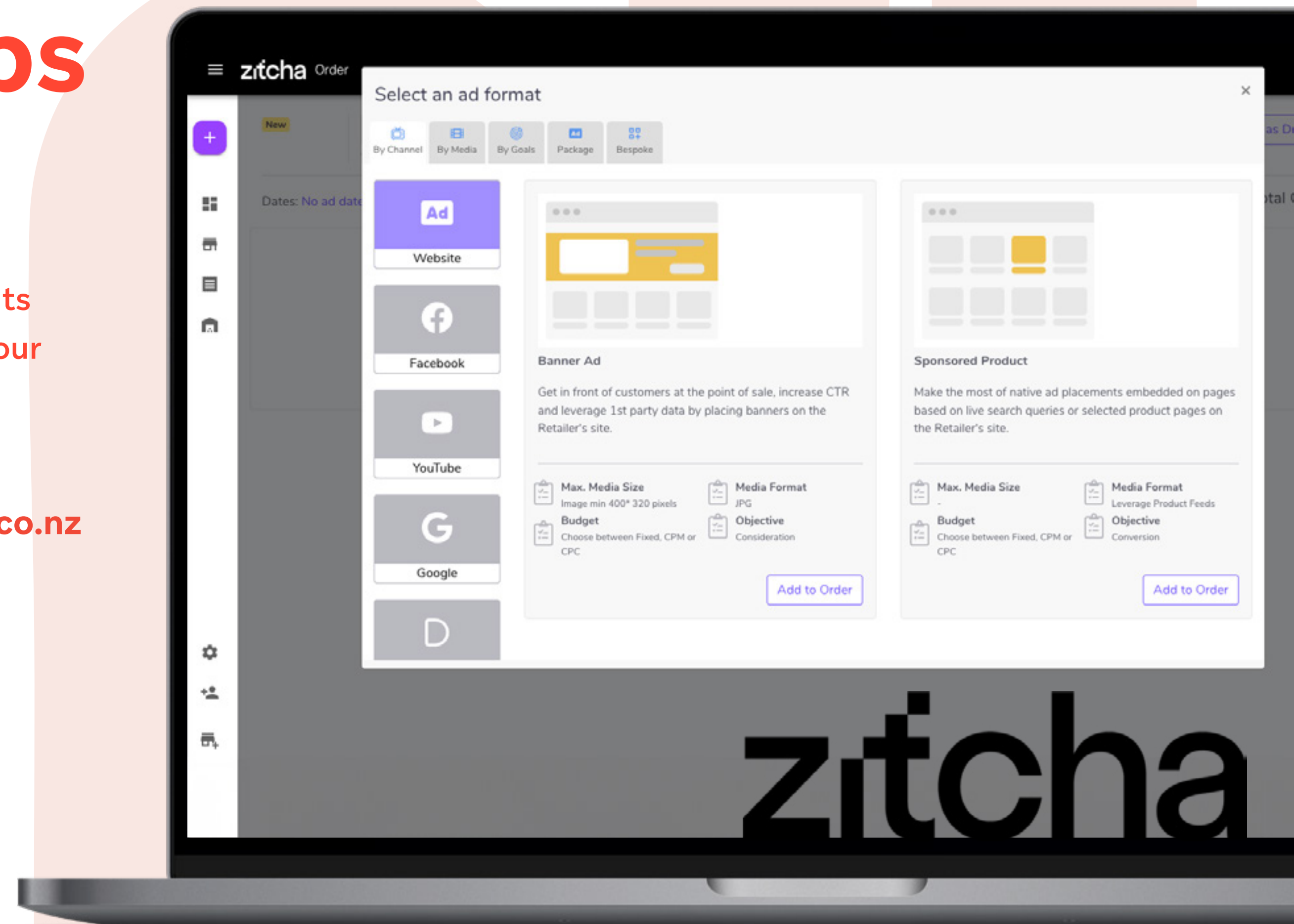
Timelines



Flexible Partnerships

You can choose to utilise our 100% self-service platform which puts you in control of your campaigns 24/7 with full reporting or have our marketing experts work with you for a bespoke solution.

For more details, reach out to us at marketmedia@twgroup.co.nz



RATECARD



Creative Specs - Management Fees

Production	No. of assets	Est. production cost
	2-3 assets	\$200
	4+ assets	\$500

*These are estimated costs based on x1 version of each asset. This amount is subject to increase for any additional versions required.

