



# + Kiwi Families Media Kit

[www.kiwifamilies.co.nz](http://www.kiwifamilies.co.nz)

New Zealand's leading parenting information website

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## Kiwi Families:

### For Passionate Parents

The Kiwi Families website concept is very simple: to provide comprehensive practical parenting advice for New Zealand parents; where you can find everything you need to know about raising children in our country, from conception until they leave home.

We cover all ages and stages, from pregnancy through to tertiary education and helping your child find a job. In terms of age, we have taken our starting point as conception – that magic moment when you become pregnant and have created a new life.

Kiwi Families provides free, independent parenting help & advice and unbiased information about parenting in New Zealand.

Our aim is to help passionate parents become even better at what they are doing.

We aim to provide high quality information that you can rely on. We have built a team that includes qualified professionals such as trained teachers and nurses, as well as having experts provide specialist information for the site.



## Quick facts about Kiwi Families

*"The visits from Kiwi Families are good value for us. They stay longer and go to a higher than average number of pages."*

Kath Curran  
Napier Family Centre

- 👤 150 000+ unique visitors per month
- 👤 Almost 400 000 page impressions per month
- 👤 Over 333 Facebook followers since July 2011
- 👤 A mailing list of 10 000+

### Our readers represent a wide range of New Zealand parents

- 👤 Two-thirds of our readers come from New Zealand
- 👤 75% are women
- 👤 75% are aged between 25 and 45
- 👤 Around 60% have an annual household income over \$80 000

### At Kiwi Families, we have a number of methods of communicating with our readers. These include:

- 👤 Banner advertising on the website
- 👤 Banner advertising in our Editor's newsletters
- 👤 Reviews and new product announcements in our Editor's newsletters and in our 'Reviews' section
- 👤 Editorial features in our feature newsletters
- 👤 EDMs, promoting only your message
- 👤 Communication on our Facebook, Twitter, Pinterest and YouTube pages
- 👤 Use of our Kiwi Families Blogs to promote your message

*"Thank you for saving my life. It's 8am and the party is at 11 am and I've now got a brilliant bunch of games for them to play. THANK YOU!"*

Izzy  
Kiwi Families Reader

# Our Advertising Rates

You'll find that our advertising rates are extremely competitive and we take great pride in putting together packages that suit your needs and budget- right from a few hundred dollars to thousands... Here are some examples of our packages:

## **12 months Online Advertising Package 1:**

- Directory Listing- presents your banner and contact details, as well as live links to your website and email.
- Four Vertical Banners
- Associated Facebook Shout-out
- Two months on the competition page
- One or two months on the Special Offers page

The cost of this package is \$650 plus gst.

## **12 months Maximum Impact Package 2:**

All the elements of package 1 plus:

- Inclusion in Editor's newsletter for your chosen month --- this includes 50 words of text and vertical banner.
- Vertical banner on our front page for one week
- Entry in one of our Kiwi Families Blogs

The cost is \$950 plus gst

## **Individual prices for Short term Impact advertising:**

- Blog post in our 'Kiwi Families Fun on Fridays', 'Kiwi Families What's On' or 'Kiwi Families What's New' blog- link also posted on Facebook- \$350 for each entry.
- Prime advertising on our front page- Vertical Banner on our home page for your chosen months - the cost of this is for one week is \$300 plus gst, or for one month \$1000 plus gst.
- Run of section--- POA depending on the section
- Editorial of around 50 to 100 words and banner in the Editor's monthly feature newsletter which is sent out to our members for your chosen theme- \$450 plus gst per entry
- Product review- POA
- EDM - (individualised email sent out to all our members)- the cost is \$1500 - \$1850 plus gst – depending on your requirements.
- Sponsored links throughout the site, these have become very popular with larger companies because they are a very valuable advertising tool for harnessing Google searches- \$170 - \$190 each depending on the page.
- We also run many competitions for our advertisers and would be happy to discuss this with you.





# Coming up on Kiwi Families

We run two-monthly themes throughout the year that are designed to feature our content and advertisers. In 2013, our features are:

- February / March – Back to School
- April / May – Family Food Festival
- June / July - Changes in the Family
- August / September - Active Families
- October / November – Fun Families
- December / January 2014 - Family Holidays

These features are a great opportunity to highlight your products and we're always happy to talk about how we can help you gain best exposure.