

# MEDIA PACK 2024

Thought leadership for New Zealand businesses



# OUR BRANDS



At *NZBusiness* we aim to inspire, educate and inform entrepreneurs to help them make better business decisions and drive positive change. We strive to be the trusted source to help navigate the business landscape with certainty. In doing this, we provide well-curated articles, inspirational stories, expert advice and the latest insights to empower business owner-operators and decision-makers to navigate through their business successfully.

## 96%

of all Kiwi businesses are SMEs



Focused on established business leaders, our trusted platform provides forward-thinking trends, key issues, and best practices to help them navigate the complexities of the modern business landscape. *Management* is committed to delivering high-quality content, including in-depth articles, interviews, profiles and expert opinions so that these professionals can understand complex business challenges and identify future opportunities.

## 1955

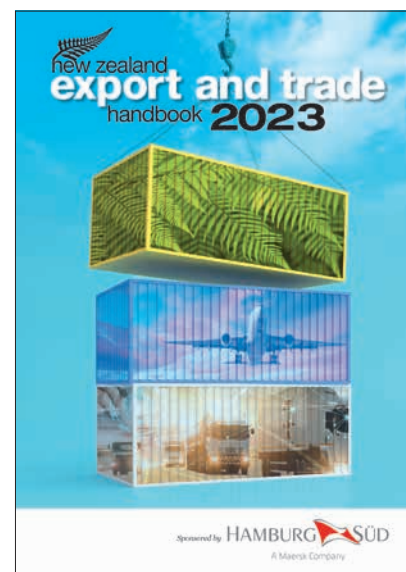
the first year *Management* was published



Our vision with *ExporterToday* is to be the go-to online resource for exporters, importers, and trades people through the sharing of learnings and insights to help these businesses drive their export performance. We'll analyse and interpret trends in international markets, trade policies, and regulatory matters, helping our readers stay informed about emerging markets, global waters and news from the local export scene to enable best decisions.

## \$72bn

is the total value of New Zealand exports in 2022



# NZBusiness

NZBusiness is targeted squarely at this nation's owner operators and owner managers. Their businesses (defined as those employing 1-20 staff), make up 96% of all enterprises by number and account for nearly 40% of value added output. Typical readers of NZBusiness are business owners, partners, directors, and general managers of companies with annual turnovers up to \$20 million. Our digital magazine also reaches managers in larger companies, government agencies and corporates which have a small business interest. Around 25% of readers are employed in these areas.

## REACH & ENGAGEMENT\*

### MONTHLY UNIQUE USERS

10,265

### MONTHLY PAGE VIEWS

23,565

### AVERAGE DWELL TIME

1m02s

### NEWSLETTER SUBSCRIBERS

5,809

### AVERAGE OPEN RATE

32%

## SOCIAL MEDIA



### FOLLOWERS

3,804



### FOLLOWERS

606



### FOLLOWERS

261

## DIGITAL ISSUE

Every quarter, NZBusiness publishes a Special Digital Issue as a supplement to the exclusive content and regular updates found on our website. These issues include specially curated content around specific business topics over 24 pages. They provide a targeted option for advertisers to reach potential clients in an editorial environment that is well-informed, and of value to the business leaders and owners who read our publication.

### TOTAL PROMOTIONAL REACH

33,000 - 42,000

*Management* magazine is specifically targeted at New Zealand’s senior business decision-makers and leaders within the corporate sector, large government organisations and in the not-for-profit arena. The magazine is aimed at leaders who hold senior positions in New Zealand’s largest companies and organisations across all industry sectors. We tackle critical leadership, management and economic issues and highlight global trends that are likely to impact in New Zealand leaders, providing best practice advice on every aspect of leading a company.

## REACH & ENGAGEMENT\*

### MONTHLY UNIQUE USERS

4,200

### MONTHLY PAGE VIEWS

13,626

### AVERAGE DWELL TIME

1m05s

### NEWSLETTER SUBSCRIBERS

2,761

### AVERAGE OPEN RATE

28%

## SOCIAL MEDIA



### FOLLOWERS

1,175



### FOLLOWERS

244



### FOLLOWERS

741

## DIGITAL ISSUE

Every quarter, *Management* publishes a Special Digital Issue as a supplement to the exclusive content and regular updates found on our website. These issues include specially curated content around specific business topics over 24 pages. They provide a targeted option for advertisers to reach potential clients in an editorial environment that is well-informed, and of value to the business leaders and owners who read our publication.

### TOTAL PROMOTIONAL REACH

10,000 - 19,000

# EXPORTER *Today*

THE RESOURCE FOR NZ'S EXPORT DRIVE

A large percentage of New Zealand's export growth comes from new and emerging smaller exporters with innovative, premium products and services that the world wants to buy. *ExporterToday* is right behind these success-driven entrepreneurial businesses, and is targeted specifically at export related companies throughout New Zealand. These companies – 49% of whom are based in Auckland and Northland – travel more, communicate internationally more, freight more and have more sophisticated needs in banking, insurance, payments and logistics. Our readers come from industries including; Food & Wine, Manufacturing, Agriculture, Horticulture and Forestry, IT, Software, and Education.

