

PRESS.CO.NZ



press.co.nz

INTERNET TRENDS

In 2012

- 4 out of 5 New Zealand homes had internet access
- More than 1.8 million New Zealanders made purchases online
- 40% of households were using more than one device to access the internet

Source: Statistics New Zealand, Household use of information and communication technology 2012.

In May 2013, 425,000 Cantabrians used the internet recording an average of:

- 2,098 page views per person
- 69.24 internet sessions per person
- 63 minutes and 13 seconds on a computer

Source: Nielsen Netview Hybrid, May 2013.



THE PRESS Selection
press.co.nz

PRESS.CO.NZ: KEY STATS

Updated regularly throughout the day and night press.co.nz reflects what's important to those living and working in the Canterbury region. From breaking national news and coverage of local issues and opinion pieces, to restaurant reviews and technology articles, press.co.nz creates an engaging environment for our audience.

On average press.co.nz records:

- 115,801 weekly unique visitors per week
- 1,043,180 page views per week

- 29,763 unique visitors per day
- 149,026 page views per day

In May 55% of visitors entered press.co.nz via an external path (i.e. not from within stuff.co.nz).

Source: Adobe SiteCatalyst. Averages based on period 25 Mar - 16 Jun 2013.



THE PRESS Selection
press.co.nz

THE PRESS.CO.NZ AUDIENCE

These days The Press' audience doesn't just engage with us by picking up a paper. Throughout the day our audience connects with us via their laptops, PC's, mobiles and tablets on press.co.nz. Seeking out everything from breaking news to daily quizzes, press.co.nz is an ideal platform for advertisers to target an online audience, drive visitors to their business' website and reinforce messages from a print campaign.

Advertising across different platforms gives advertisers the opportunity to reach difference audiences:

Average Audience

| | press.co.nz | The Press |
|-----------------------------------|-------------|-----------|
| Women | 50% | 49% |
| Homeowners | 61% | 70% |
| Household income over \$100,000 | 13% | 27% |
| Live in household with child(ren) | 27% | 33% |

Online source: Nielsen Netview Hybrid. Averages based on period 1 Mar - 31 May 2013.
Print source: Nielsen CMI Survey Q1 - Q4 2012. Base: AP15+



THE PRESS Selection
press.co.nz

PRESS.CO.NZ DELIVERS AN ENGAGED AUDIENCE

Press.co.nz not only records strong audience numbers, but also an engaged audience.

Visitors to press.co.nz record:

- **More sessions per person**
- **More page views per person**
- **Longer time on site person**

Than other news sites such as TVNZ News, TV 3 and Mediaworks.

Source: Nielsen Netview Hybrid, May 2013.

Thanks to our highly engaged audience, press.co.nz delivers advertisers a better response.

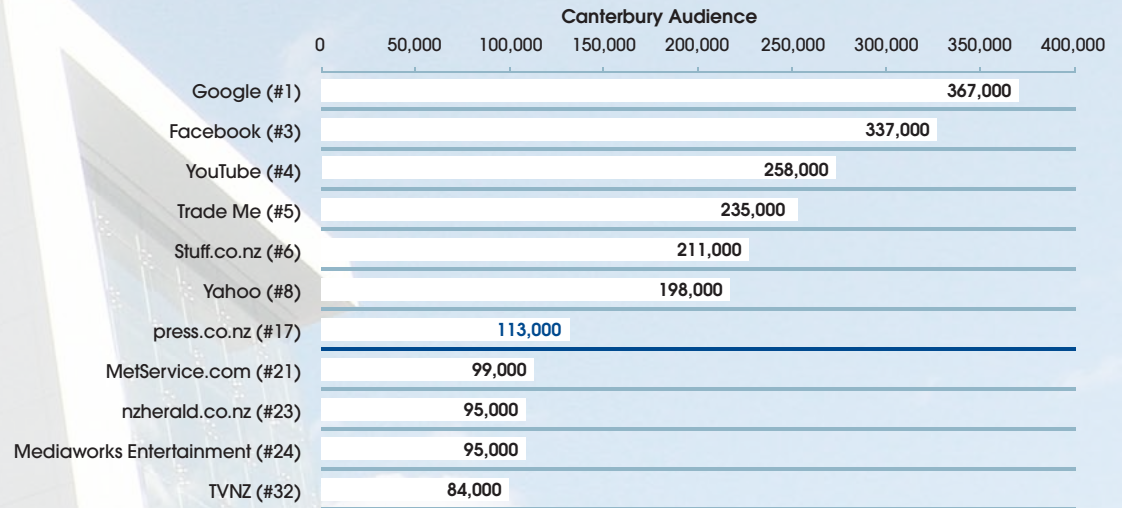
- **NZ Industry average click through rate: 0.07**
- **Press.co.nz average click through rate: 0.42**



THE PRESS Selection
press.co.nz

LEADING WEBSITES IN CANTERBURY

In May press.co.nz was the 17th most popular website for Cantabrians. It ranked ahead of other major websites such as Met Service, TVNZ and Mediaworks.



Source: Nielsen Netview Hybrid, May 2013.



THE PRESS Selection
press.co.nz

NEWS SECTION

Provides in depth coverage of local news and all the issues affecting Cantabrians. Our dedicated news section on press.co.nz records well over 1 million page views each month.

Average Audience:

- **84,171** unique browsers per week
- **366,537** page views per week

Source: Adobe SiteCatalyst. NZ Eyes only. *Averages based on 12 week period 25 Mar - 16 Jun 2013.



THE PRESS Selection
press.co.nz

BUSINESS SECTION

The Business section of press.co.nz is our fastest growing section which houses content about what's happening in the Christchurch business sector, from celebrating industry successes, residential property trends to the latest in farming.

