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THE SPINOFF

Media Kit – Q2 2021

An illustration featuring a man with a beard and a hand holding a DNA helix. Several virus-like particles, each with a DNA helix inside, are shown around the hand. The background is dark with some pinkish-red 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:

900K

Monthly readers

(Google Analytics, parse.ly)

55K

Email subscribers

With consistent 30%+ open rates

200K

Social followers

(Facebook, Instagram, Twitter, Youtube)

our audience is:

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URBAN

80% live in a major NZ city
(43% 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 more than 30% above \$150k)



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](#)

NOTE: All content packages include roadblocked display placements, and we can also offer ROS and section-targeted standalone media buys. Rates available on request.

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	~35%
Professional, scientific & technical services	~25%
Primary industries, trades & manufacturing	~15%
Not-for-profit charity	~10%
Education training	~5%
Healthcare & social assistance	~5%
Other	~10%

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](#)

daylight

A SPINOFF OF THE SPINOFF

creative

Daylight Creative is a spinoff of The Spinoff

Daylight is a creative studio built to look at things differently. Locally and further afield, we collaborate with makers and thinkers to find the most simple and impactful ways to solve a problem.

We've worked with clients including the World Health Organisation, Facebook and the New Zealand Government to create clear and compelling comms in a broad range of complex subject areas, and in formats ranging from documentary-style video and animated explainers to long-form editorial and interactive infographics.

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:



Let's make something.

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