

**Aotearoa is
in motion.
So are we.**

Q1 Media Kit

THE SPINOFF

At the centre of conversation

The Spinoff: Aotearoa's premier independent media platform, disrupting norms at the nexus of news, culture, and current affairs.

Our distinctive perspective delves into the essence of our country and its people. With a devoted and influential audience, including our dedicated Spinoff members, our impactful narrative resonates deeply with listeners, readers, and viewers.

From major corporations and government entities to startups and charities seeking a voice, we collaborate to not just shape discussions, but transform the entire media terrain.



**Our Q1
Snapshot**

A digital first platform built to reach audiences where they are

Since day one - The Spinoff has been a digital first media platform.

Breaking and testing mediums, we've always been at the forefront of how audiences are consuming their daily content.

1.87M
Local Readers

319K
Social Followers

8.2M
Minutes of podcast listens

38.5K
Hours of video watched

49%
Open rate across our 100K+ newsletter subscriber base

5:03
Average engaged minutes on site

Our Audience

Our audience are valuable and they have a voice

Our audience are politically engaged, socially conscious, urban, and high-earning.

They are independent thinkers, and have a thirst for staying informed, and a genuine desire to witness positive change and outcomes throughout Aotearoa.

50%

Of our readers are Gen-z or Millennials (18-44)

28%

Are Wellington based, 30% Auckland, the rest throughout the country.

53%

Have a HHI of over \$100k more than 33% have over \$150k

87%

Of readers want more climate based content.

68%

Are after more housing related content

67%

Of readers would like to be more updated on the cost of living

Working with The Spinoff



Bringing your storytelling to life

Through our diverse range of content products and touchpoints, we help brands and organisations to have meaningful conversations with our audience.

Start the conversation

Bespoke brand partnership and content opportunities, crafted to align with your brand values.

Join the conversation

Tailored media inventory opportunities across our digital touchpoints, which embed your brand.

Starting the conversation





Thought provoking partnerships that make audiences listen

In a diverse and fractured media landscape, reaching audiences and holding their attention is harder than ever.

With exceptionally high engagement rates across our products*, we offer the opportunity to create brand partnerships which drive impact with audiences.

Each partnership is crafted in-house or with our sister agency Daylight, who support in bringing your campaign identity to life across all key channels, ensuring connection back to your brand.

*5.03 m average dwell time on site

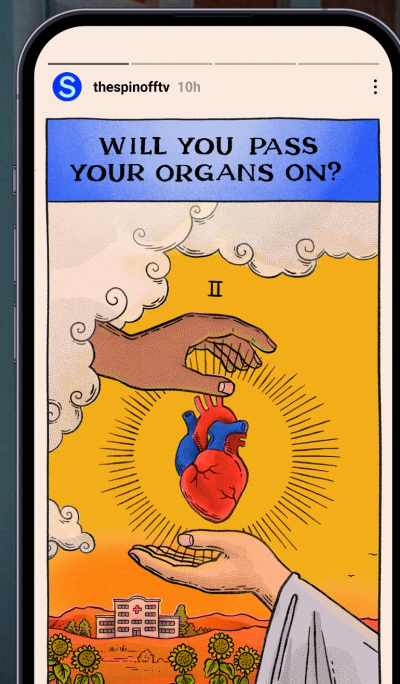
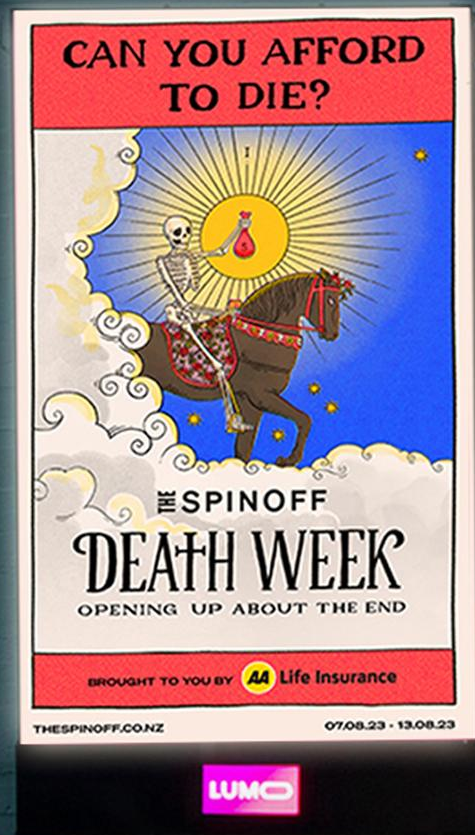
Brand content partnerships

