MEDIA PACK 2027

Thought leadership for New Zealand businesses

PURE360
Let the World In

NZ Business — INSPIRES, EDUCATES & INFORMS
New Zealand Management — INSPIRING BUSINESS LEADERS
EXPORTER Today — THE RESOURCE FOR NZ'S EXPORT DRIVE

OUR PUBLICATIONS

NZBusiness
INSPIRES, EDUCATES & INFORMS

NZBusiness inspires and empowers New Zealand's entrepreneurs, owner-managers and decision-makers. Through practical insights, expert advice and real-world stories, we help business leaders make smarter decisions, overcome challenges and drive positive change. Reaching the backbone of New Zealand's economy — businesses with up to 20 staff that make up 96% of all enterprises — *NZBusiness* connects advertisers with an engaged audience of owners, directors and managers. Our readership also includes senior professionals in larger organisations and government agencies with a strong interest in the SME sector.



OUR READER

The **NZBusiness** *reader is a hands-on owner or manager shaping small business success.*

women
read *NZBusiness* more than men do

27%
of our readers are based in Auckland

45-54
is our largest age group demographic

MONTHLY PAGE VIEWS: 20,250 | **MONTHLY UNIQUE USERS:** 15,750*

DIGITAL ISSUE REACH: 35,000

NEWSLETTER SUBSCRIBERS: 23,500+ (35% OPEN RATE)*

FOLLOWERS	**FOLLOWERS**	**FOLLOWERS**
3,863	1,500	311

*Google Analytics + Campaign Monitor stats, averages during 19 Oct. 2025 - 18 Oct. 2026.

PURE360

OUR PUBLICATIONS

NEW ZEALAND Management
INSPIRING BUSINESS LEADERS

Management connects New Zealand's senior business leaders across corporate, government and not-for-profit sectors. Through in-depth analysis, expert interviews, and insights on leadership, management and global trends, we equip executives and aspiring leaders with the knowledge and perspective to navigate complexity, anticipate challenges, and seize opportunities for their organisations. Reaching the nation's top decision-makers — CEOs, directors, senior managers and leaders across major companies and organisations — *Management* provides advertisers with a direct line to an influential, engaged audience shaping New Zealand's business landscape.



OUR READER

The **Management** *reader is looking for advice on futureproofing themselves and their organisation.*

HR

managers make up a significant portion of our readers

45-54

is our largest age group demographic

MONTHLY PAGE VIEWS: 8,417 | **MONTHLY UNIQUE USERS:** 7,417*

DIGITAL ISSUE REACH: 20,000

NEWSLETTER SUBSCRIBERS: 8,800+ (32% OPEN RATE)*

FOLLOWERS	FOLLOWERS
1,142	93

*Google Analytics + Campaign Monitor stats, averages during 19 Oct. 2025 - 18 Oct. 2026.

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OUR PUBLICATIONS

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 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 and wine, manufacturing, agriculture, horticulture and forestry, IT, software, and education.



OUR READER

ExporterToday *is an online resource for both players and supporters in the export sector.*

China
after New Zealand (38%), is the second largest audience location

finance
advice is the trending topic with our audience

59+
is our largest age group demographic

MONTHLY PAGE VIEWS: 3,917 | **MONTHLY UNIQUE USERS:** 3,670*

HANDBOOK DISTRIBUTION: 3,500

NEWSLETTER SUBSCRIBERS: 1,700 (32% OPEN RATE)*

FOLLOWERS

332

*Google Analytics + Campaign Monitor stats, averages during 19 Oct. 2025 - 18 Oct. 2026.

ONLINE GROWTH

Our audience is growing. Comparing measured reach for 2024/25 with 2025/26, all three of our sites have recorded strong year-on-year growth, with combined monthly unique users more than doubling across *NZBusiness*, *Management* and *ExporterToday*.

