

THE **SHOUT**
NEW ZEALAND

Media Kit 2023

Connecting brands to NZ's
largest B2B audiences for
on- and off-premise.



Unrivalled Reach and Engagement

The Shout NZ has the largest B2B audience in New Zealand's liquor industry, consisting of over 13,400 decision-makers in both the on-premise and off-premise sectors.

This extensive reach provides an excellent opportunity for **businesses to connect with key industry players who hold significant purchasing power.**

With our editorial expertise, The Shout NZ is dedicated to producing essential content that caters to the needs and interests of liquor industry leaders.

In addition to content creation, The Shout NZ offers targeted campaigns that facilitate connections between brands, marketers, and the audience of industry professionals. These campaigns are designed to boost brand awareness and drive sales, enabling businesses to achieve their marketing objectives effectively.

Our digital-only approach gives us many advantages, including our advanced targeting capabilities for advertisers.

We can help you reach specific geographic regions, industry segments or niche markets. Data-driven optimisation ensures your ads are seen by the most relevant audience, maximising your ROI and driving measurable results.

By leveraging the unrivalled reach and engagement of The Shout NZ within New Zealand's on-premise and off-premise sectors, businesses can unlock new opportunities, drive growth, and stay ahead of the competition.

Whether it's expanding into new markets, launching new products, or building brand awareness, The Shout NZ offers a comprehensive platform to connect with the liquor industry's decision-makers and achieve business objectives.





Audience

We establish connections between brands and NZ's **LARGEST B2B AUDIENCES** for on- and off-premise.

The Shout NZ continues to be the foremost industry resource and trusted information hub for decision makers within the NZ liquor industry.

Our audience includes:

- › Banner groups buyers
- › Wholesalers
- › Chain store category head buyers
- › Hotels & lodges
- › Licensed restaurants & cafés
- › Pubs & bars
- › Wineries
- › Brewers, manufacturers & distillers
- › Supermarket owners & category managers

Touch Points – Unleash the Power of NZ’s Largest Digital Audience for On- and Off-Premise

WEBSITE

Our readers return daily for essential, timely information via their mobiles, tablets and computers.



PAGES VIEWED PER MONTH

4,632

UNIQUE VISITORS PER MONTH

4,286

E-NEWSLETTER

Sent weekly, bringing you the latest news, views and vital industry information.



WEEKLY E-NEWSLETTER SUBSCRIBERS

5,865

ENGAGED READERS MONTHLY

23,460

E-NEWS OPEN RATE - AVERAGE

26.4

SOCIAL MEDIA

Strategic, fun and engaging content, available any time for your campaigns.



FACEBOOK FOLLOWERS

1,420

INSTAGRAM FOLLOWERS

1,220

Discover The Power of Digital Marketing

We understand the importance of reaching your target audience in the most effective and efficient way possible. In today's digital age, it is vital to connect with your audience where they spend a significant amount of their time: online.

By leveraging our digital channels, you can:

Expand your reach: Connect with a large and diverse audience of hospitality professionals, decision-makers, and enthusiasts who actively engage with our platform.

Increase brand exposure: Showcase your brand, products, and services through strategically placed advertisements, sponsored content, and social ad campaigns, ensuring maximum visibility.

Drive customer engagement: Utilise our digital channels to interact with your target audience, build relationships, and encourage customer participation through contests, giveaways, and interactive campaigns.

Generate leads and conversions: By reaching your audience at the right time and in the right place, you can drive qualified leads and conversions, increasing your return on investment.

Our digital channels offer a wide range of options for connecting with your current and prospective customers. Whether it's through desktop, mobile devices, EDMs or social media, our platform ensures that your message reaches your desired audience.



eDMS & eNewsletter



Solus eDM

Elevate your promotions by putting your brand and product in front of 5,865 subscribers with an exclusive eDM.

