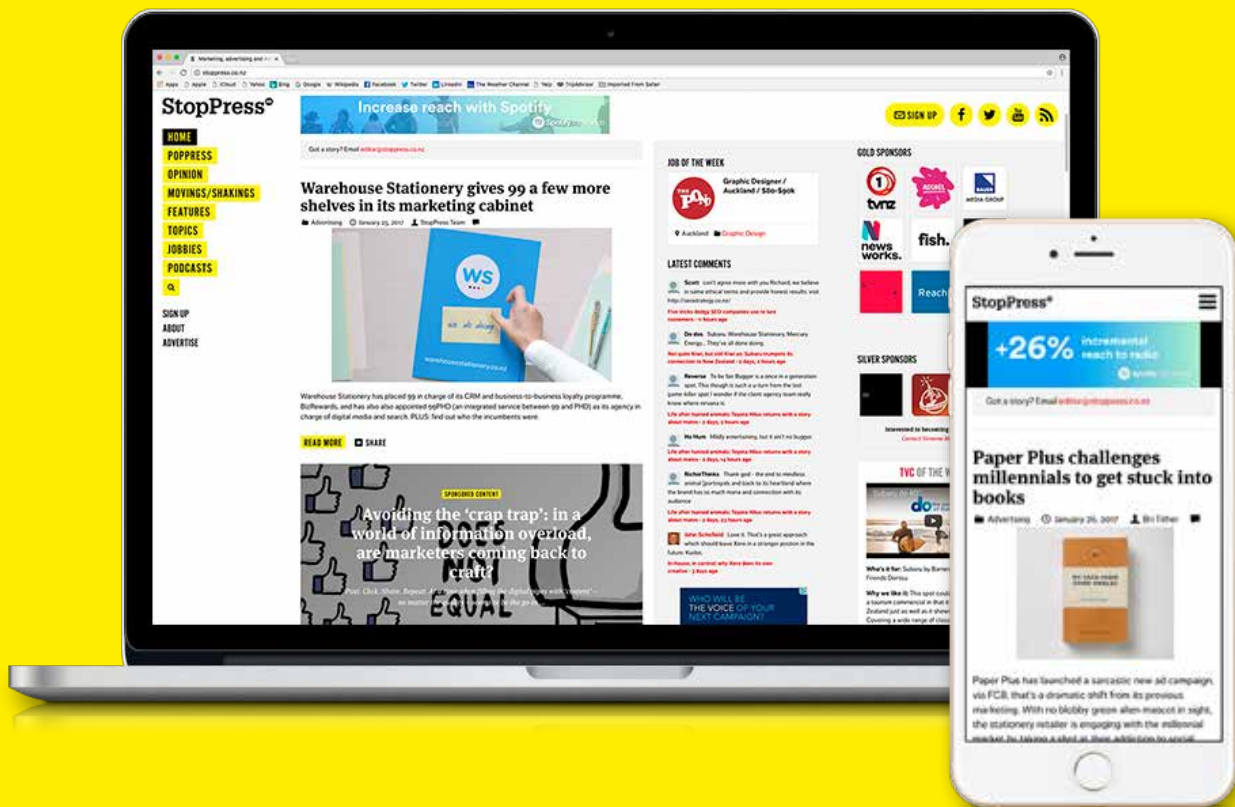


StopPress^{NZ}

THE AUTHORITY ON EVERYTHING MARKETING, ADVERTISING & MEDIA

MEDIA KIT 2018



StopPress – website, newsletters and events – is the hub for New Zealand’s communications industry, providing essential news and intelligence.

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

» **StopPress newsletters** are emailed free to readers’ inbox twice a week on Tuesday and Friday.

» **StopPress Jobbies** goes out to emailed subscribers every Wednesday.

Key marketing, advertising and media decision-makers read StopPress

We’re not ones to brag. Actually, that’s not true. We’re in marketing, advertising and media. So here are a few stats that help to show the quality of the StopPress audience and the reach we can offer.