COMBINED REACH

26,837
monthly unique users,
up 116% year-on-year

32,584
monthly page views,
up 49% year-on-year

NZBusiness
INSPIRES, EDUCATES & INFORMS

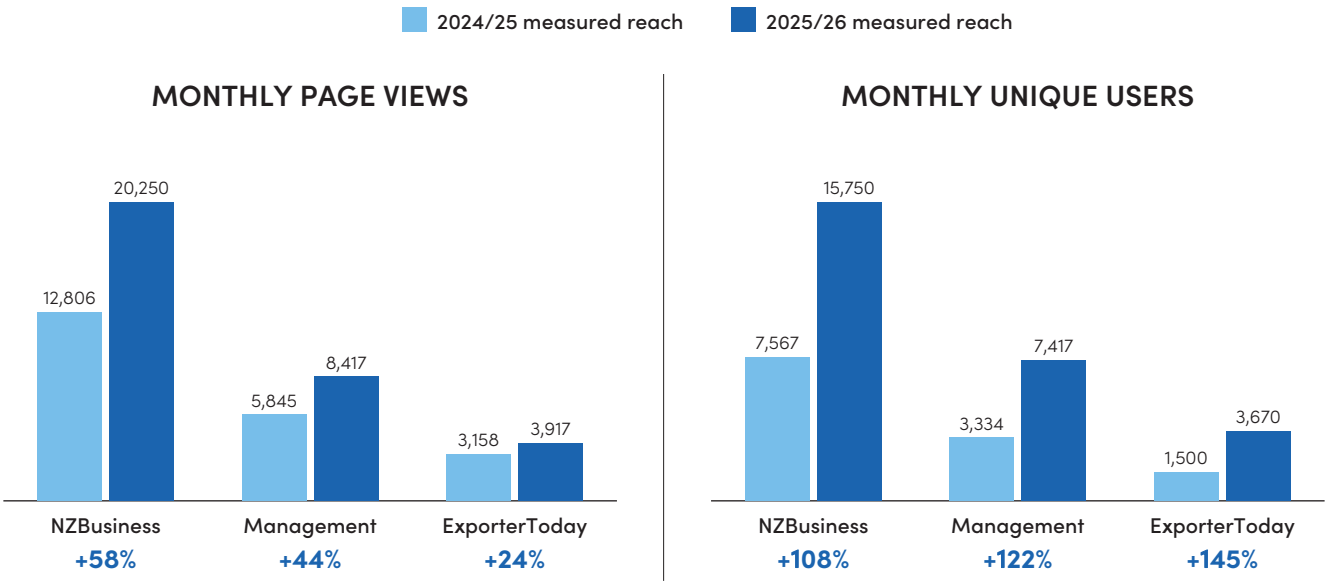
+108%
growth in monthly
unique users

NEW ZEALAND Management
INSPIRING BUSINESS LEADERS

+122%
growth in monthly
unique users

EXPORTER Today
THE RESOURCE FOR NZ'S EXPORT DRIVE

+145%
growth in monthly
unique users



*Google Analytics monthly averages: 2024/25, Nov. 2024 - Oct. 2025; 2025/26, 19 Oct. 2025 - 18 Oct. 2026.

PURE360

OPPORTUNITIES

NZBusiness, *Management* and *ExporterToday* deliver high-quality, curated content and big-picture thinking in a trusted, safe environment. With a combined 85 years of experience, our publications provide expert journalism, practical advice, and future-focused insights to inspire, educate, and inform SMEs and business leaders.

Across our titles, we offer multiple channels to engage business owners, senior managers, and decision-makers — from micro businesses to mid-sized SMEs and large corporates — helping advertisers build awareness, reinforce their brand, and connect with the right audience.

ADVERTISING & SPONSORSHIP

Brand Ads

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

Sponsored Content

Sponsored content opportunities across our titles provide advertisers an exclusive platform to tell their 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.

Content Series*

Here, we publish several articles unpacking and interrogating a specific topic in our unique editorial style, offering opportunities to insert your brand around premium content, including:

- 'Brought to you by...' and logo on series.
- Advertorial or opinion piece included in series.
- Online brand ad (MREC) across website.
- Article included in newsletter.
- Article shared on social platforms.