Offering 100% share of voice, Solus eDMs are ideal for promoting:

- > Product launches
- > Brand campaigns
- > New releases
- > Special offers
- > Major announcements
- > Invitations/competitions

\$1,500

Newsletter Takeover

Own the day's news with 100% SOV of all banners on a newsletter day

\$1,000



What's Hot on eNewsletter and website

\$650 per week



Site Takeover

Are you looking for a powerful and impactful way to elevate your brand and make a lasting impression on your target audience?

With a Site Takeover, your brand will be front and centre, capturing the attention of every visitor to our website.

A Site Takeover is the ultimate brand awareness statement that will leave a lasting impression and capture the attention of your desired market.

Minimum 33% SOV

Site Takeover Package includes:

- > Desktop - Billboard, MREC x 1, Half page + Skins
- > Mobile - Leaderboard

\$1,000 for 1 week
\$2,000 for 2 weeks
\$3,500 for 4 weeks



Audience Extension

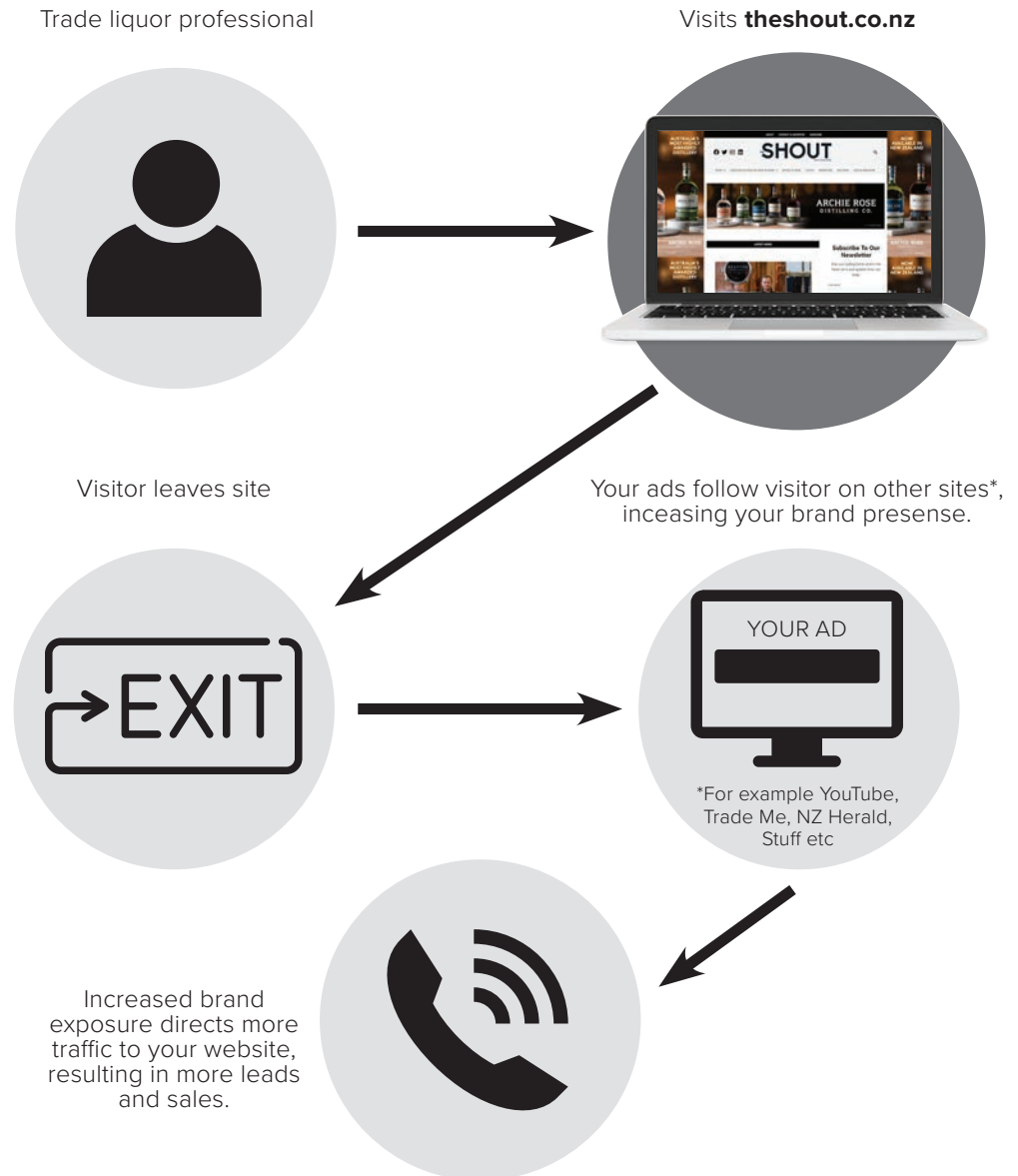
Brand Awareness Campaign

Audience Retargeting is an excellent way to supercharge your conversion rates and ROI.

The Shout NZ uses pixel technology to track visitors to our website, allowing you to retarget them after they leave. Your ads continue to influence our B2B audience of liquor professionals as they browse other websites.

Audience Retargeting gives you more sustained reach, effectively transforming potential clients into valuable leads.

\$2,000 – 1 calendar month



Sponsored Content

Brand Awareness Campaign

Sponsored content is a powerful tool to build awareness, educate your target audience, and connect with potential customers.

Crafted in the style of The Shout NZ, we work closely with you to develop compelling content that seamlessly integrates with your brand. Once the content is created, we submit it for your sign-off, ensuring that it meets your expectations and accurately represents your brand.

