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In response to the exit of Bauer Media in New Zealand, Ovato steps up to support the evolving magazine market

Ovato NZ announces the launch of their new division, Ovato Publishing Solutions (“OPS”).

Paul Gardiner, Managing Director of Ovato NZ said that “the launch of OPS is in response to the closure of Bauer Media and the likely change in the Magazine publishing landscape”. Paul believes that the Bauer NZ titles will probably end up in the hands of a number of small to medium sized publishers and could even see new entrants move into the space.

He added “The New Zealand Magazine market will be fragmented going forward and there is an opportunity for new and smaller Magazine publishers to leverage back end publishing services by partnering with OPS, maximising efficiencies for their business”.

Gardiner went on to say “this full service model for Magazine publishing is centered around enabling Publishers to do what they do best, which is to create great content, while at the same time being able to tap into a non-competitive shared support network that makes it easy for them to get their content to market and in the hands of consumers”.

OPS will be headed up by Tony Edwards, who is the General Manager of Ovato Retail Distribution. Tony is a well-known industry veteran who brings a wealth of experience to the Magazine retail market.

The ‘one stop’ shop services covered by OPS include:

- Magazine Research and Insights
- Advertising representation (Print and Digital)
- Magazine Printing and Production
- Circulation and Marketing services
- Retail Distribution including Demand Forecasting and Allocations
- Retail Merchandising and Brand Activation
- Subscription Management and Mailhouse services

“We are actively responding to change and anticipated demand in the Magazine market. Ovato NZ is the only Print, Distribution and Marketing company that has the ability to offer this total suite of services to provide NZ Publishers a cost-effective publishing solution” Edwards said. He went on to say “we are excited about what the new NZ Magazine market will look like. During COVID-19, even with the reduction in Magazine availability due to Bauer’s exit and limited retail, we have seen strong sales in Supermarkets. New Zealanders continue to have a strong connection with Magazines”.

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