



FEATURES AND BENEFITS of Kiwi Families - for ADVERTISERS

FEATURES (Characteristic or description of Kiwi Families)		BENEFITS (What the feature means to/ or will do for you.)
NATIONAL NZ SITE	- Provides National coverage	- Reaching parents all over New Zealand, not limiting coverage to just major cities. - Providing you with access to thousands of households within the family target market. This means that your advertising dollar will give you a targeted focus and return.
	- New Zealand relevant information	- Will quickly become the site of choice for New Zealand parents because of the relevant information, ensuring you of a large target audience
STRATEGIC ALLIANCES	- Accepted business partner of Plunket	- Providing a proven source of reputable associations that will give you confidence and security in the resources available on the site
	- Working relationships with Plunket, Consumers Institute, MOE, MOH	- Our quality strategic alliances will ensure that parents associate credibility with the information and advertisers listed on the site.
THE KIWI FAMILIES TEAM	- Kiwi Families has qualified team members who are experts at managing topic content: - Registered Nurse - Paula Skelton holds a BSc and is a practising midwife. Paula manages the content in our Health and Nutrition areas. - Teacher – Kylie Valentine holds qualifications in media studies and secondary school teaching. Kylie manages the content for Education and Safety. - Travel Expert – Susie Brebner has 18yrs experience in the Travel Industry, where she has managed her own consulting business. Susie manages the content for Travel.	- Providing proof that credible people are managing the content of the website.
FEEDBACK AND NETWORKING	- Forum discussions	- Encouraging parents to return to the site, giving continuous exposure to your ad.
	- Opportunity for parents to review and rate articles, books, products and services	- Providing you with free market research to help you evaluate and improve your products and services and better target your market.
	- Parents have the opportunity to give feedback on the types of information that they would like to see on the site	- Helping you to see and respond to what is of value and importance to your customer.
MARKETING	- Sponsoring events i.e guest speakers, first aid courses	- Attracting more traffic/parents on the site, maximising the exposure of your ad.
	- Competitions for children and parents e.g. family holiday prize, colouring in competitions for children	
	- Merchandising directed at families that will reach the home i.e Kifa t-shirts, pens, stickers, colouring in competitions	
ADVERTISERS DATABASE	- Powerful search function that covers both article and advertiser databases at the same time	- Helping parents to find you quickly and easily under topic-related information
	- Provides a database of products and services relating to all topics featured on the site	- Making it easy for parents to access your business details as they are finding and reviewing articles in that topic area.
ARTICLES AND INFORMATION	- High quality articles researched and written by national bodies, organisations, specialists in the field and professional journalists	- The quality of the articles will ensure that parents re-visit the site on a frequent basis, giving you multiple opportunities to present your offer and brand.
	- Unbiased and independent information	- Providing a wide audience appeal, nationwide - Ensuring parents revisit the site because of their positive experiences
	- Information that spans every age and stage relating to the topic through one medium	- Giving you the best value from your advertising dollar.
SITE LAYOUT	- Clean, modern and friendly	- Making it easy for parents to navigate around the site and ensuring that your ad will stand out - Making it easy for member to find and use your services