STUFF.CO.NZ
Media Kit 2021

REACH your customers
TELL your story
SELL your products
#1 IN NZ
As the #1 news and media site in NZ*, Stuff.co.nz informs and inspires every kind of New Zealander. We talk to New Zealand at scale.

TRUSTED BY KIWIS
One of the top 20 most reputable NZ corporates** and 100% NZ owned. Stuff provides a safe place for your brand to support local content and position your business alongside a trusted brand.

ENGAGED AUDIENCES
Stuff delivers a deeply engaged audience that visit regularly. Not only does this provide advertisers with a massive reach, high engagement with our content means they’re more likely to engage with yours.

A PREMIUM CONTENT ENVIRONMENT
Stuff.co.nz is a premium content environment, delivering significant benefit to advertisers over non-premium sites. Be where Kiwis go to find out what’s happening and what matters most today.

SMART TARGETING
Target Kiwis by where they live, what they love and more – and do it all within your budget.

OUR AUDIENCE
Deeply engaged with our content and spread across New Zealand
NZ’s No.1 News Site

1.7 million Kiwis per week*

stuff.co.nz delivers significant reach nationwide

Northland: 41,000 (28%*)
Auckland: 390,000 (30%*)
Waikato: 153,000 (41%*)
Hamilton: 83,000 (46%*)
Taranaki: 54,000 (54%*)
Bay of Plenty: 91,000 (36%*)
Gisborne: 23,000 (54%*)
Hawke’s Bay: 48,000 (33%*)
Manawatu/Whanganui: 111,000 (50%*)
Wellington: 255,000 (57%*)
Nelson: 34,000 (77%*)
Tasman: 28,000 (64%*)
Marlborough: 32,000 (74%*)
Canterbury: 298,000 (56%*)
Christchurch: 203,000 (55%*)
Otago: 80,000 (40%*)
Southland: 49,000 (54%*)

Stuff has audience attention

Stuff has the most page views, visits per month and time spent on site when compared with other news competitors.

3.5 PAGES
Average number of pages per visit

10 VISITS
A typical Stuff reader visits the site 10 times in a typical month.

average minutes on site per visit

<table>
<thead>
<tr>
<th>Website</th>
<th>Minutes On Site Per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stuff.co.nz</td>
<td>5.1</td>
</tr>
<tr>
<td>NZHerald.co.nz</td>
<td>4.3</td>
</tr>
<tr>
<td>TVNZ.co.nz</td>
<td>4.5</td>
</tr>
<tr>
<td>NewsHub.co.nz</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Source: Similar Web - NZ Monthly Traffic 2020
Audience Demographics

% of NZ population reached

- 14-24: 29%
- 25-34: 41%
- 35-44: 50%
- 45-54: 53%
- 55-64: 46%
- 65+: 40%

Age Profile

Average Household Income

- Stuff Audience: $112,900
- National: $103,650

Source: Roy Morgan Single Source Jul 19 - Jun 20
In a typical month, stuff.co.nz connects with

- **INTERNET SHOPPERS**: 51% of people who have made an online purchase in the last 4 weeks (1,170,000)
- **HOMEOWNERS**: 46% of NZ homeowners (1,267,000)
- **CAR BUYERS**: 44% of people intending to purchase a car in the next 12 months (235,000)
- **RENOVATORS**: 54% of people intending to spend over $5,000 renovating/extending in the next 12 months (225,000)
Reaching New Zealanders on the move

72% of Stuff.co.nz’s audience is on mobile
Average daily unique visitors

Source: Adobe Analytics Domestic Data Oct 30 2020 - Jan 2021
OUR SECTIONS
Stuff Sections

**BUSINESS**
Our Business section is a key content category, which covers Industry news, Farming news, Market Data, Money, Small Business and gives you access to some great Business tools.

**ENTERTAINMENT**
Our Entertainment section covers Celebrities, Music news, TV, Books, Arts and Film news.

**FOREVER PROJECT**
The Forever Project represents Stuff’s commitment to clear-eyed, insistent coverage of the epoch-defining challenges of climate change and sustainability.

**HOMED**
Homed is Stuff’s dedicated home inspiration and improvement hub. Homed is undoubtedly the key destination for rich home inspirational content.

**LIFE & STYLE**
Stuff’s Life & Style section covers food & wine, fashion, beauty, wellbeing, weddings and much more.

**MOTORING**
The home for the car enthusiast, perspective buyers and everything driving related. The latest in rich automotive content and reviews inspire, inform and capture the imaginations of Stuff’s readers.

**NATIONAL**
The National section is a key content category which covers Politics, Crime, Weather, Health, Education, Quizzes and more. The content is vast and up to date from around New Zealand.

**POU TIAKI**
News, features, opinion and analysis featuring Māori voices and exploring te Ao Māori, the Māori world.

**PROSPER**
A specialist section dedicated to supporting small businesses. Prosper covers information and expert advice on how to recover, survive, and thrive.