Solus eDMs

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

Events

NZBusiness hosts quarterly events on specific business-related topics featuring industry thought-leaders in a panel discussion format. There is an opportunity for naming-rights sponsorship or branding/product placement opportunities.

Podcasts

Pure 360 can produce podcasts in-house, and partners with brands to create bespoke series, from concept and recording through to promotion across our titles and channels.

Awards

NZBusiness is the official steward of The David Awards and offers exclusive sponsorship and advertising packages around the Awards and through our channels.

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.

EDITORIAL & DIGITAL ISSUES

Throughout the year, *NZBusiness* publishes six Digital Issues and *Management* publishes four, each a supplement to the exclusive content and regular updates found on the websites. These issues include specially curated content around specific business topics in the form of a downloadable flipbook. They provide a targeted option for advertisers to reach potential clients in an editorial environment that is well-informed, and of value to business leaders and owners.

EDITORIAL THEMES

NZBusiness
INSPIRES, EDUCATES & INFORMS

Feb–Mar 2027: Growth & Cashflow

Growth plans live or die on cashflow. This issue looks at how SMEs can scale with confidence while keeping a firm grip on working capital, pricing and financial risk.

Apr–May 2027: Sales & Marketing

Winning and keeping customers is getting harder. We explore practical sales and marketing strategies that help SMEs grow revenue without blowing the budget.

Jun–Jul 2027: New Tech & AI

AI and automation are moving from hype to everyday tools. We highlight real-world use cases, accessible tech and the guardrails SMEs need to adopt new technology with confidence.

Aug–Sep 2027: Start-up & Funding

Raising capital is one of the biggest hurdles for start-ups and growing SMEs. We unpack the funding landscape, from angels and VCs to bank lending, and how to get investment-ready.

Oct–Nov 2027: The David Awards

Our special issue celebrating New Zealand's most dynamic small businesses, profiling The David Awards winners and finalists and the courage, ingenuity and lessons behind their success.

Dec 2027–Jan 2028: Leadership

As businesses plan for the year ahead, we explore the latest thinking in leadership, upskilling and talent strategy, helping SME owners become the leaders their teams need.

NEW ZEALAND Management
INSPIRING BUSINESS LEADERS

January 2027: Purpose

Purpose has moved from mission statement to strategic imperative. We examine how senior leaders can define, embed and live their organisation's purpose to engage their people, guide decisions and build lasting trust.

April 2027: AI Governance

Boards and CEOs of New Zealand organisations are grappling not only with AI in the workplace, but with how to ensure the board is fully across how the organisation is using AI, the safeguards in place, how its use is being monitored and who ultimately steps up if something goes wrong. This issue offers new guides and thinking on how best to govern in an AI-driven world.

July 2027: Retaining, Upskilling & Protecting Your People

As top talent weighs up new opportunities, leaders must inspire, develop and retain their teams. We examine how organisations grow leaders from within, and why strong health and safety practices are essential to long-term sustainability.

October 2027: Becoming the Leader Your Team Needs

How can leaders keep growing their skills to better support their teams? We explore lessons from global organisations on developing leaders whose aspirations align with their everyday actions, and what New Zealand leaders can learn.

EDITORIAL & DIGITAL ISSUES

ISSUE DATES

NZBusiness
INSPIRES, EDUCATES & INFORMS

February–March 2027	
Booking Deadline	14 January 2027
Material Deadline	28 January 2027
Publication Date	11 February 2027

April–May 2027	
Booking Deadline	11 March 2027
Material Deadline	25 March 2027
Publication Date	8 April 2027

June–July 2027	
Booking Deadline	13 May 2027
Material Deadline	27 May 2027
Publication Date	10 June 2027

August–September 2027	
Booking Deadline	15 July 2027
Material Deadline	29 July 2027
Publication Date	12 August 2027

October–November 2027	
Booking Deadline	9 September 2027
Material Deadline	23 September 2027
Publication Date	7 October 2027