Bringing new life to your campaign and marketing objectives, The Spinoff can offer bespoke partnerships, which allow your brand to have a voice.

Brand partnerships offer a truly authentic way of placing a brand at the center of a conversation.

Allowing our award-winning editorial team to bring stories to life across a range of mediums, our brand partners have center stage position, seamlessly woven into the creative and throughout our site.

- + Bespoke content partnerships on site
- + On-site takeovers
- + Inventory across The Spinoff's platforms
- + Supporting ATL campaign creative



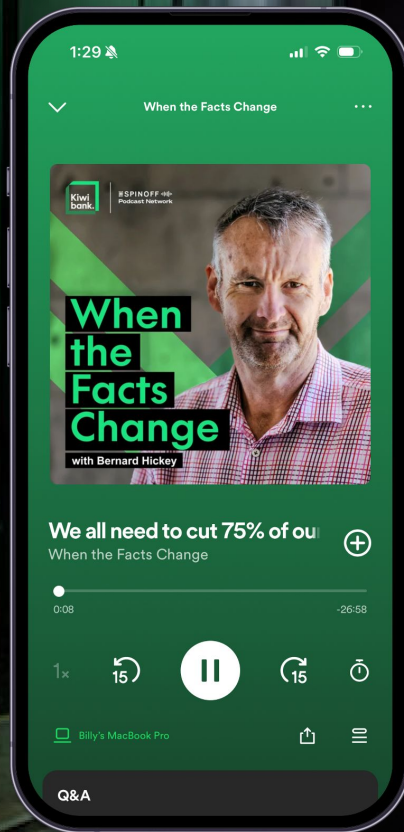
Podcasts

The Spinoff boasts 15 distinct podcast products, reaching over 150,000 monthly listeners on average.

Leveraging our network of journalists, topic experts, and media personalities, we can craft custom podcast products exclusively for brand partners.

Amplifying them across our channels, we also provide tailored assets to bolster each episode across social and ATL channels.

- + In-house podcast production
- + Talent management
- + Amplification through our channels
- + Episode and campaign assets



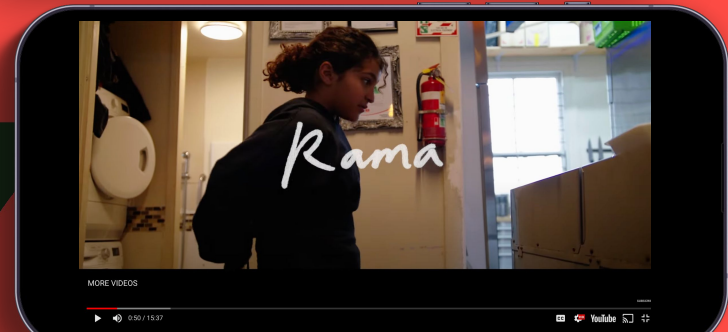


Film

With an extensive in house film offering, our team can deliver long-form documentary film through to short-form content.

Whether you're looking to invest in highly crafted film storytelling that will resonate deeply with audiences, or for some quick reactive content that will engage people through social, we can tailor our response to suit your brand vision and to supplement larger campaigns in market.

