



# + 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**

- 👣 180 000+ unique visitors per month
- 👣 Almost 400 000 page impressions per month
- 👣 Over 750 Facebook followers since July 2011
- 👣 A mailing list of 8000+

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

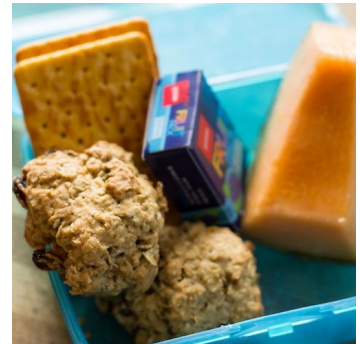
- 👣 Two-thirds of our readers come from New Zealand
- 👣 75% are women
- 👣 75% are aged between 25 and 45
- 👣 Around 60% have an annual household income over \$80 000

### **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

*“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**



## Coming up on Kiwi Families

We run two-monthly themes throughout the year which are designed to feature our content and advertisers. In 2012, our features are:

- April / May- Healthy Families
- June / July- Pregnancy and new babies
- August / September- All about Teens
- October / November- Creative Families
- December / January- Christmas and 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.