Asset Resizing Fees

Asset resizing rate card

No. of assets

1-5 assets

6-10 assets

11+ assets

Est. production cost

\$150

\$250

POA

Revisions rate card: additional amends will be charged at 25% of original cost per round of amends.
Additional costs will be incurred if the assets submitted require our team to resize or edit them to the required specifications.



MARKET MEDIA RATECARD 2025 - FIXED | eDM

	Channel	Opportunities	Approx audience size	Duration	Rate
EDM send outs	Noel Leeming	Communicate with a highly targeted audience, directly in their inbox. Target specific segments and send multiple messages over a time period.	403k	One-off	\$20,000.00
				Multiple	TBC
	The Warehouse			One-off	\$16,000.00
				Multiple	TBC
	Warehouse Stationery			One-off	\$7,000.00
				Multiple	TBC

MARKET MEDIA RATECARD 2025 - FIXED | In-store

	Variant	Opportunities	Weekly reach	Distribution	Duration	Rate
In aisle (The Warehouse only)	Aisle Fins	Small Fin 150mm x 450mm	6.3M shoppers	Full network	4 weeks	\$14,300
	Floor Decals	Large Fin 150mm x 900mm				\$15,500
		Small 300mm x 10000mm				\$18,300
Medium 600mm x 1000mm		\$29,800				
At shelf (The Warehouse only)	Wobblers	Large 600mm x 1800mm				\$40,500
		Wobbler x 4				\$11,200
		Wobbler x 8				\$12,300
	Shelf Talkers (Grocery, Health & Beauty, Pet only)	Shelf Talker x 8				\$11,200
		Shelf Talker x 16				\$12,300



MARKET MEDIA RATECARD 2025

FIXED The Warehouse/Warehouse Stationery | Front of store and throughout

Front of store and throughout	Variant	Opportunities	Weekly reach	Distribution	Duration	Rate
	In-store screens The Warehouse	Static or video content - 65" UHD panels. Front of store + 2-3 additional screens throughout.	1.5M shoppers	National (85 stores)	1 week	\$25,000
	In-store screens The Warehouse	Static or video content - 65" UHD panels. Front of store + 2-3 additional screens throughout.	1.5M shoppers	National (85 stores)	CPM	\$25
	Bollard covers	The Warehouse	6M shoppers	National	4 weeks	\$26,250



MARKET MEDIA RATECARD 2025 - FIXED | In-store Noel Leeming

	Variant	Opportunities	Weekly reach	Distribution	Duration	Rate
Front of store and throughout	In-store screens Noel Leeming	Static or video content 65" UHD panel at front of store	250k shoppers	National (66 stores)	1 week	\$15,000
	In-store screens Noel Leeming	Static or video content 65" UHD panel at front of store	250k shoppers	National (66 stores)	CPM	\$25
	Bollard covers	Noel Leeming	1M shoppers (Monthly)	National	4 weeks	\$20,000



MARKET MEDIA RATECARD 2025 - FIXED | Alt Channels

ALT Channels

Variant	Opportunities	Weekly reach	Distribution	Duration	Rate
Instore Radio	30" or 15" Radio spot	1.5M shoppers	National (85 stores)	1 week	\$20,000
AV Assets	Included within The Warehouse branded long form AV assets as advertised P&P asset 15"	100 TARPS	Full network	1 week	\$30,600
	Included within The Warehouse branded AV short form assets 6"/10"			1 week	\$9,000
Audio	Terrestrial Radio within The Warehouse branded P&P asset 15"	1 + 46.3%		1 week	\$24,000
	Digital Radio within The Warehouse branded P&P asset 15"			1 week	\$9,000
OOH assets	SF within The Warehouse branded P&P asset			1 week	\$18,000
	LF within The Warehouse branded P&P asset			1 week	\$24,000
Social multiple pieces of content for campaign (By arrangement)	Various content formats to amplify campaign - static, carousel, video, stories				



MARKET MEDIA RATECARD 2025 - FIXED | On-site

Channel	Opportunities	Duration	Rate
Noel Leeming	Category Banners Sponsored Search Search Banners	Variable	POA
The Warehouse			
Warehouse Stationery			

Contact your Account Manager for more details on Category Banners.
Sponsored Search and Search Banners are bought via auction on a CPM basis.

Terms and Conditions

All quoted rates exclude GST. A 100% cancellation fee will be incurred if a request for cancellation is made after the booking deadline. Late material fee will be charged (10% addition to total ad costs) for any advertising material delivered after the material deadlines. POS orders made less than 4 weeks in advance are subject to availability and may incur an additional convenience fee.

Invoices - 20th of the following month for payment.

Advertise With Us

Ready to Supercharge Your Brand?
Contact Market Media Today!

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