- + In-house film production
- + Pre and post production
- + Documentary series
- + Short form content partnerships





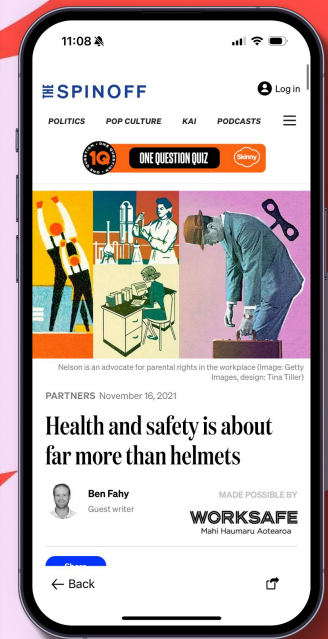
Partner content

Partner editorial content has always been our speciality. This powerful content medium allows our brand partners to be embedded naturally within our on-site conversations.

Brought to life through one-off or bundle opportunities, our offering is highly crafted and considered. Using nationally recognised writers and experts, it's an ideal rich storytelling format that can take in multiple sources.

Supported by bespoke illustrations or assets created in-house or by Daylight, we can provide you with assets to amplify through your own channels as well.

- + **Homepage presence 1-2 days**
- + **4 weeks active promotion - on site in perpetuity**
- + **Bespoke supporting assets**
- + **Paid Facebook amplification**
- + **3,000+ guaranteed reads**





Diving deeper, we can also offer partnership opportunities that help unpack topics in more detail

Newsletters

Covering news, current affairs, business, sustainability and culture, our newsletter offering provides a powerful platform for targeted brand sponsorship.

With an average open rate of 51% across our subscribers, sponsoring a newsletter product that aligns with your brand values is the perfect way to target an engaged audience.

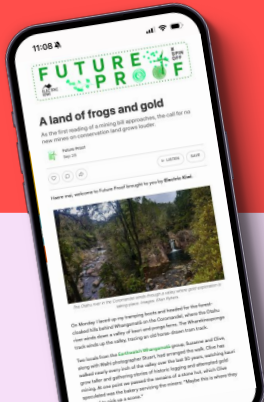


Photo-Essays

When a story calls for a highly visual approach, our Photo-Essay product offers the ideal medium.

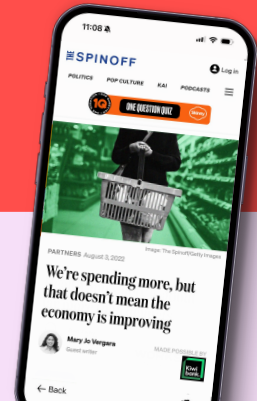
Working with acclaimed local photographers, we capture beautiful photographic stories to support paid partner content opportunities.



Explainer content

Our Q&A and Cheat Sheet products are ideal for bolstering campaign messaging.

Short, direct partner content formats that demand engagement from audiences, these always give strong results and get our audience talking.



daylight.

To help bring extra depth and craft to our partnership opportunities, we work with Daylight, our sister creative studio.

Capabilities include:

- + Campaign development
- + Design
- + Illustration
- + Motion graphics
- + Animation
- + Film production

Daylight can amplify all partnership opportunities, arming our clients with assets they'd be proud to push through their own channels.

daylight



Responding to the world as it shifts



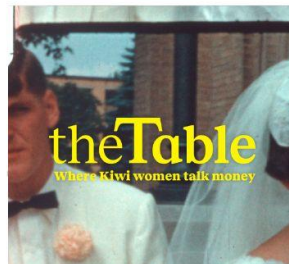
CEPI + GAVI + UNICEF + WHO

The Delivery: Capturing the largest public health response in history



SAFESWIM + AUCKLAND COUNCIL

Helping Tāmaki Makaurau decide where it's safe to swim



**Join the
conversation**

Embedding your brand across The Spinoff's touchpoints

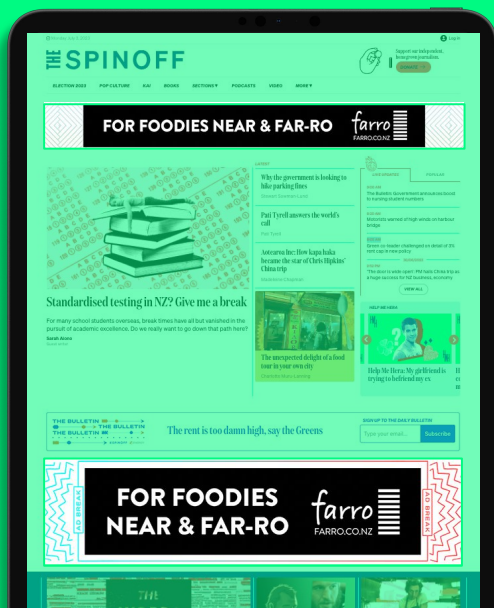
With our extensive array of content channels and diverse touchpoints, we provide partners the opportunity to craft personalised inventory plans, ensuring your brand achieves precise and impactful visibility among our audiences.