## REACH & ENGAGEMENT\*

**MONTHLY UNIQUE USERS**

1,005

**MONTHLY PAGE VIEWS**

4,059

**AVERAGE DWELL TIME**

1m25s

**NEWSLETTER  
SUBSCRIBERS**

2,149

**AVERAGE  
OPEN RATE**

30%

## SOCIAL MEDIA



**FOLLOWERS**

338

## HANDBOOK

The book that backs our export drive! Every year, *ExporterToday* publishes the *New Zealand Export & Trade Handbook*, the only definitive annual guide for companies involved in exporting and importing. It is a popular international guide to doing business with New Zealand.

Updated and reviewed annually, it provides a wealth of specialised information relevant to New Zealand's export/import industry.

**DISTRIBUTION**

3,500

# ADVERTISING & SPONSORSHIP

Across our titles, we can offer you a variety of ways to engage with our audience – your potential clients via our channels to create genuine awareness.

We reach business owners, senior management, decisionmakers and influencers across the business sector. By partnering with us you can reach them too, while at the same time reinforcing your brand and key advertising messages.

*NZBusiness, Management and ExporterToday* provide our readers and advertisers high-quality,

carefully curated content and big picture thinking in a very safe and trusted brand environment. With more than 85 years' experience we bring a wealth of quality business journalism, expert advice and future led thinking.

Our brands focus on inspiring, educating and informing SME businesses and Business Leaders with practical and expert opinion articles to help them navigate their businesses along with delivering best practice thinking on critical leadership, management and relevant geo-political issues.

## OPPORTUNITIES

### Brand Ads

A powerful way to display products and services via our websites, digital magazines and newsletter channels. Make an impact on our readers with a high-quality display ads.

### Sponsored Content

Sponsored content opportunities across our titles provide advertisers an exclusive platform to tell stories and deliver complex messages in a high quality advertorial format. These can include company or people profiles, case-studies, expert opinion/thought-leadership etc., either written by the advertiser or co-created with the our editorial teams.

This type of content allows advertisers to tap into the journalistic know-how of our editorial team to help tell readers your story in a compelling way,

appropriate to our channels. This type of content is great for offering a point of view that is not 'salesy' and that our audiences will want to read.

### Solus eDMs

A measurable effective marketing vehicle for advertisers to promote themselves to the *NZBusiness, Management and ExporterToday* databases. These blasts to our databases gives you an opportunity to share your undiluted message with our subscribers, with our readers assured the content we're sharing is trusted and informative.

### Always-on Sponsorship

A 12-month, always on, sponsorship package on one or more of our sites including a media package you're able to spend through the course of the year. These packages are bespoke and tailored to your specific needs, but commonly include:

- Logo on homepage under 'Sponsors' section.
- Premium ad placement on website homepage for a specified time period.
- Sponsored content on the website in relevant category section.
- Solus eDM featuring your undiluted message.
- Inclusion of logo within the regular newsletter.
- Brand advertising package in a digital magazine.
- Shared content across social platforms.



# RATES

## Newsletters and eDMs

NZBusiness	Size	Rate
Leaderboard Banner	600 x 160 pixels	\$900 per newsletter
Skyscraper	160 x 600 pixels	\$890 per newsletter
Banner	600 x 120 pixels	\$820 per newsletter
Rectangle (MREC)	300 x 250 pixels	\$700 per newsletter
SOLUS EDM		\$3,300 (per blast)

Management	Size	Rate
Leaderboard Banner	600 x 160 pixels	\$588 per newsletter
Skyscraper	160 x 600 pixels	\$567 per newsletter
Banner	600 x 120 pixels	\$525 per newsletter
Rectangle (MREC)	300 x 250 pixels	\$450 per newsletter
SOLUS EDM		\$2,390 (per blast)

ExporterToday	Size	Rate
Leaderboard Banner	600 x 160 pixels	\$560 per newsletter
Skyscraper	160 x 600 pixels	\$540 per newsletter
Banner	600 x 120 pixels	\$500 per newsletter
Rectangle (MREC)	300 x 250 pixels	\$430 per newsletter
SOLUS EDM		\$2,000 (per blast)

## Websites

NZBusiness	Size	Rate
Billboard Banner	970 x 250, 623 x 160 and 373 x 96 pixels *	All pages \$1,050 per week
Leaderboard Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	All pages \$900 per month
Homepage Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	Homepage \$770 per month
Skyscraper	160 x 600 pixels	All pages \$880 per month
Medium Rectangle (MREC)	300 x 250 pixels	All pages \$715 per month

Management	Size	Rate
Billboard Banner	970 x 250, 623 x 160 and 373 x 96 pixels *	All pages \$920 per week
Leaderboard Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	All pages \$650 per month
Homepage Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	Homepage \$550 per month
Skyscraper	160x600 pixels	All pages \$600 per month
Medium Rectangle (MREC)	300x250 pixels	All pages \$520 per month

