

Media kit 2025

StopPress^{NZ}



Advertise

Email
[dan.prestige@
scg.net.nz](mailto:dan.prestige@scg.net.nz)

About StopPress^{NZ}

Everything you need to know.

We bring you the latest happenings in Aotearoa's communications industry.

Fresh

What's new?
Every story, every day.
StopPress[®] delivers
the lowdown on
agencyland, media,
PR and marketing
in Aotearoa

Essential

Campaigns, trends,
opinion, insight and
good old-fashioned
news – StopPress[®]
is the industry's
go-to hub

Quality

Real human
journalists vet every
piece of content, culling
the jargon and adding
context to bring you
stories you
can trust

You're invited

If you've got a
story, email it to
editor@stoppress.co.nz
– don't forget to
include a picture

The StopPress^{NZ} mission

Non-stop news as it comes to hand.

The who, the where and the why.
Useful is our middle name.

News

New accounts, agency news, the latest campaigns, who's moving up and moving on – we've got it all, with fresh updates every day

Connection

Email newsletters direct to 6,000 subscribers every Tuesday and Friday, plus StopPress[®] Jobs every Wednesday

Original content

Our real live journalists are always on the lookout for stories – we gather the facts, check them twice and deliver them to you

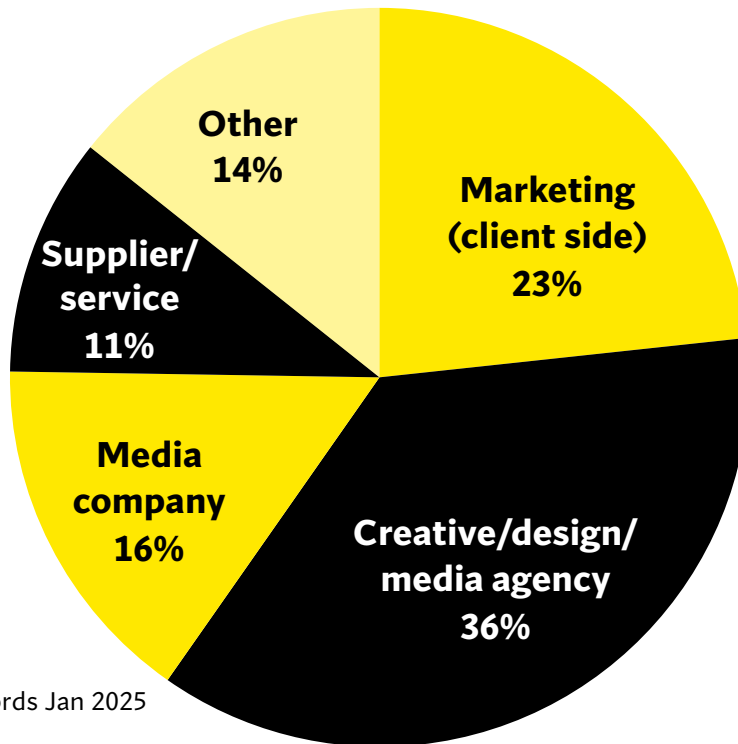
Opinions

Access some of the biggest brains in the business as they share their wisdom and insight