These plans are fully customisable to align seamlessly with your budget and reach objectives, ensuring a tailored and effective partnership experience.

Sandwich Takeover

Our Sandwich Takeover is The Spinoff's premiere high impact, homepage placement, conferring 100% share of voice at the front and centre of our desktop and mobile sites.

The placement will be using two banner positions in close proximity above and below the fold with editorial sandwiched between reaching our most loyal and engaged readers.



Standard Display



The Spinoff's standard display is a powerful way to get your campaign in the eyeline of a highly engaged audience across half-page, MREC and billboard formats.

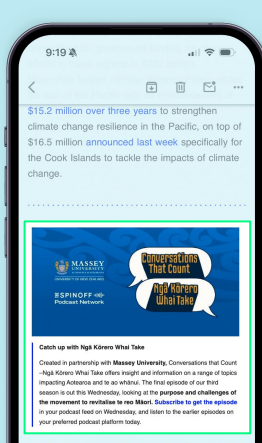
Our bespoke 'ad break' surround units place your creative in an scroll-stopping setting that's designed specifically to match The Spinoff's broader design language. In simple terms, what that means is that our readers will pay the same level of attention to your messages as they do ours.



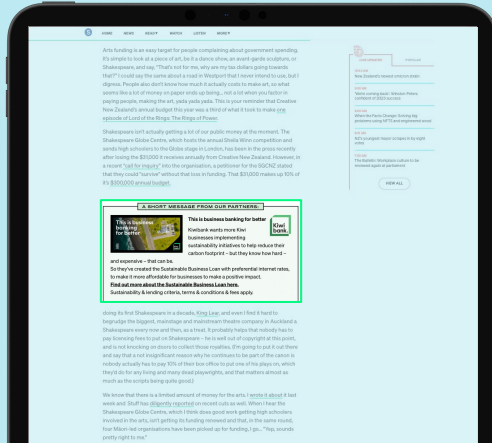
Native

Crafted to captivate our most devoted and engaged readers, our native products provide a premium ad experience seamlessly integrated into both on-site and newsletter platforms. Tailored options are available for our daily Bulletin (news and current affairs) or our weekly newsletter features

For a more extensive native approach, our versatile on-site units ensure robust visibility and effective calls-to-action across the entire Spinoff site. These units can be acquired on a comprehensive run-of-site basis or targeted specifically across verticals such as Pop Culture, Kai, Business, and more.



Swine cards issued to lobbyists as



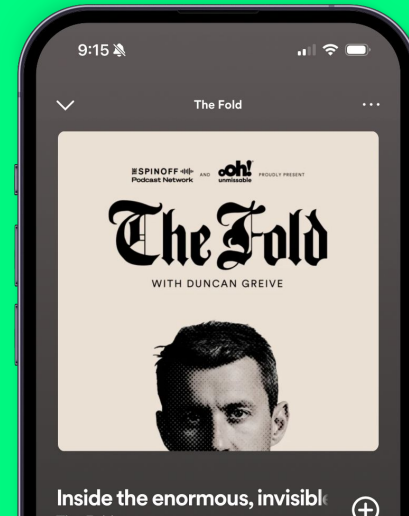
Shareholder's rights to sue for

Podcast Ads



Elevate your brand through our expansive airspace and experience the impact of dynamic sponsorships via pre/mid-roll placements across The Spinoff Podcast Network.

Our advertising solutions guarantee visibility and engagement by reaching over 150,000 monthly listeners on average.



Brands we work with



Contact

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Q4 Media Kit

THE SPINOFF