With your approval, we publish the article on our eNewsletter and website, maximising its exposure and impact.

Highest Reader Engagement: Sponsored content articles consistently rank among the most read articles of the week.

With a captive audience actively seeking industry insights and solutions, your brand and products will be showcased to a receptive B2B audience of over 5,870 subscribers, who are eager to stay informed about industry updates. Additionally, your article will be prominently displayed on our homepage for 7 days, further increasing its visibility and reach.

Sponsored Content & Display Advertising

Package includes:

- > 1 x Branded Content article written by our editor with your sign off
- > 1 x Billboard displayed in the sponsored content article

Rate **\$1,500** per week

Published on
Newsletter and website

Display advert complements your
sponsored content article

Sponsored content embedded in the newsletter

Published on Newsletter and website

Display advert complements your sponsored content article

Published on Newsletter and website

Display advert complements your sponsored content article

Unlock the Power of Social Ad Campaigns

Welcome to our world of social ad campaigns, where we go beyond conventional approaches to deliver outstanding results. We understand the value of utilising diverse audiences to create compelling campaigns and our approach is rooted in harnessing the potential of our eNewsletter subscribers, interests, Facebook pixel, and lookalikes to deliver exceptional results.

With us, your campaigns are not just set and forget; they are dynamic, evolving entities that we optimise daily. We believe in staying ahead of the game and continuously fine-tuning your campaigns based on real-time performance data, ensuring that your investment delivers the maximum impact and ROI.

Don't settle for ordinary when you can achieve extraordinary results with our social ad campaigns. Social ad campaigns are a game-changer!

