If you want to talk shop, NZ Retail and The Register are the places to do it. Fast-moving and fun, theregister.co.nz is updated daily to cover breaking news about shops and shopping; retail business news; emerging retail-relevant tech; opinion pieces, and entertaining snippets from around the world. The content is aggregated twice a week into a popular newsletter.

» Informative and interactive, theregister.co.nz is updated daily, as news breaks, providing readers a forum for lively commentary and opinion on industry trends.

» The Register newsletters are emailed free to readers’ inbox twice a week on Tuesday and Thursday.

Key retail decision-makers read The Register

SARAH DUNN
Editor
MULTI-CHANNEL CONTENT MARKETING /ADVERTISING

Facebook: 369 followers

LinkedIn: 164 members

eDM: The twice weekly newsletter reaches 5,093 subscribers.

Twitter: 738 followers

Milford Centre: The shopping centre that dares to be different
New Zealand Retail Property Group is revamping its boutique fashion offering, the Milford Centre, as part of a $180 million development due to start this year. The...
BRANDED CONTENT

Feature/branded content

Long format branded content

Short branded content
KEY STATS

Our traffic is significant - it reflects the size of the retail industry in New Zealand

**THE REGISTER WEBSITE**

234,000
unique visitors (year to date)

26,500
average monthly unique visitors

40,105
average monthly page impressions

2.3 min
average monthly session duration

Source: Google Analytics, January 2018
Ranked 7th - Nielsen list of all business sites Jun 2016-17

**THE REGISTER TWICE WEEKLY NEWSLETTER**

5,093
our readers don’t seem to mind ads
newsletter subscribers

34%
average open rate newsletter

Source: Ubiquity Engage, Jun 2017

**SOCIAL MEDIA FOLLOWERS**

Twitter: 751
Facebook: 401
LinkedIn: 171 members
### ADVERTISING RATES

**BANNER ADVERTISNG - WEBSITE, MOBILE, NEWSLETTER**

Package rates include:

- 7 days, Mon-Sun, on the website delivering approximately **10,025 unique visitors** and **770 page views**
- 2x newsletters emailed Tues and Thur to approximately **11,000 subscribers** (including both newsletters)

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Position</th>
<th>Website</th>
<th>Mobile</th>
<th>Newsletter</th>
<th>Weekly rate</th>
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<tbody>
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<td>600 x 200</td>
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<tr>
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<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>$800</td>
</tr>
</tbody>
</table>

Note: Megaheader and Medium Rectangles support static, animated or video creative.

**SOLUS EDM**

Email blast to an avg 5,093 subscribers  $3,000

Solus EDM's have an average open-rate of 27%.

**IN-READ VIDEO (WEBSITE ONLY)**

Average 28 plays & 9000 page views/day; click-through rate 0.16%  $300/day

**VIDEO PRODUCTION - PRICE ON APPLICATION**

Let us know your requirements and we can give you a price to write and produce your company video. Could be ‘How To’, ‘Explainer’, ‘Branded Series’ or another option to suit.

Indicative pricing, 60 seconds explainer ad  $4,000
PAID CONTENT

Provides advertisers an opportunity to tell stories and deliver complex messages in a high quality advertorial-style format. Can be company profiles, case-studies, expert opinion/thought-leadership - either prepared by the advertiser or, for an extra cost, written by The Register journalists.

This type of content allows advertisers to contract our editorial team to use their judgement and skill to tell our readers your story in a compelling way, appropriate to our channels.

This format works best when the message is not ‘salesy’. Our audience wants to read articles that are:

**NEW ///** What can you tell them that they haven’t heard before?

**DISTINCTIVE ///** Do you have an unusual perspective on something?

**HUMAN STORIES ///** readers love hearing about personal stories - real responses to well-loved brands, things that touch the emotions.