December 2027–January 2028	
Booking Deadline	11 November 2027
Material Deadline	25 November 2027
Publication Date	9 December 2027

NEW ZEALAND Management
INSPIRING BUSINESS LEADERS

January 2027	
Booking Deadline	6 January 2027
Material Deadline	13 January 2027
Publication Date	20 January 2027

April 2027	
Booking Deadline	24 March 2027
Material Deadline	7 April 2027
Publication Date	21 April 2027

July 2027	
Booking Deadline	23 June 2027
Material Deadline	7 July 2027
Publication Date	21 July 2027

October 2027	
Booking Deadline	22 September 2027
Material Deadline	6 October 2027
Publication Date	20 October 2027

RATES

	Gold	Silver	Bronze
NZBusiness	$5,660	$4,504	$3,349
Management	$4,504	$3,349	$2,194

Gold Package (one only)

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

Silver Package

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

Bronze Package

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



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EVENTS

NZBusiness magazine hosts a series of high-impact events designed to inform, inspire, and connect New Zealand's SME community. From expert-led panel discussions and networking evenings to inspirational business breakfasts, our events bring together business owners, industry leaders, advisors, and innovators to share insights and practical strategies for growth.









EVENT SERIES

Each event offers meaningful opportunities for sponsors to align with influential business conversations, engage directly with decision-makers, and amplify their brand across *NZBusiness* magazine's digital and social channels. Whether supporting a single event or partnering across the annual programme, brands gain visibility across our SME-focused ecosystem.

Our current event series include:

Networking & Note-taking Series

Ready to Rise Business Breakfasts

***NZBusiness* Knowledge Series**

Speak to Leanne Moss for bespoke sponsorship opportunities across our events, leanne@nzbusiness.co.nz.

AWARDS

THE DAVID AWARDS

NZBusiness has taken over the running and stewardship of The David Awards, strengthening the connection between New Zealand's most dynamic small businesses and the country's long-standing small business media platform. This partnership brings together two trusted brands with a shared mission: To celebrate innovation, resilience, and growth in the small business sector.





2027 KEY DATES	3 May	6 August	16 September	7 October
	Entries open	Entries close	Finalists announced	Winners announcement

ABOUT THE AWARDS

Inspired by the legendary triumph of David over Goliath, The David Awards celebrate New Zealand's small businesses; the agile, resilient "Davids" who take on challenges with courage, creativity and unwavering belief. The Awards recognise five core qualities of successful entrepreneurs: Courage, Tenacity, Ingenuity, Excellence and Authenticity, the modern-day "stones" that empower small businesses to punch above their weight and compete with the giants.

SPONSORSHIP PACKAGES

	Gold	Silver	Bronze
Rate	$7,000	$4,000	$2,000
What you get	Category sponsorship; advertising package worth $4,000.	Category sponsorship; advertising package worth $2,000.	Category sponsorship and branding on NZBusiness + The David Awards websites.

Sponsorship opportunities include combined benefits across both brands, offering amplified reach and engagement. Packages feature brand alignment with the Awards (category sponsorship and event visibility), editorial and advertising exposure across *NZBusiness* digital channels, video integrations, social media amplification across both audiences, and year-round visibility through cross-platform promotion and storytelling. This integrated model enables sponsors to support New Zealand's most deserving small businesses while gaining ongoing exposure to the wider *NZBusiness* community.

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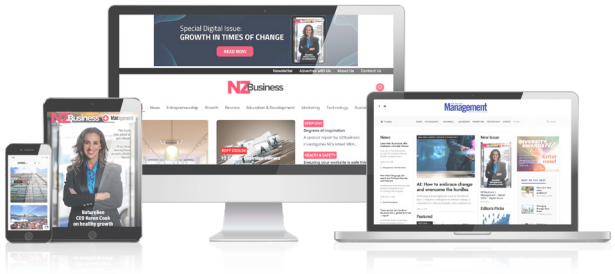
DIGITAL RATES