The Business section is also home to the very important 'Rebuild' sub-section which delivers the latest in news relating to the commercial rebuild of Christchurch.

Average Audience:

- **34,130** unique browsers per week
- **95,368** page views per week

Over the last 12 months

- Page views have grown by a massive **143%**
- Monthly unique browsers have increased by **81%**

Source: Adobe SiteCatalyst. NZ Eyes only. *Averages based on 12 week period 25 Mar - 16 Jun 2013.



THE PRESS Selection
press.co.nz

TARGETING WHO YOU WANT TO REACH

Time of Day:

Allow ads to be targeting to a specific time of the day or week.

Frequency Capping:

Allows you to control how many times a unique browser views your ad.

Keyword:

Allows you to target certain keywords so your ad will only appear beside relevant stories.

Optimisation:

Able to review previous campaigns and eliminate placements that did not perform to maximise spend on best performing placements and formats.



THE PRESS Selection
press.co.nz

Ad Formats:

- Medium Rectangle
- Half Page
- Top Banner
- Sky Scraper

(All sizes are the same price!)

Creative Deadline:

5 Working Days Prior

ONLINE AD FORMATS / DEADLINE

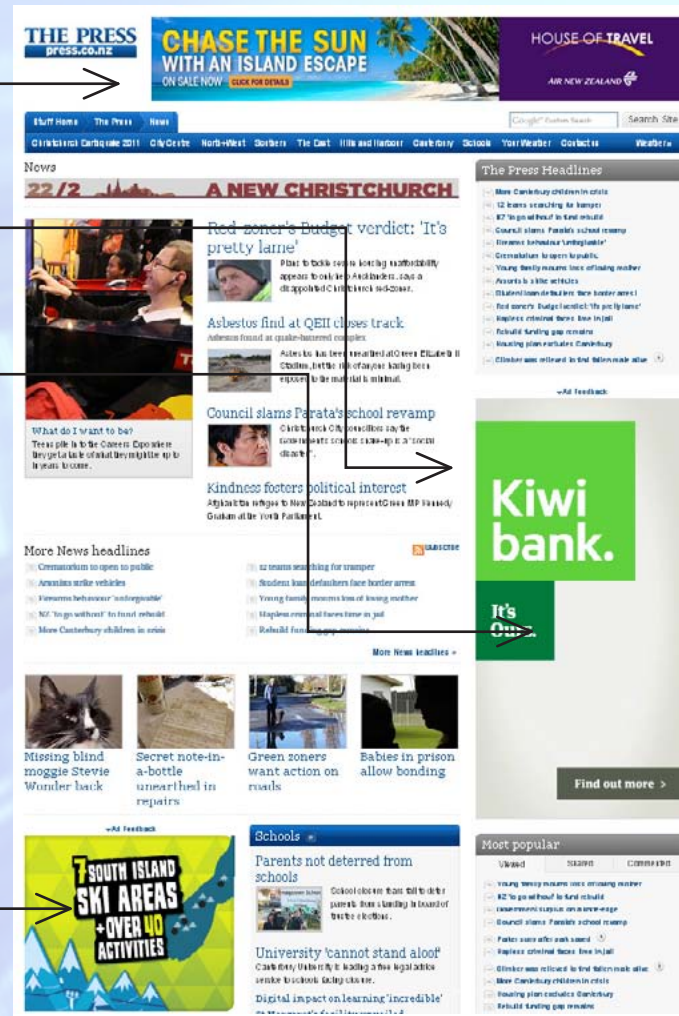
Top Banner
760x120
Maximum 40kb

Half Page
300x600
Maximum 40kb

Skyscraper
160x600
Maximum 40kb

Medium Rectangle
300x250
Maximum 40kb

Home Page Takeover
Example



2013 ADVERTISING RATES

1 JULY 2013

| | Average Monthly page impressions | Average Monthly Reach - Unique browsers | Casual Rate - Cost per thousand page views (CPM) | Recommended page impressions for 1 month campaign | Cost per one month schedule | Recommended page impressions for 1 week campaign | Cost per one week schedule | Ad Units available |
|-------------------------|----------------------------------|---|---|---|-----------------------------|--|----------------------------|---|
| Homepage | 1,673,257 | 139,775 | \$20 | 100,000 | \$2,000 | 25,000 | \$500 | Medium Rectangle |
| News | 1,539,218 | 233,538 | \$20 | 100,000 | \$2,000 | 25,000 | \$500 | Medium rectangle, Half Page, Sky Scraper & Top Banner |
| Business | 327,319 | 82,754 | \$20 | 25,000 | \$500 | 15,000 | \$300 | Medium rectangle, Half Page, Sky Scraper & Top Banner |
| Christchurch Life | 162,812 | 51,598 | \$20 | 25,000 | \$500 | 15,000 | \$300 | Medium rectangle, Half Page, Sky Scraper & Top Banner |
| | Daily Ad impressions | | Ad Units included | | Cost per day | | | |
| 1 Day Home Page Buy Out | 200,0000+ | | Medium rectangle above & below the fold, Guttering left and right | | \$2,300 | | | |

All rates are GST exclusive. The Press contract holders are entitled to discounts on the above rates.
 All rates are based on targeting NZ impressions only. Advertising is subject to availability at time of booking.
 Monthly page impressions and monthly reach are an average based on a 6 month period 1 November 2012 - 30 April 2013. Source: Adobe SiteCatalyst.

For more information contact:
Andrew McFarlane, 03 943 2513, 027 200 2526,
andrew.mcfarlane@press.co.nz
 or your usual consultant at The Press



THE PRESS Selection
press.co.nz