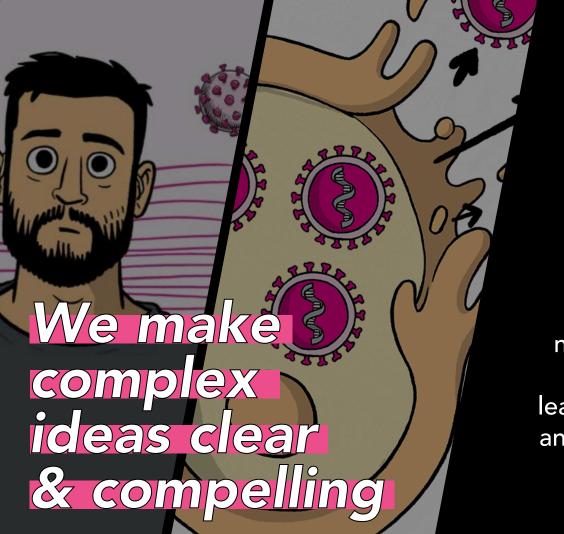
THE SPINOFF

Media Kit – Q4 2020



The Spinoff is an award-winning hybrid media company with a simple aligning philosophy: to make, curate and promote work that truly reflects and articulates not only the New Zealand that we live in, but the one we'd like to leave behind: modern, multicultural and not afraid to push the boat out to facilitate real, necessary and urgent change.



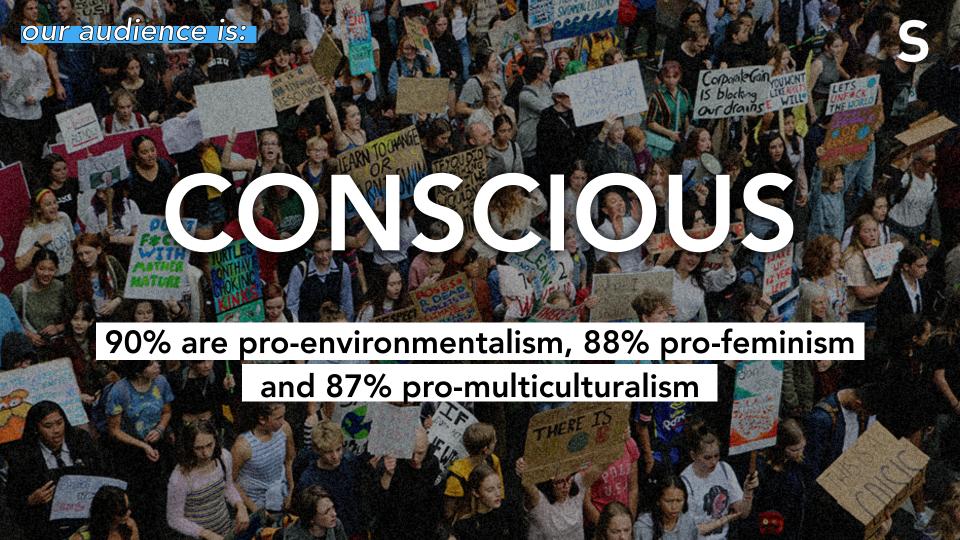


our audience is:

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ENGAGED

Our average time spent on page is more than five minutes.









































Our unique commercial model means that we're deeply experienced in creating tailored content for brands, organisations and government departments of all sizes and descriptions. Some of our ongoing and previous content partners include:

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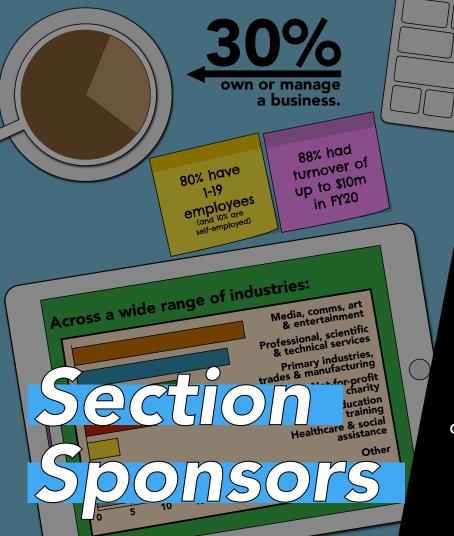




For one-off work and shorter campaigns, our best-in-class partner content offering can serve as a powerful tool for carrying and giving depth to your brand's above-the-line messaging.

Our award-winning in-house team of writers, journalists and film-makers can create written, video and audio content and curate activations to complement any ATL activity – from brand and tactical campaigns to event promotion and cinematic releases. Discounts can also be given for multi-part or multi-output work.

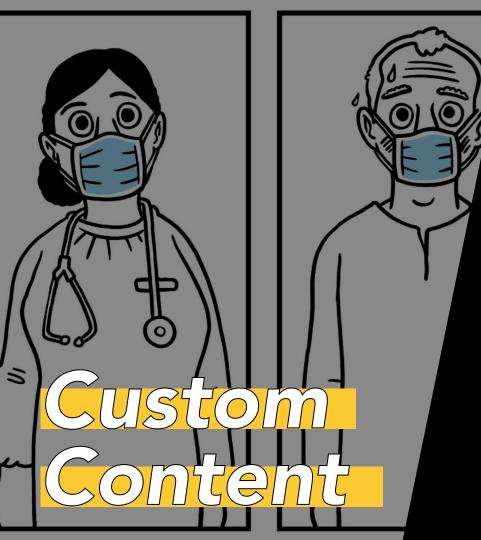
EG: Vodafone, Spark, Massey University



The Spinoff's long-term section sponsorships offer a flexible model of brand partnership – and one that continues to drive consistently strong results.

Our section sponsorship packages allow brands peerless, always-on association with the issues that they care about – from sports to science (and pretty much everywhere in between), you can own our coverage on the issues that are important to you with regular partner content and 100% share of voice advertising in your relevant site section.

EG: Kiwibank, Flick Electric



Remove the uncertainty from your brand's owned-channel communication efforts, by putting your B2C and B2B content in our very capable and broadly experienced hands.

In addition to the public-facing editorial arm of The Spinoff, we also have a comprehensive content agency function, having produced highend white-label content for organisations as varied as the World Health Organisation, Tourism New Zealand and prominent local businesses including Barkers and Flight Centre – everything from high-spec video and marketing strategy to in-store magazines and on-site blog content.

Let's make something.

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