ERIN MCKENZIE
Editor



READER STATISTICS

34%



Marketing Decision-Makers

21%



advertising agencies

16%



media agencies

10%



media owners

11%



services to the industry

3%



PR

5%



other

KEY STATS

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

StopPress WEBSITE

164,250

average monthly page view

51,126

average monthly unique visitors

2.17 min

average monthly session duration

31%

of traffic is from a tablet, iPad or mobil device

Source: Google Analytics, May 2018

SOCIAL MEDIA FOLLOWERS



7,134



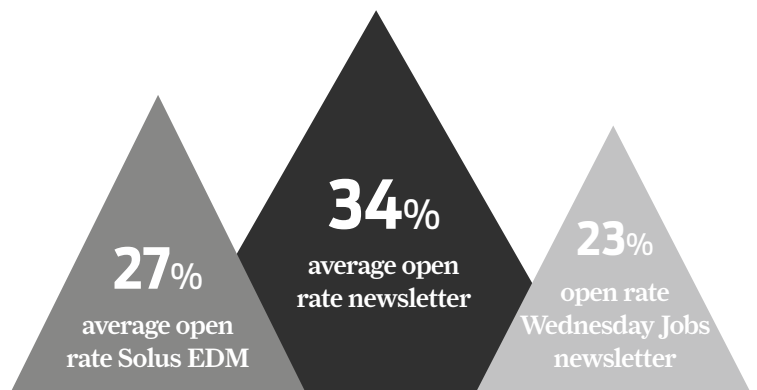
4,456

StopPress TWICE WEEKLY NEWSLETTER

10,000

newsletter subscribers

→ our readers don't seem to mind ads



Source: Adestra, May 2018

READER PROFILE

72.5%

earn \$100,000+ gross annual household income

our readers are well-educated, high-rolling business decision-makers

60%

earn \$100,000+ gross annual income and 20% earn more than \$200,000/year

5%

CEO/CMO/COO/CFO



in both case that's 3x the Oceania average

10.4%

senior management /own companies

18.4%

middle management /own small companies

20.8%

senior executives

Source: Effective Measure 2014

ADVERTISING RATES

BANNER ADVERTISING - WEBSITE, MOBILE, NEWSLETTER

Package rates include:

- » 7 days, Mon-Sun, on the website delivering approximately **8,750 unique visitors** and **32,000 page views**
- » 7 days, Mon-Sun, on on mobile/tablet, delivering approximately **6,455 page views**
- » 2x newsletters emailed Tues and Fri to approximately **10,000 subscribers**

Ad type	Position	Website	Mobile	Newsletter	Weekly rate
Megaheader	Top	1920 x 480	450 x 250	600 x 200	\$3,000
Leaderboard	Top	728 x 90	320 x 100	600 x 200	\$1,700
Medium Rectangle	1st	300 x 250	300 x 250	300 x 250	\$1,500
Medium Rectangle	2nd	300 x 250	300 x 250	300 x 250	\$1,300
Medium Rectangle	3rd	300 x 250	300 x 250	300 x 250	\$1,000
Medium Rectangle	4th	300 x 250	300 x 250	300 x 250	\$800
Large Tower	-	300 x 600	website only		\$1,000

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

SOLUS EDM

Email blast to an avg 10,500 subscribers **\$3,400**
 Solus EDM's have an average open-rate of 27%.