**USEFUL ADVICE ///** Do you have expertise in an area retailers struggle with? What can you advise?

PAID CONTENT OPTIONS

- **INTERVIEW** Our writers will work with you to find angles which align with our audiences’ interests. Interviews can be face-to-face or via phone or email.

- **Q&A** Our editorial team will provide you with a series of questions to answer – usually via email.

- **ADVERTISER SUPPLIED** – you the advertiser writes the article, and our editorial team will sub-edit and work into our style.

RATES

**SUBJECT TO SPECIFIC REQUIREMENTS**, include interview, writing and media space. Article word count - approximately 600 words. **IMAGES** enhance the content, and we ask the advertiser to provide these. Can be people pics, graphs/infographics, work, product shots, etc.

Articles will be published on The Register website/mobile and appear in one The Register newsletter (emailed to 10,500 subscribers). To appear in more newsletters, add $200 per additional newsletter.

<table>
<thead>
<tr>
<th>STYLE</th>
<th>PER ARTICLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview</td>
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<tr>
<td>Q&amp;A</td>
<td>$1,500</td>
</tr>
<tr>
<td>Advertiser to write</td>
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</tbody>
</table>

Articles can be further promoted via The Register social media and promo ads at an extra cost.

**THEMED SERIES**

When you want to delve deep into a topic or sector - our writers will work with you to find the best angles.

<table>
<thead>
<tr>
<th>STYLE</th>
<th>1 ARTICLE</th>
<th>4 ARTICLE</th>
<th>6 ARTICLE</th>
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<tbody>
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<tr>
<td>Advertiser to write</td>
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<td>$4,320</td>
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</tr>
</tbody>
</table>

**MORE OPTIONS ///** Prices subject to specific needs, please ask anita@tangiblemedia.co.nz

- Package all series articles in a special Topic section in The Register either on a Tuesday or a Thursday newsletter
- Package all series articles into advertisers’ own themed Solus EDM to The Register 5,093 newsletter subscribers
- Overall sponsorship or part sponsorship options available.

**CONDITIONS**

- Effective 1st Jan 2018
- All rates are direct and non-Agency commission bearing.
- Rates are in New Zealand dollars and exclusive of GST
**Terms and conditions**

- Effective 1 January 2018
- All rates are direct and non-Agency commission bearing.
- All creative due 3 working days, (5 working days for rich media), prior to live date
- Rates are in New Zealand dollars and exclusive of GST
- Rates do not include any third party ad serving charges
- Rates are for standard formats only. Please contact us for prices on non-standard ad formats
- Advertisers are responsible for the creation of their own ads
- Unique Visitor and Page Impression numbers are estimates sourced from Google Analytics traffic data

**Technical Specifications for advertising in e-newsletters**

- All .gif and .jpg files are acceptable and file sizes should be as small as possible (30k max).
- Resolution should be 72 dpi
- Format should be .gif, .jpeg or animated .gif*

*Note for animated .gif email newsletter ads: animated .gif ads may not rotate past the first frame when displayed in some versions of Outlook. As this is the case we recommend any animated .gif ads for email newsletters start with a frame which, if static, will deliver the advertiser’s message. To ensure no potential issues arise with your email adverts, it is best to use a static .gif or .jpg file.

**Specifications for advertising on theregister.co.nz**

**FOR ANIMATION:**
- Keep animation simple – no distracting strobe effects
- Looping is acceptable
- Creative with a white background must have a border
- File sizes should be as small as possible (40k max)
- Resolution should be 72 dpi
- Formats should be .gif, .jpg, animated .gif or Adobe Flash (.swf), including back up .gif or .jpg
- Third Party HTML banners are acceptable. Creative files must be included with third party tags. You must use {clickurl} and {random} as your place holders if you are not using a known third party redirect listed below. You will need to use the relevant method when creating your banner html.

Accepted Third Party Redirects: Double Click – Iframe tags, Facilitate, Eyeblaster, Atlas, Mediaplex, EyeWonder

Sizes: See IAB Ad Standards and Guidelines for more details