

# StopPress<sup>NZ</sup>

THE VOICE ON EVERYTHING MARKETING, ADVERTISING & MEDIA

## MEDIA KIT 2020



**STOPPRESS – WEBSITE, NEWSLETTERS, SOCIAL, VIDEO, PODCASTS AND EVENTS – IS THE HUB FOR NEW ZEALAND'S COMMUNICATIONS INDUSTRY, PROVIDING ESSENTIAL NEWS, VIEWS 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 9,500 subscribers' inbox twice a week on Tuesday and Friday.

» **STOPPRESS JOBBIES** newsletter is emailed to 4,000 subscribers every Wednesday.

#### WEBSITE

**141,247**

*Average monthly page views*

**1.27 min**

*Average monthly session duration*

**35,736**

*Average monthly unique visitors*

**42.1%**

*of traffic is from a tablet, iPad or mobile device*

Source: Google Analytics, Nov 2019

#### 2X WEEKLY EDM

**9,500**

*Emailed every Tuesday and Friday  
Average open rate 32%*

#### SOCIAL

**6,990**

*Twitter*

**1,395**

*LinkedIn*

**3,100**

*Facebook*

**40,487**

*YouTube - monthly views*

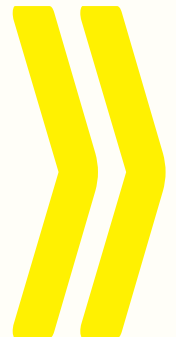
We're not ones to brag. Actually, that's not true. We're in marketing, advertising and media. So here are a few stats that help to show the quality of the StopPress audience and the reach we offer.



COURTNEY DEVEREUX  
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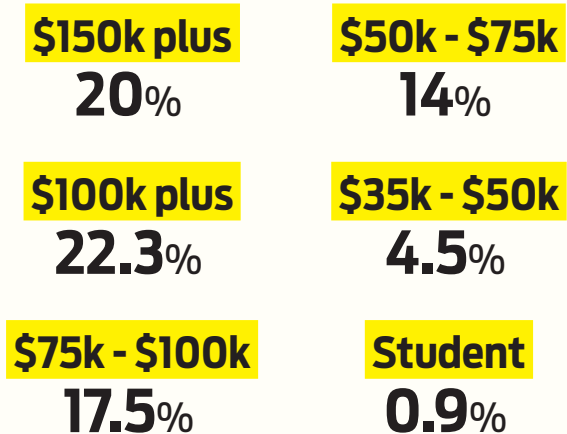
**Key marketing,  
advertising  
and media  
decision-makers  
read StopPress**

# KEY STATS

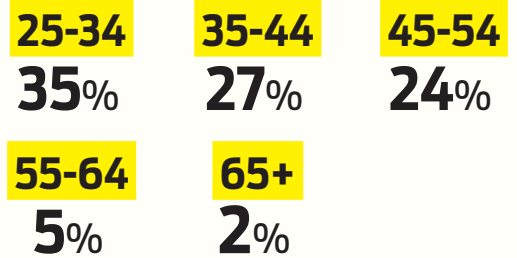
Our traffic is significant - reflecting the size of the marcomms industry in New Zealand