Newsletters and eDMs

NZBusiness	Size	Rate
Leaderboard Banner	600 x 160 pixels	$1,247 per newsletter
Skyscraper	160 x 600 pixels	$1,234 per newsletter
Banner	600 x 120 pixels	$1,136 per newsletter
Rectangle (MREC)	300 x 250 pixels	$970 per newsletter
SOLUS EDM		$4,574 (per blast)

Management	Size	Rate
Leaderboard Banner	600 x 160 pixels	$678 per newsletter
Skyscraper	160 x 600 pixels	$654 per newsletter
Banner	600 x 120 pixels	$606 per newsletter
Rectangle (MREC)	300 x 250 pixels	$520 per newsletter
SOLUS EDM		$2,761 (per blast)

ExporterToday	Size	Rate
Leaderboard Banner	600 x 160 pixels	$617 per newsletter
Skyscraper	160 x 600 pixels	$595 per newsletter
Banner	600 x 120 pixels	$551 per newsletter
Rectangle (MREC)	300 x 250 pixels	$475 per newsletter
SOLUS EDM		$2,205 (per blast)



Sponsored Content

NEWSLETTER	Interview	Q&A	Supplied content
NZBusiness	$2,218	$1,802	$1,571
Management	$1,215	$1,111	$913
ExporterToday	$934	$794	$693
WEBSITE	**Interview**	**Q&A**	**Supplied content**
NZBusiness	$2,079	$1,732	$1,386
Management	$1,441	$1,270	$1,089
ExporterToday	$1,060	$955	$830

Websites

NZBusiness	Size	Rate
Billboard Banner	970 x 250, 623 x 160 and 373 x 96 pixels *	All pages $1,210 per week
Leaderboard Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	All pages $1,094 per month
Homepage Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	Spots 1+2 $1,039; Spots 3+4 $890 p/m
Skyscraper	160 x 600 pixels	All pages $1,016 per month
Medium Rectangle (MREC)	300 x 250 pixels (All pages)	Spots 1+2 $880; Spots 3+4 $826 p/m

Management	Size	Rate
Billboard Banner	970 x 250, 623 x 160 and 373 x 96 pixels *	All pages $1,063 per week
Leaderboard Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	All pages $753 per month
Homepage Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	Homepage $635 per month
Skyscraper	160x600 pixels	All pages $693 per month
Medium Rectangle (MREC)	300x250 pixels	All pages $601 per month

ExporterToday	Size	Rate
Billboard Banner	970 x 250, 623 x 160 and 373 x 96 pixels *	All pages $921 per week
Leaderboard Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	All pages $651 per month
Homepage Banner	728 x 90, 486 x 60 and 280 x 35 pixels *	Homepage $551 per month
Skyscraper	160x600 pixels	All pages $616 per month
Medium Rectangle (MREC)	300x250 pixels	All pages $520 per month

**Three sizes required to accommodate mobile platforms*

SPECS

Solus eDMs

HTML code supplied for a solus eDM will be dropped into our wrapper which includes our magazine masthead and our footer (includes unsubscribe option) or we can create 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 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 Ids 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 creative 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

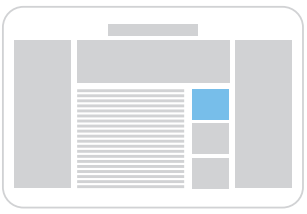
Supply preferably as pdf with all fonts embedded

300 dpi

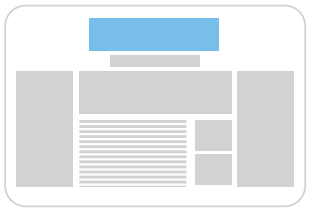
Please send all material to leanne@nzbusiness.co.nz.

Rates are per month and exclude GST. Volume rates on request.

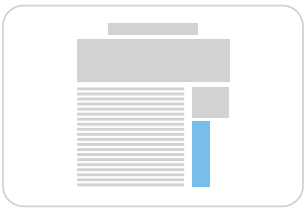
LEADERBOARD



MREC



BILLBOARD



SKYSCRAPER

HOMEPAGE BANNER

PURE360

Let the World In

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