



# Kiwi Families

Kiwi Families is an award-winning, truly New Zealand website. We have a well-deserved reputation for providing new and interesting information for New Zealand families and we offer many creative advertising strategies to market your production.

### The Kiwi Families audience:

Kiwi Families viewers are Kiwi Parents. There's no other way to put it!

- 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

### Quick Facts:

- 150 000 + unique visitors per month
- A mailing list of 11 000+
- Almost 4500 Facebook followers (we're also on Twitter, Pinterest and YouTube)

We offer many advertising options and are happy to mix and match any of the following to create a package that suits you.

"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



### Leader banners and Skins:

**Prime advertising on our leader banners**-- you might like to really capture our readers' attention in our premium advertising spaces. Our premium banners (300x250 and 728x90 banners) give you full impact exposure on every page of www.kiwifamilies.co.nz. We're able to offer you advertising on these prime banners at a far more competitive rate than through the agencies --- \$15 cpm for 100 000 impressions. Note: this offer is not available through the agencies.



**Major advertising on our skins** on every page of www.kiwifamilies.co.nz Advertising on the skins certainly attracts attention to your business. To give you an idea of what this looks like, we recently promoted the Cinderella campaign for Disney. If you're interested in including this with your package, we're happy to provide a rate.



www.kiwifamilies.co.nz  
For passionate parents  
PO Box 38629  
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Lower Hutt  
Wellington 5045  
04 569 5143 | 021 336 665  
admin@kiwifamilies.co.nz





"We received huge interest in our study resulting from the advertising that we did through your website. Thank you."

Gracela Gregorio  
University of Auckland

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## Newsletter and EDM

What a great way to announce your new show!! Our newsletters and EDMs are emailed to over 11 000 subscribers and we have a better than industry standard open rate for our EDMs and newsletters of 20-22%

The EDM features the Kiwi Families logo, navigation links (HOME, BLOGS, REVIEWS, COMPETITIONS, SHOP), and a headline: "Win a \$2500 New Zealand family getaway from Hyundai". It includes a photo of a white SUV and a call to action: "TAKE A TEST DRIVE & WIN A \$10,000 GETAWAY".

**EDM** --- A full newsletter dedicated to you is available at a great rate of \$1250 plus gst, if you supply the content and \$1850 plus gst if we create the content for you.

The vertical banner is for "GAME MASTERS THE EXHIBITION at TE PAPA" and includes text about school holidays and a contest to win family passes.

**Newsletter Inclusion** --- (vertical banner and 50 words) -- \$350 plus gst. --- alternatively you have the opportunity to use the larger banner 300 x 250 pixels available on our newsletter (one space only available on each newsletter) – cost is \$450 plus gst



## Blog post in our 'Kiwi Families Fun for Families blog'

Link also posted on Facebook. The blog highlights new, fun and interesting things for families to do and see - cost \$300 plus gst



## Review

This is a great way to gain public attention for your event and one of our most popular means of advertising with both advertisers and viewers – we're happy to organise a review with your package.



## Facebook shoutout

We're happy to announce your show as part of any advertising spend.



We'd love to work with you to promote your show! Feel free to get in touch so that we can design a package just for you.

**Pip Cressey**  
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