## OUR READERS ARE WELL-EDUCATED, HIGH-ROLLING BUSINESS DECISION-MAKERS

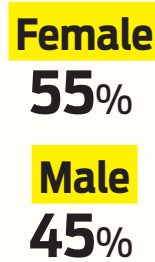
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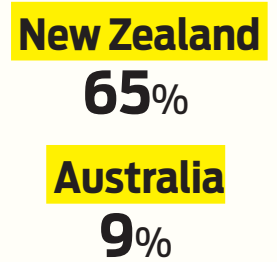
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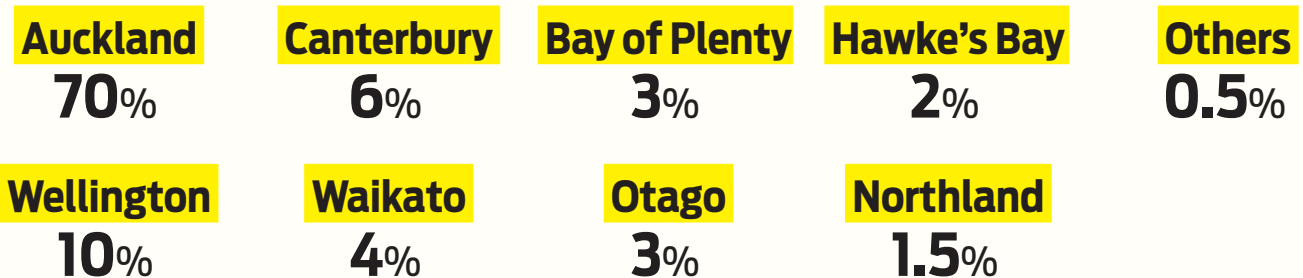
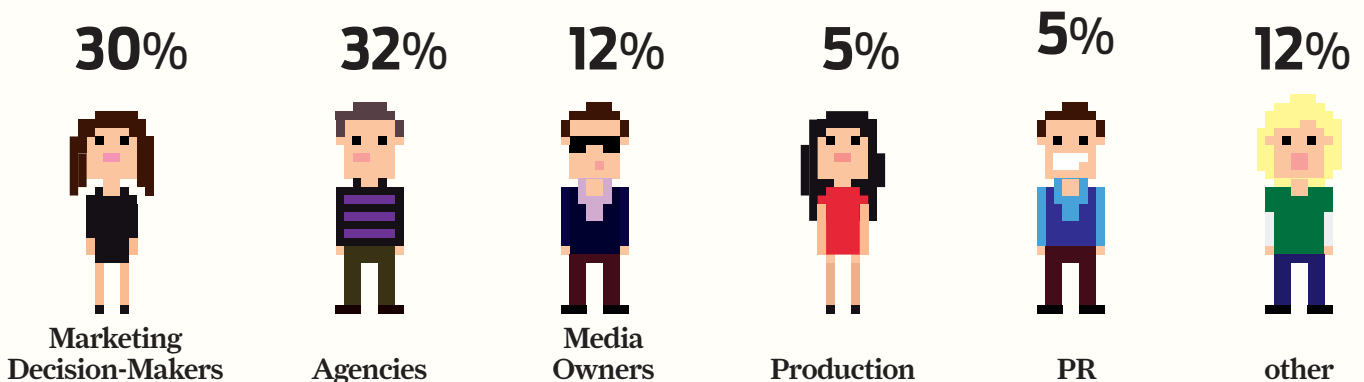
Gender:



Location:



Source: StopPress reader survey Nov 2019



## CONTENT PILLARS

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### News

Timely, relevant industry news delivered with insights and context.

- Account moves
- Personnel moves
- Campaigns
- New agencies/businesses
- Industry events
- Ads of the Week
- Bi-weekly newsletter
- Genius from elsewhere

### Socialisation

Content and events that connect with our audiences and generate shared experiences and conversations.

- Stoppies
- NZ Marketing Awards
- Industry/networking events
- Conferences/workshops

### Industry opinions

Content developed by industry leaders with engaging viewpoints that promotes debate.

- Opinion pieces from industry leaders
- StopPress analysis of state of play
- Weekly round up
- Year in Review
- The Hot List

### Connection

Carefully created and crafted directories that facilitate connections across all relevant areas within the industry

- Jobbies
- Agency directory (coming Sept 2020)

## WAYS TO ENGAGE WITH STOPPRESS

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### Advertising

The simplest way to engage with StopPress. You supply banner and we promote it across the StopPress platform.

#### Benefits

Branding.

### Events

StopPress host events throughout the year that bring the most passionate members of our community to gatherings that inspire, educate and inform.

These events are available for sponsorship and can be tailored to suit your objectives.

We can also develop and manage bespoke events built from the ground up for specific client requirements.

#### Benefits

The most direct form of engagement with our community.

Aligns directly with our content pillars ensuring relevancy to audiences for maximum uptake.