ExporterToday	Size	Rate
Billboard Banner	970 x 250, 623 x 160 and 373 x 96 pixels *	All pages \$835 per week
Leaderboard Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	All pages \$590 per month
Homepage Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	Homepage \$500 per month
Skyscraper	160x600 pixels	All pages \$550 per month
Medium Rectangle (MREC)	300x250 pixels	All pages \$470 per month

\*Three sizes required to accommodate mobile platforms

## Sponsored Content

NEWSLETTER	Interview	Q&A	Supplied content
NZBusiness	\$1,600	\$1,300	\$1,135
Management	\$1,050	\$960	\$790
ExporterToday	\$850	\$720	\$630
WEBSITE	Interview	Q&A	Supplied content
NZBusiness	\$1,800	\$1,500	\$1,200
Management	\$1,250	\$1,100	\$940
ExporterToday	\$970	\$870	\$750

## Digital Issues

	Gold	Silver	Bronze
NZBusiness	\$4,900	\$3,900	\$2,900
Management	\$3,900	\$2,900	\$1,900

### Gold Package (one only)

- Logo on cover and branding of issue
- FP ad (IFC)
- Full page editorial
- Leaderboard ad in Special Issue EDM
- Leaderboard Website ad

### Silver Package

- FP ad run of mag
- Full page editorial
- Banner in Special Issue EDM
- MREC on Website

### Bronze Package

- ½ page ad in magazine
- ½ page editorial
- MREC in Special Issue EDM

# SPECIFICATIONS

## Solus eDMs

HTML code supplied for a solus eDM will be dropped into our wrapper which includes our magazine masthead banner and our footer (includes unsubscribe option) or we can craet a text and image based eDM for you.

### HTML File Specs

- 640-pixel wide HTML table designed and created by advertiser.
- Maximum width can be up to 640 pixels.
- Recommended width of entire content: 640 pixels.
- Maximum allowable height of content: 2,000 pixels.
- HTML with only a single (1) image is not recommended as it will most likely be considered as spam emai.
- All HTML should be table-based with no <div> tags, no floating or absolute positioning.
- NO bookmark anchor tags can be use in the HTML file as it is not compatible with Lotus Notes.
- JAVASCRIPT, Flash and iFrames are NOT allowable.
- All styles must be tagged inline, not referencing any external style sheets, classes or lds ad these are not compatible with Lotus Notes and Outlook.
- NO background images or image maps allowed as they do not work in Lotus Notes, Gmail and Outlook 2007.
- Animated GIFs are not recommended due to incompatibility with Outlook 2007.
- Images In Relative Path: compress the HTML file and all the images in a ZIP file (.zip)
- Language Encoding : UTF-8 Charset only : Big5, GB2312, Shift-JS, etc are not allowed.

### Image Specs

- Each image should not exceed 300K. The recommended size should be less than 100k total of all images must be less than 1024K. Under 300K is recommended images must be in .jpg, .gif or .png format and optimised for display on the web.
- JPEG image : RGB format and not CMYK
- JPEG image resolution : 72 dpi

### URLs

- 3rd party URLs accepted. No jump tags. Must be dedicated standalone clickthrough URLs.
- The maximum length for a URL should not be over 255 characters.

### IMPORTANT NOTE:

Forms should not be used under any circumstances. Our solution is completely responsive.

Unsubscribe and Web Version links will be inserted by us.

## Display Ads

- We can accomodate a range of images including JPEG, GIF PNG and HTML. Flash creatives are not accepted. File size must not exceed 50KB (kilobytes)
- You can provide creatives by using a third-party vendor. Please find a list of what's recognised: <http://bit.ly/AdsSpecs>
- Ads are charged by the calendar month – no part month charges.
- Design costs available on request.
- Please submit online material at least 3 working days prior to go live date.

## Digital Issues

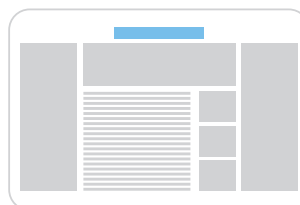
### Full Page

With Bleed – 216mm width x 303mm height  
Trim Size – 210mm width x 297mm height

### Half page

180mm width x 130mm height

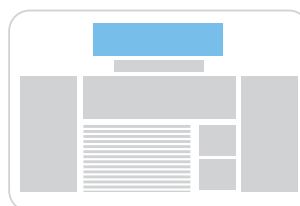
Supply preferably as pdf with all fonts embedded  
300 dpi



LEADERBOARD



MREC



BILLBOARD



SKYSCRAPER



HOMEPAGE BANNER

Please send all material to [leanne@nzbusiness.co.nz](mailto:leanne@nzbusiness.co.nz).  
Rates are per month and exclude GST. Volume rates on request.





## CONTACT

**Leanne Moss**

Commercial Business Manager

[leanne@nzbusiness.co.nz](mailto:leanne@nzbusiness.co.nz)

021 510 771

**David Nothling-Demmer**

Managing Editor

[david@nzbusiness.co.nz](mailto:david@nzbusiness.co.nz)

021 149 2348