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THE SPINOFF

Media Kit – Q4 2020

An illustration featuring a man with a beard and a hand holding a virus. The virus is depicted as a pink sphere with a white dollar sign (\$) in the center and red spikes around its edge. The hand is brown and has a black arrow pointing towards the virus. The background is a light grey with some pink horizontal lines.

**We make
complex
ideas clear
& compelling**

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.



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By numbers:

1M

Monthly readers

(Google Analytics, parse.ly)

170K

Social followers

(Facebook, Instagram, Twitter, Youtube)

40K

Email subscribers

With consistent 30%+ open rates

our audience is:

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URBAN

82% live in a major NZ city
(50% in Auckland)

our audience is:

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ENGAGED

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

our audience is:

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CONSCIOUS

90% are pro-environmentalism, 88% pro-feminism
and 87% pro-multiculturalism

our audience is:

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EARNING

more than 50% have a HHI of \$100k+
(and 25% are above \$150k)

the back catalogue:

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:





Partner Content

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](#)

30%

own or manage
a business.80% have
1-19
employees
(and 10% are
self-employed)88% had
turnover of
up to \$10m
in FY20

Across a wide range of industries:



Industry	Percentage
Media, comms, art & entertainment	~25%
Professional, scientific & technical services	~15%
Primary industries, trades & manufacturing	~10%
Not-for-profit charity	~5%
Education training	~5%
Healthcare & social assistance	~5%
Other	~30%

Section Sponsors

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 high-end 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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