Flexibility of utilising one of our schedule events for ease, or originated events for specific needs.

### Paid Content

You create an article that fits our content pillars. We amplify content throughout the StopPress platform.

#### Benefits

Excellent way of producing long form messaging. Integrated within StopPress content pillar system for authenticity.

### Paid Content Co-creation

We work together to produce a specific piece of content that balances your goals, the audience needs and our journalistic know-how. Content amplified throughout StopPress platform. Content stays on website for constant usage.

#### Benefits

Perfect mix of usefulness for audience while communicating brand messages. Content stays within site infrastructure indefinitely, so will continue gaining exposure well after the initial campaign has finished.

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# ADVERTISING RATES 2020

## BANNER ADVERTISING - WEBSITE, MOBILE, NEWSLETTER

Weekly package rate includes:

» 7 days, Mon-Sun, on the website delivering approximately **8,934 unique visitors and 35,312 page views**

» 2x newsletters emailed Tues and Fri to approximately **9,500 subscribers**

Ad type	Position	Website	Mobile	Newsletter	Weekly rate
Megaheader	Top	1920 x 480	450 x 250 320 x 100	600 x 200	\$3,000
Leaderboard	Top	728 x 90	320 x 100	600 x 200	\$1,500
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: Megahheader and Medium Rectangles support static, animated or video creative.

## SOLUS EDM

Email blast to an avg 9,500 subscribers  
Solus EDM's have an average open-rate of 27%. \$3,500

## VIDEO PRODUCTION - PRICE ON APPLICATION

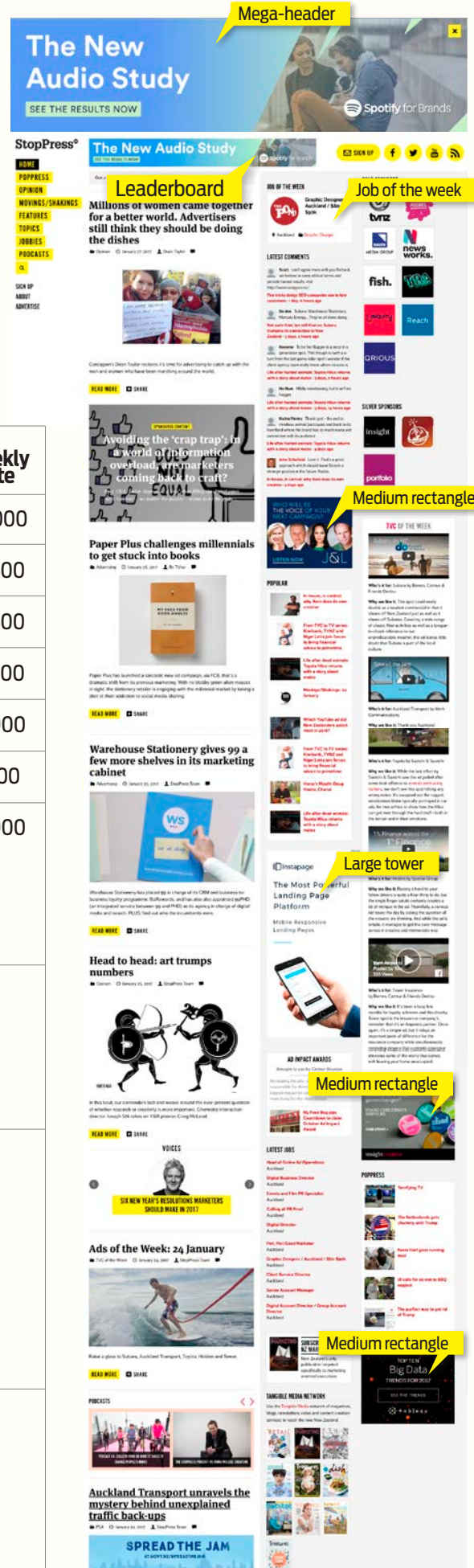
Let us know your requirements and we can give you a price to write and produce your company video. Could be 'How To', 'Explainer', 'Branded Series' or another option to suit.