**SPORT**
The Sport section is a key content category, which covers an array of sports news including Cricket, Football, Golf, Basketball, Motorsport, Netball, Tennis, Racing and lots more.

**TRAVEL**
Travel provides inspiration for Kiwis dreaming up their next big trip as well as tips and news they need to know to get the best out of their holiday no matter what their destination.

**WORLD**
The World section is a key content category which covers a wide range of news topics from Australia, the Americas, Europe, Asia and around the world.
<table>
<thead>
<tr>
<th>Section</th>
<th>Average Daily Unique visitors</th>
<th>Average Daily Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS</td>
<td>302,198</td>
<td>505,380</td>
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<tr>
<td>ENTERTAINMENT</td>
<td>184,437</td>
<td>281,042</td>
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<td>FOREVER PROJECT</td>
<td>26,956</td>
<td>29,446</td>
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<td>HOMED</td>
<td>72,492</td>
<td>93,740</td>
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<tr>
<td>LIFE &amp; STYLE</td>
<td>251,251</td>
<td>426,191</td>
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<td>MOTORING</td>
<td>34,523</td>
<td>43,083</td>
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<tr>
<td>NATIONAL</td>
<td>763,379</td>
<td>2,210,421</td>
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<tr>
<td>POU TIAKI</td>
<td>24,198</td>
<td>26,323</td>
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<td>PROSPER</td>
<td>20,988</td>
<td>22,715</td>
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<td>SPORT</td>
<td>205,322</td>
<td>396,888</td>
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<td>TRAVEL</td>
<td>161,138</td>
<td>222,837</td>
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<tr>
<td>WORLD</td>
<td>214,896</td>
<td>375,223</td>
</tr>
</tbody>
</table>

Source: Adobe Analytics Domestic Data Oct 30 2020 - Jan 2021
Optimise your campaign to deliver meaningful advertisements to the right audience - and do it all within your budget.

TARGETING
Stuff’s Audience Segments allow you to effectively target your campaign in a brand safe and trusted environment.

**BY BEHAVIOUR**
‘What type of content do they read?’

**BY DEMOGRAPHIC**
‘What age group they are in?’

**BY GEOGRAPHY**
‘Where in New Zealand do they live?’

**BY PLATFORM**
Desktop  Mobile Web  Mobile App

* Please note our audience profiling is subject to change
Stuff Audience Overview

**BEHAVIOUR**

Over 95 predefined behavioural audiences from the following categories:

- Property
- Retail
- News
- Life & Style
- Entertainment
- Travel
- Business
- Motoring
- Sports
- Parenting
- Education
- Farming
- Language
- Technology

**DEMOGRAPHIC**

- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65+
- 18–40
- 30–54
- 50 +
- Male
- Female

**GEOGRAPHY**

*North Island:*
- Northland
- Auckland
- Waikato
- Bay of Plenty
- Gisborne
- Hawke’s Bay
- Taranaki
- Manawatu/Whanganui
- Wellington

*South Island:*
- Nelson/Tasman
- West Coast
- Marlborough
- Canterbury
- Otago
- Southland

**PLATFORM**

- Desktop
- Mobile Web
- Mobile App

**Other**

- ISP Providers
- Social Media Apps
  
  *‘Hyperlocation ‘On request’*
Benefits of Stuff data

1ST PARTY DATA
Our data is only collected across the Stuff Network*

RECENT
Our audiences segments are based on the last 30 days of our visitors’ behaviour on our sites.

TRUSTWORTHY
We are advocates of transparency on how and where data is sourced from.

BRAND SAFE
Your digital media is delivered within a premium, brand safe news environment, on a well-loved and respected online space.

* Data aggregated from user behaviour across stuff.co.nz and Neighbourly - last updated November 2020
PRODUCTS

Over 50 products to meet your campaign objective
**Generate Awareness**
- Build your brand
- Nurture local brand awareness
- Reach the most people
- Video storytelling

**Encourage Consideration**
- Engage consumers
- Boost social engagement
- Enhance engagement with Video storytelling
- Develop Local brand engagement
- Deliver video views

**Drive Action**
- Drive app installs
- Send traffic to your site
Standard Ads

Our most popular online display ads that can be tailored to your goals to give you true bang for your buck.
Premium/Rich Media

High-impact solutions that enable brands to make use of rich-media features and functionality whilst maintaining a non-intrusive user experience.
Video

Consumption of video is huge and allows you to bring life to your brand and product.
Native Display

Native ads are designed to fit within the natural flow of the page, where eyes are focused. On average native ads receive 2x the visual attention!**
Sponsored Content looks and feels like an editorial article and is a powerful way to inspire customers - from bespoke articles to big bold and beautiful enhanced templates.
GET IN TOUCH

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