The StopPress^{NZ} audience

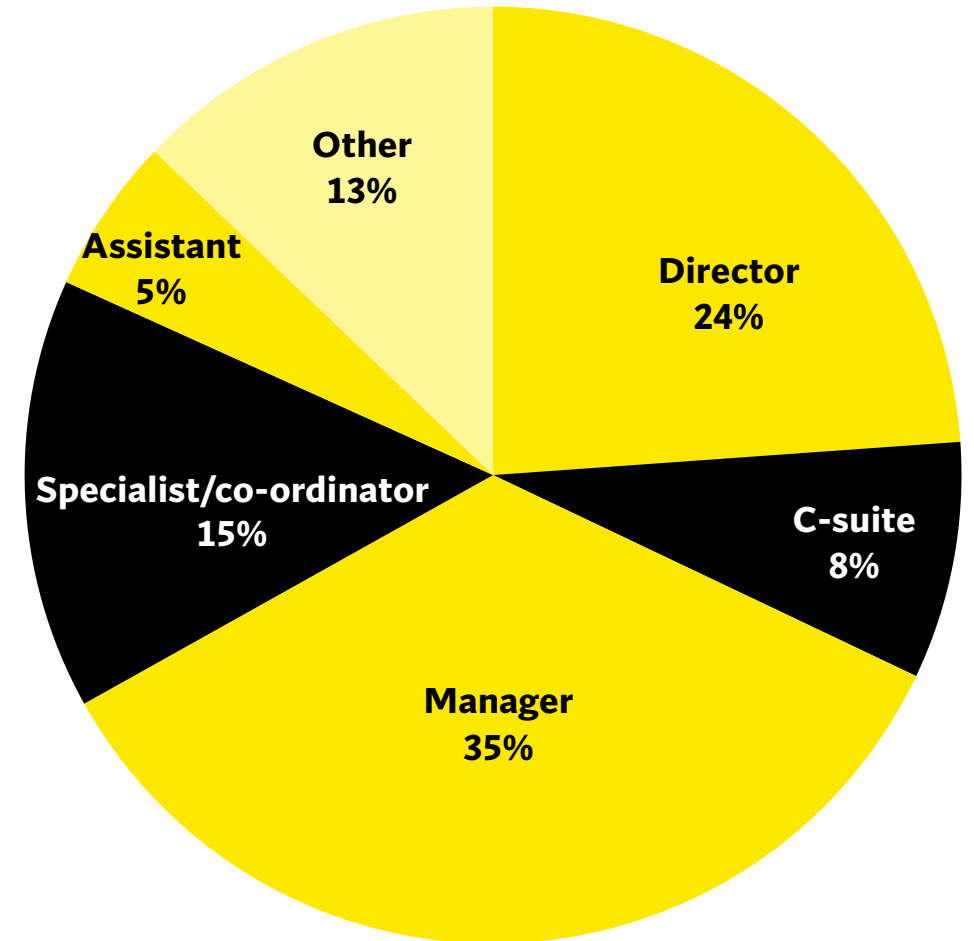
Who's reading?

The who's who of agency land, the media world, marketing and PR.



Source: Subscriber records Jan 2025

Reader profiles



StopPress^{NZ} metrics

Here's the traffic report.

StopPress[®] has a loyal audience of regular readers keen to consume our content.

Newsletter

StopPress[®] hits 6,000 inboxes every Tuesday and Friday – the open rate is 33.0%

Socials

StopPress[®] has 6.5k followers on LinkedIn, 3.4k followers on Facebook + we're on YouTube

Engaged

In December 2024, StopPress[®] readers spent an average of 6 min 18 per session sec on the site

Website

stoppress.co.nz averages 96k page views a month – dwell time is 29 sec per page, and readers usually spend 55 sec on the homepage

Sources: Subscriber records, Google Analytics (Jan-Dec 2024), Campaign Monitor (Jan-Dec 2024)

How to engage with StopPress^{NZ}

Get amongst.

From simple adverts to making beautiful content together, we offer the lot.

Advertorial co-creation

Your goals + our journos' know-how

Benefits

Useful content stays on the site forever, gathering clicks

Paid content

You create an advertorial that fits our mission, we amplify it

Benefits

Long-form messaging in an authentic context

Advertising

You supply the ad, we provide the platform – it couldn't be easier

Benefits

Branding, baby!

