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.

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.

Key marketing, advertising and media decision-makers read StopPress

ERIN MCKENZIE
Editor

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>Marketing Decision-Makers</td>
</tr>
<tr>
<td>21%</td>
<td>Advertising agencies</td>
</tr>
<tr>
<td>16%</td>
<td>Media agencies</td>
</tr>
<tr>
<td>10%</td>
<td>Media owners</td>
</tr>
<tr>
<td>11%</td>
<td>Services to the industry</td>
</tr>
<tr>
<td>3%</td>
<td>PR</td>
</tr>
<tr>
<td>5%</td>
<td>Other</td>
</tr>
</tbody>
</table>

READER STATISTICS
**KEY STATS**

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

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**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 mobile device

Source: Google Analytics, May 2018

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**StopPress TWICE WEEKLY NEWSLETTER**

10,000
newsletter subscribers

- 27%
average open rate newsletter
- 34%
average open rate Solus EDM
- 23%
open rate Wednesday Jobs newsletter

Source: Adestra, May 2018

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**READER PROFILE**

- 72.5%
earn $100,000+ gross annual household income
- 60%
earn $100,000+ gross annual income and 20% earn more than $200,000/year
- $ in both case that’s 3x the Oceania average

Source: Effective Measure 2014

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**SOCIAL MEDIA FOLLOWERS**

- 7,134
  - Twitter
- 4,456
  - Facebook

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

- 5%
  - CEO/CMO/COO/CFO
- 10.4%
  - senior management /own companies
- 18.4%
  - middle management /own small companies
- 20.8%
  - senior executives

In both case that’s 3x the Oceania average

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 mobile/tablet, delivering approximately **6,455 page views**
- 2x newsletters emailed Tues and Fri to approximately 10,000 subscribers

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

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

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Website</th>
<th>Mobile</th>
<th>Newsletter</th>
<th>Weekly rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email blast to an avg 10,500 subscribers</td>
<td></td>
<td></td>
<td></td>
<td>$3,400</td>
</tr>
</tbody>
</table>

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%

<table>
<thead>
<tr>
<th>Weekly rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300/day</td>
</tr>
</tbody>
</table>

**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.

**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.

<table>
<thead>
<tr>
<th>STYLE</th>
<th>PER ARTICLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview</td>
<td>$2,000</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>$1,700</td>
</tr>
<tr>
<td>Advertiser to write</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>STYLE</th>
<th>1 ARTICLE</th>
<th>4 ARTICLES</th>
<th>6 ARTICLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview</td>
<td>$2,000</td>
<td>$6,400</td>
<td>$9,000</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>$1,700</td>
<td>$5,440</td>
<td>$7,650</td>
</tr>
<tr>
<td>Advertiser to write</td>
<td>$1,500</td>
<td>$4,800</td>
<td>$6,750</td>
</tr>
</tbody>
</table>

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

- 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

**CONTACTS**

Advertising enquiries
Vernene Medcalf
vernene.medcalf@icg.co.nz
m + 64 21 628 200

Editorial
editor@stoppress.co.nz
STOPPRESS JOBBIES

Sent out every Wednesday to 4,100** subscribers, stoppress jobbies 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 jobbies e-newsletter.

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

**Volume disconts (8 - 10 ads per month)**

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

Go to http://www.stoppress.co.nz/jobs/
Click on POST A JOBBIE.

Rate is for 1 month on website, e-newsletters plus Wednesday jobbies e-newsletter.
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 backup .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 placeholders 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.