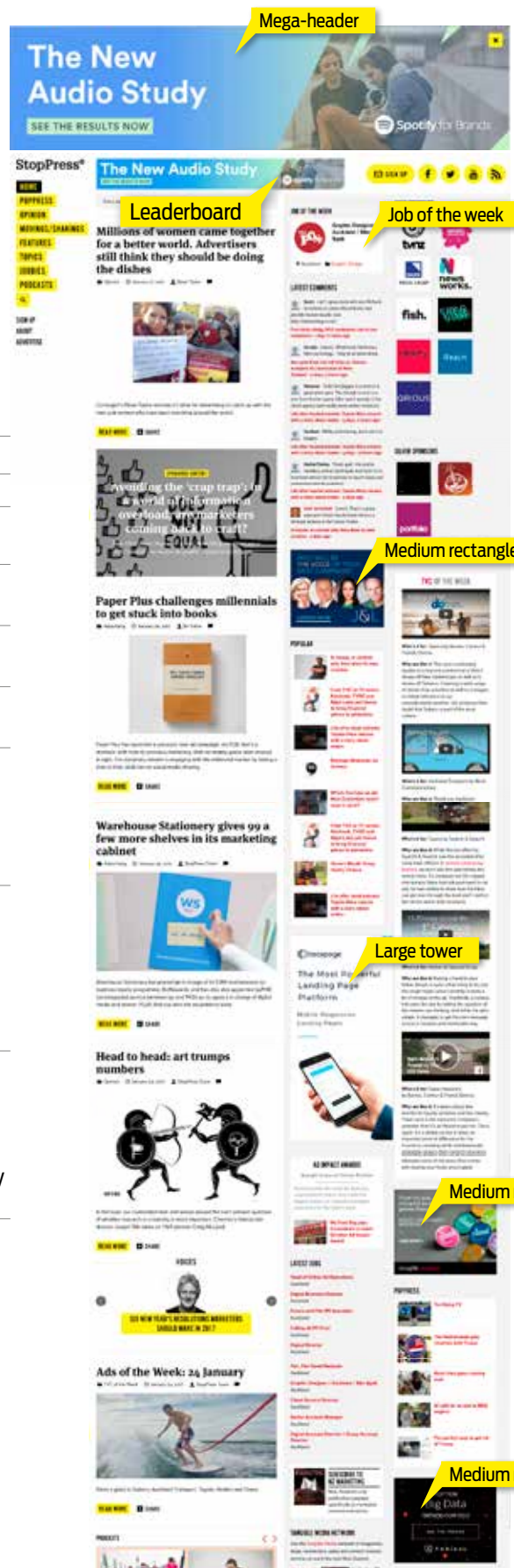
IN-READ VIDEO (WEBSITE ONLY)

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 StopPress 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 marketers/ advertisers 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 work with you to come up 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.

CONTACTS

Advertising enquiries
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Editorial
editor@stoppress.co.nz

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 StopPress website/mobile and appear in one StopPress newsletter (emailed to 10,000 subscribers). **To appear in more newsletters, add \$200 per additional newsletter.**

STYLE	PER ARTICLE
Interview	\$2,000
Q&A	\$1,700
Advertiser to write	\$1,500

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

THEMED SERIES

When you want to delve deep into a topic or sector - anything from millennials' tv viewing habits to the current thinking on marketing tech/programmatic advertising and everything in-between. Our writers will work with you to find the best angles.

STYLE	1 ARTICLE	4 ARTICLES	6 ARTICLES
Interview	\$2,000	\$6,400	\$9,000
Q&A	\$1,700	\$5,440	\$7,650
Advertiser to write	\$1,500	\$4,800	\$6,750

MORE OPTIONS /// Prices subject to specific needs, please ask vernene.medcalf@icg.co.nz

- » Package all series articles in a special Topic section in StopPress Friday newsletter
- » Package all series articles into advertisers' own themed Solus EDM to StopPress 10,000 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

STOPPRESS JOBBIES

Sent out every Wednesday to 4,100** subscribers, stoppress jobsbies newsletter offers recruiters a niche audience.

Average open rate 23%.

**Source: Ubiquity Engage Nov 2016

SELF-UPLOAD FUNCTION

- » Go to <http://www.stoppress.co.nz/jobs/>
- » Click on **POST A JOBBIE**.