Sponsorship

Enjoy the VIP area with a gold or silver sponsorship package

Benefits

Brand awareness, prestige, reach

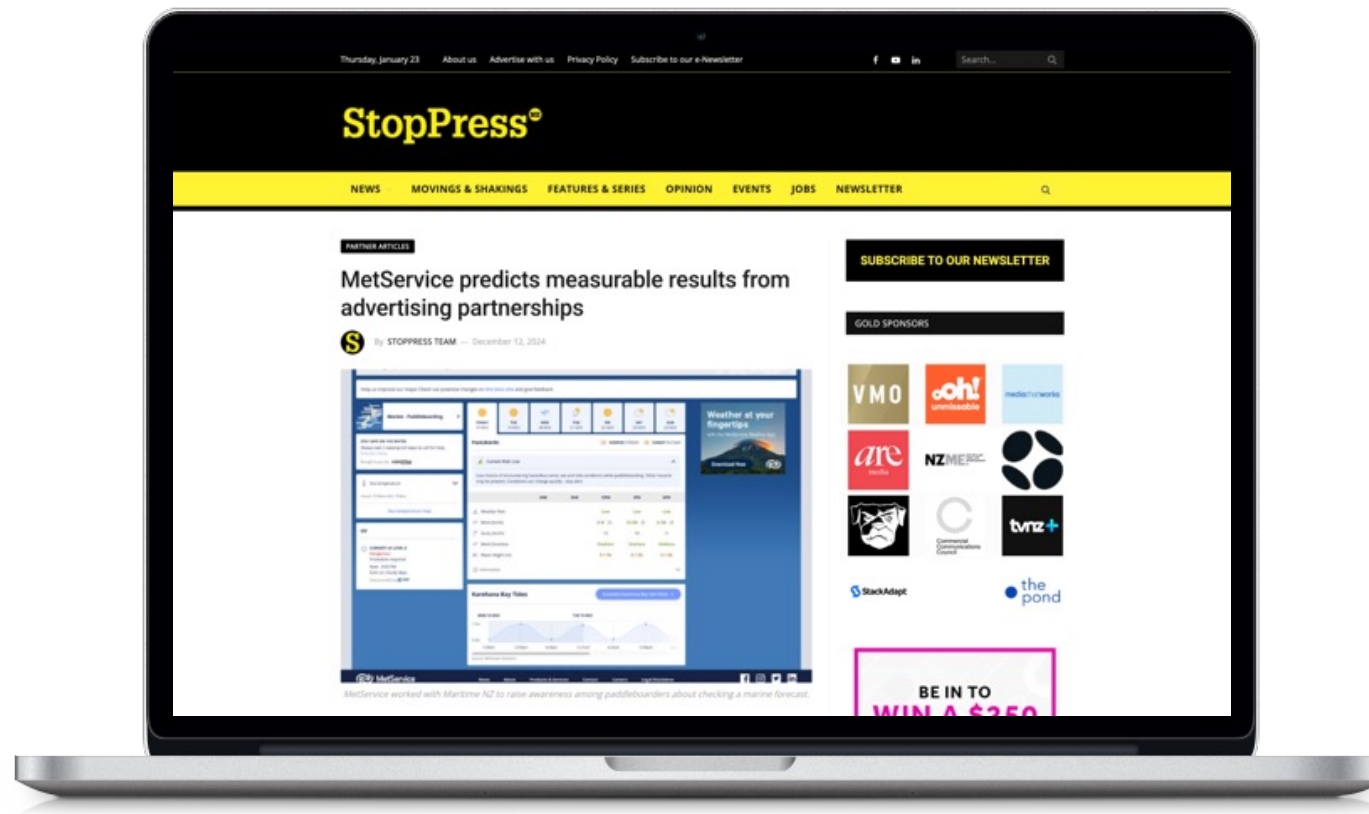
StopPress^{NZ} delivers results

How was it for you?

MetService took out display ads and an advertorial in 2024.

**Kathryn
Blackmore, Sales &
Partnerships Manager,
MetService**

“We’ve found our
StopPress advertising to
be really good for
commercial leads”



StopPress^{NZ} digital rates

We're here all week.

Stay for 7 days at a time – spaces fill up months ahead, so reserve your place.