Indicative pricing, 60 seconds explainer ad from \$1,000

## CONTACT



Commercial Manager:  
**VERNE NE MEDCALF**  
vernene.medcalf@icg.co.nz  
M: 021 628 200



## PAID CONTENT

Provides advertisers an opportunity to tell stories and deliver complex messages in a high quality advertorial format. Can be company profiles, case-studies, expert opinion/thought-leadership - either written 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 zoom, phone or email.

» **Q&A** Our editorial team will work with you to come up with a series of questions to respond to - 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 800 words. **IMAGES** enhance the content, and we ask the advertiser to provide these. Can be people pics, graphs/infographics, work, product shots, video, 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
Interview	\$2,000	\$6,800
Q&A	\$1,700	\$5,780
Advertiser to write	\$1,500	\$5,000

**MORE OPTIONS** /// Prices subject to specific needs, please ask [vernene.medcalf@icg.co.nz](mailto:vernene.medcalf@icg.co.nz)

» Package all series articles into a special Topic section in StopPress Friday newsletter \$2,000

» Package all series articles into advertisers' own themed Solus EDM to StopPress 10,000 newsletter subscribers \$3,500

» Overall sponsorship or part sponsorship options available. POA

### CONDITIONS

- Effective 1st Jan 2020
- All rates are direct and non-Agency commission bearing.
- Rates are in New Zealand dollars and exclusive of GST

**Advertising:**  
VERNENE MEDCALF

[vernene.medcalf@icg.co.nz](mailto:vernene.medcalf@icg.co.nz)  
M: 021 628 200

# STOPPRESS JOBS

Offers advertisers/recruiters a niche audience of those working in the marcomms industries.

Dedicated page on StopPress website plus dedicated Jobbies newsletter emailed out every Wednesday morning to 4000 subscribers.

## SELF-UPLOAD FUNCTION

- » Go to <http://www.stoppress.co.nz/jobs/>
- » Sign up to receive your login details
- » Click on POST A JOBBIE (top right)
- » Pay via credit card
- » **IMPORTANT:** please tick the box if you Need a receipt sent to you.

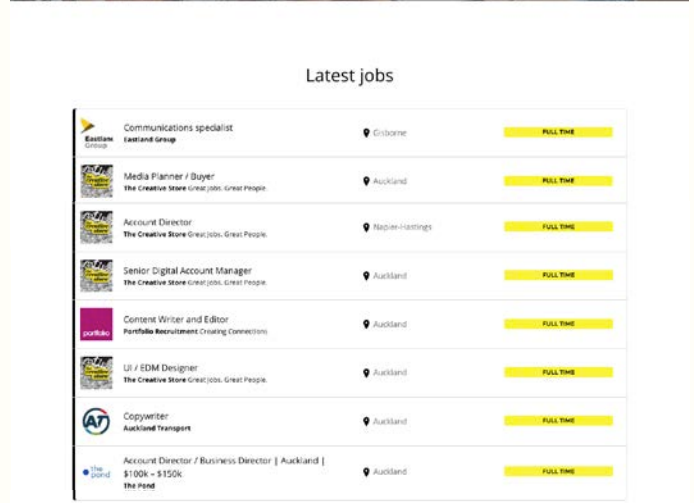
## RATES

No. of listings /month	Basic, text only listing (no logo)	Enhanced listing (includes logo)
1	\$150 +gst	\$200 +gst
2-5 ads	\$100 +gst each	\$150 +gst each
6-10 ads	\$80 +gst each	\$100 +gst each

Each job ad runs for one month on the jobs page StopPress website plus in the StopPress Jobbies newsletter emailed out every Wed am.

Newsletter has an average open rate of 19%

\*\*Source: Adestra Oct 2019



## TERMS AND CONDITIONS

- Effective 1 January 2020
- 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 (100k 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 (100k max)
- Resolution should be 72 dpi
- Formats should be .gif, .jpg, animated .gif or Adobe Flash (.swf), including back up .gif or .jpg. HTML5 acceptable
- 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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