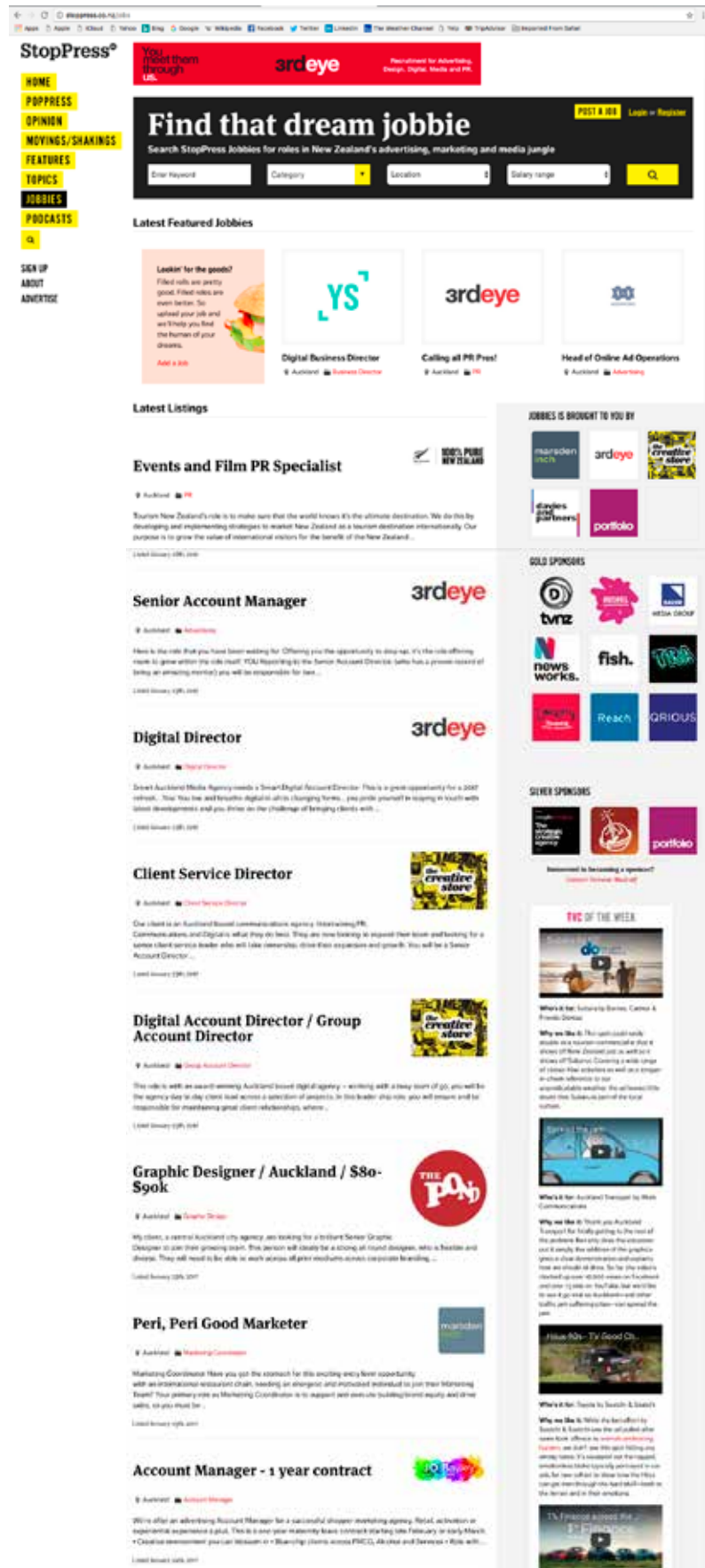
RATES

Rate is for 1 month on website, e-newsletters plus Wednesday jobsbies e-newsletter.

Basic text only listing (no logo)	\$150
Enhanced listing (with logo)	\$200

Volume discounts (8 - 10 ads per month)

Basic text only listing (no logo)	\$100
Enhanced listing (with logo)	\$150



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 StopPress.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, Eyeblander, Atlas, Mediaplex, EyeWonder

Sizes: See [IAB Ad Standards and Guidelines](#) for more details

CONTACTS

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