Specs

For Ts&Cs, dimensions and deadlines, visit stoppress.co.nz/advertise-with-us

Rectangles

MREC 1

\$1,500

MREC 2

\$1,300

Large tower

\$1,000

Go large

Megaheader

\$3,000

Leaderboard

\$1,500

Wallpaper skins

\$2,500

Enquire

Email dan.prestige@scg.net.nz to ask about availability

All prices are in NZ\$ and excluding GST

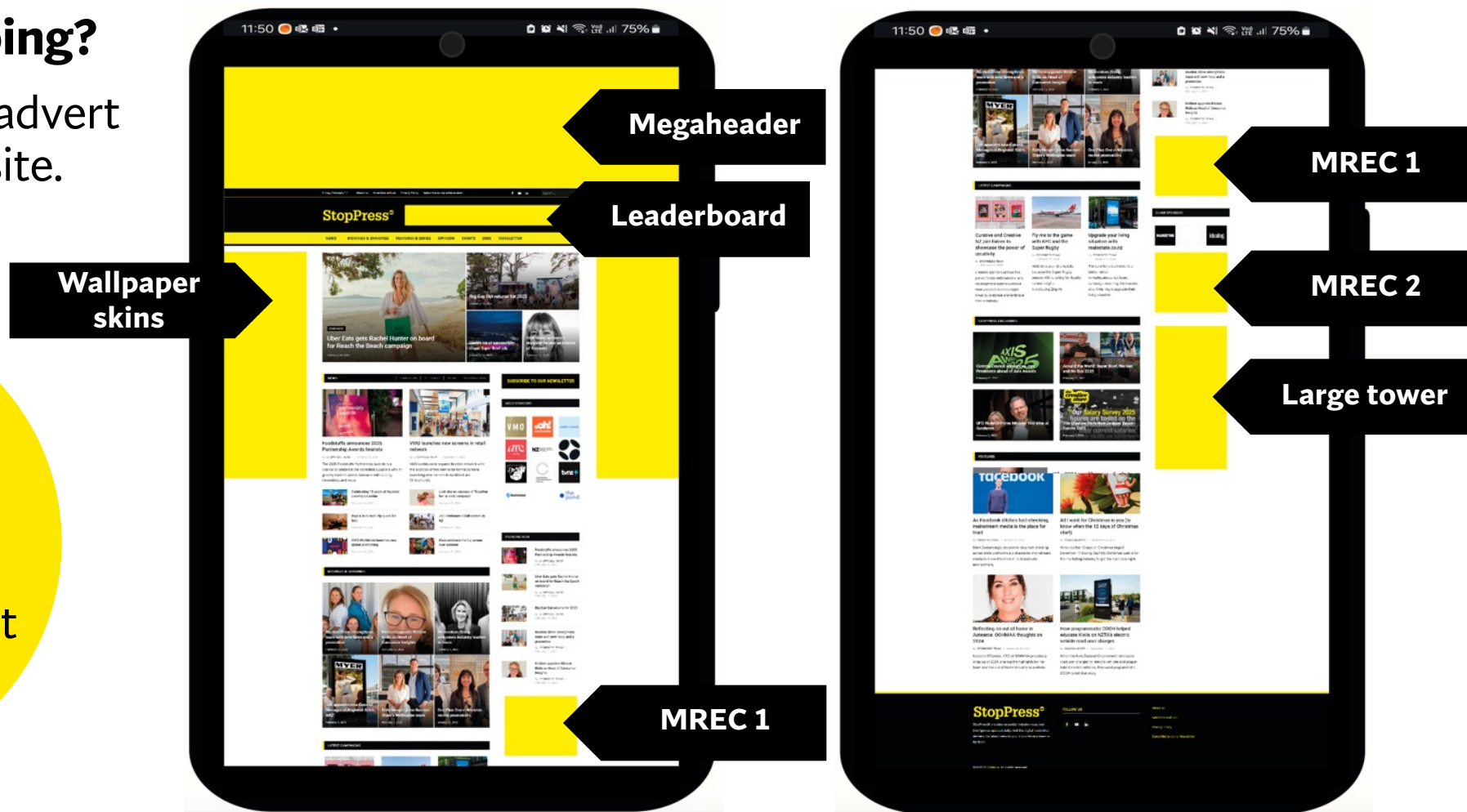
StopPress^{NZ} advertising positions

Where are we going?

Here's where your advert will appear on the site.

To book
Email
dan.prestige@scg.net.nz

to secure your spot
on the site



Paid content on StopPress^{NZ}

Total control.

You decide the message and the timing. We'll get it out there.

Solus eDM
One-off send
Your undiluted message emailed straight to 6,000 subscribers
\$3,500
Average open rate
33.2%

Co-creation: interview
We work together
1 article
\$2,200
4 article series
\$7,800

Co-creation: Q&A
We email questions
1 article
\$1,700
4 article series
\$5,800

Supplied content
Advertiser to write
1 article
\$1,500
4 article series
\$5,000

All prices are in NZ\$ and excluding GST

Why become a **StopPress^{NZ}** sponsor?

You're terrific.

Don't be shy to shout about it.

Our gold and silver sponsorships deliver more than just a spot on the website.