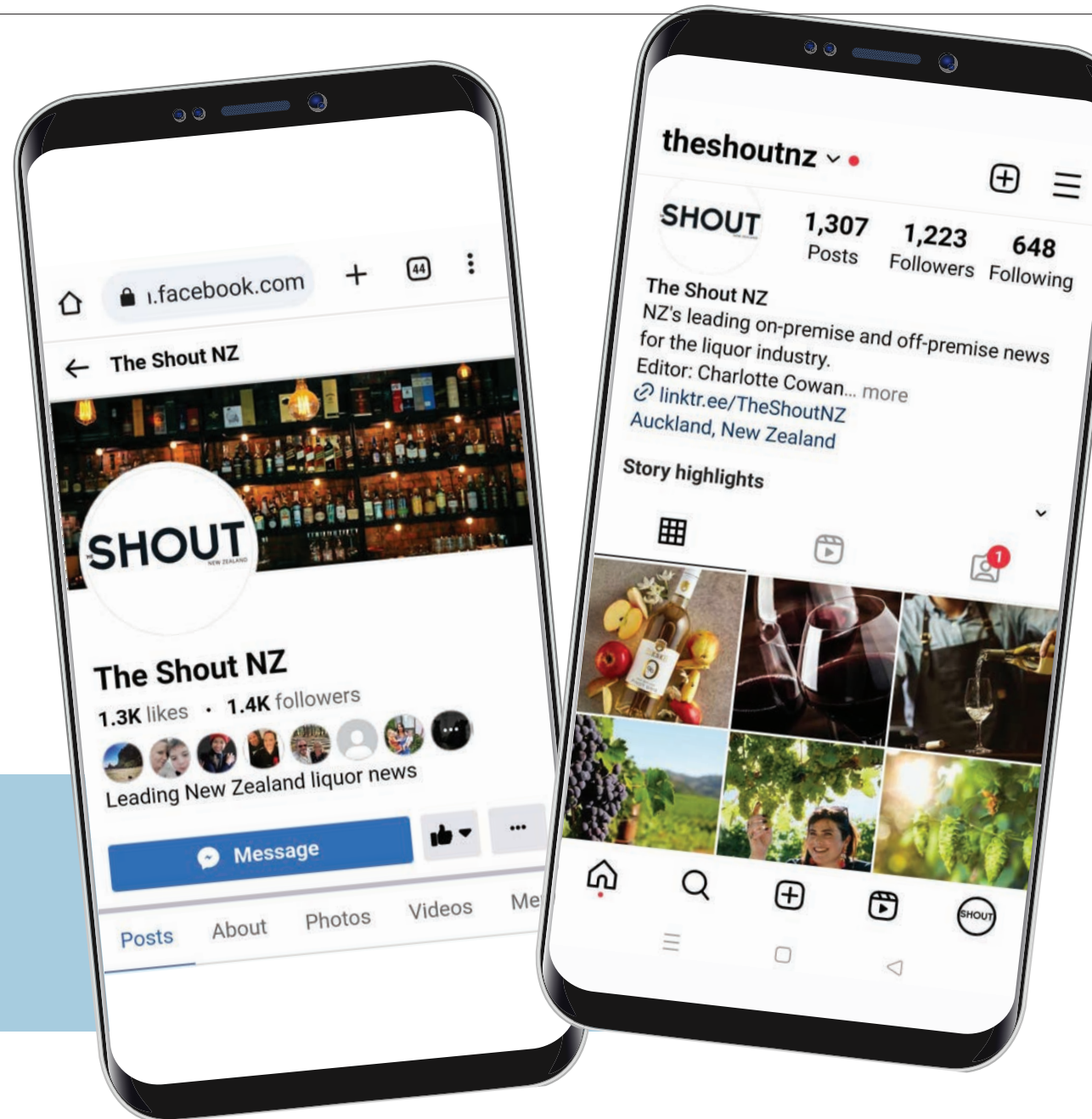
Once we have this new target audience on social for you, we'll be able to retarget them on your next campaign with The Shout NZ, moving them further down the funnel on the way to conversion.

NB: Must be booked in conjunction with display advertising.

45,000

potential audience reach*

*Note: This is an approximate number of the audience reach per month. Please note that the audience reach varies according to multiple factors such as budget, targeting criteria, timeframe etc.



Online rates

Rates exclude GST and are non-commission bearing

Site Takeover	
7 days	\$1,000 for 1 week
14 days	\$2,000 for 2 weeks
1 month	\$3,500 for 4 weeks
eNewsletter Takeover	\$1,000 per week
Sponsored Content	\$1,500 per week
Social Ad Campaigns	
2 weeks	\$1,500 for 2 weeks
4 weeks	\$3,000 for 4 weeks
Solus eDM	\$1,500
Audience Extension	\$2,000 for one calendar month
What's Hot (Features on eNewsletter and Website)	\$650 per week
Directory	\$1,000