Brand alignment

Affiliate your brand with StopPress®, NZ's go-to site for advertising and marketing news

Trusted environment

Our contextually relevant platform inspires confidence in your brand

Brand awareness

Constant presence with a quality, engaged audience on the website and in eDMs

Prestige

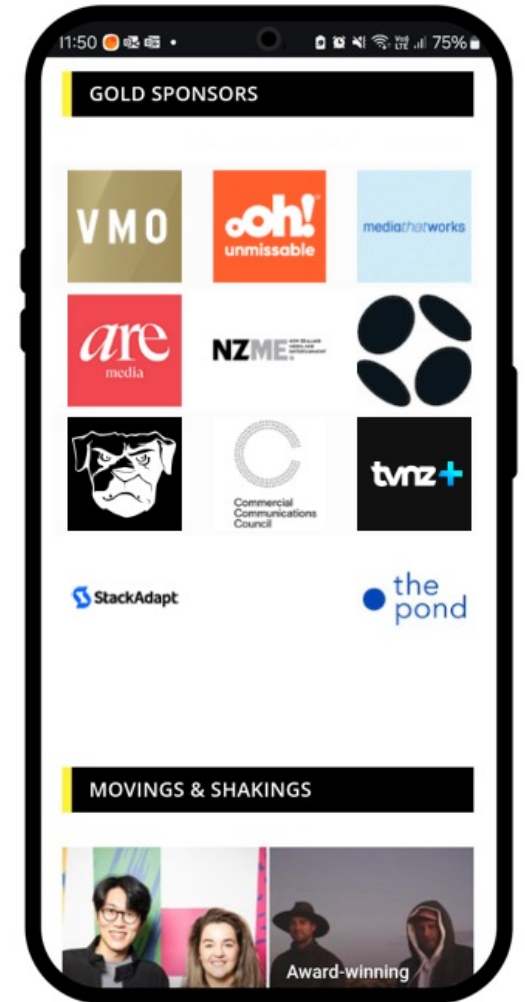
Cement your position as a leading organisation in Aotearoa's advertising and marketing industry

Go for gold sponsorship with StopPress^{NZ}

As a StopPress[®] gold sponsor, you'll enjoy all this:

- Your logo in a prominent spot on every page, including the homepage
- Always-on logo tile on website and all Tuesday & Friday newsletters
- Media/display advertising package to the value of \$9k that can be used across website banners, paid branded content or solus eDMs
- You'll be our first choice of expert commentary for relevant editorial features across StopPress and *NZ Marketing* magazine
- 20% discount on additional display advertising (rack rate) across StopPress[®], *NZ Marketing*, nzmarketingmag.co.nz and Idealog
- Minimum annual reach: 1.78 million

Annual rate: \$15k + GST



Shine as a **StopPress^{NZ}** silver sponsor

Take your place on the podium.

Show the pack you're a contender with a silver sponsorship.

Over 12 months as a **StopPress[®]** silver sponsor, you get:

- Your logo in a dedicated section on every page, including the homepage
- Media/display advertising package to the value of \$6k that can be used across website banners, paid branded content or solus eDMs
- 15% discount on additional display advertising (rack rate) across StopPress[®], *NZ Marketing*, nzmarketingmag.co.nz and Idealog
- Minimum annual reach: 1.58 million

Annual rate: \$10k + GST

Get in touch

Is StopPress[®]
sponsorship for you?
Email [dan.prestige@
scg.net.nz](mailto:dan.prestige@scg.net.nz)
to find out more

StopPress^{NZ} Jobs

Recruit direct to your niche.

A dedicated page on the site + a newsletter sent to 2,000 jobhunters every week.

Newsletter

StopPress® Jobs hits 2,000 inboxes each Wednesday – the open rate is 34%

DIY

Step 1

Sign up at stoppress.co.nz/jobs and post your job ad

Step 2

Pay by credit card

Bingo!

Your ad is listed for a month

Text only listing

1 job ad

\$150

2-5 ads/month

\$100 each

6-10 ads/month

\$80 each

Listing with logo

1 job ad

\$200

2-5 ads/month

\$150 each

6-10 ads/month

\$100 each

Source: Campaign Monitor (Jul-Dec 2024)
All prices are in NZ\$ and excluding GST