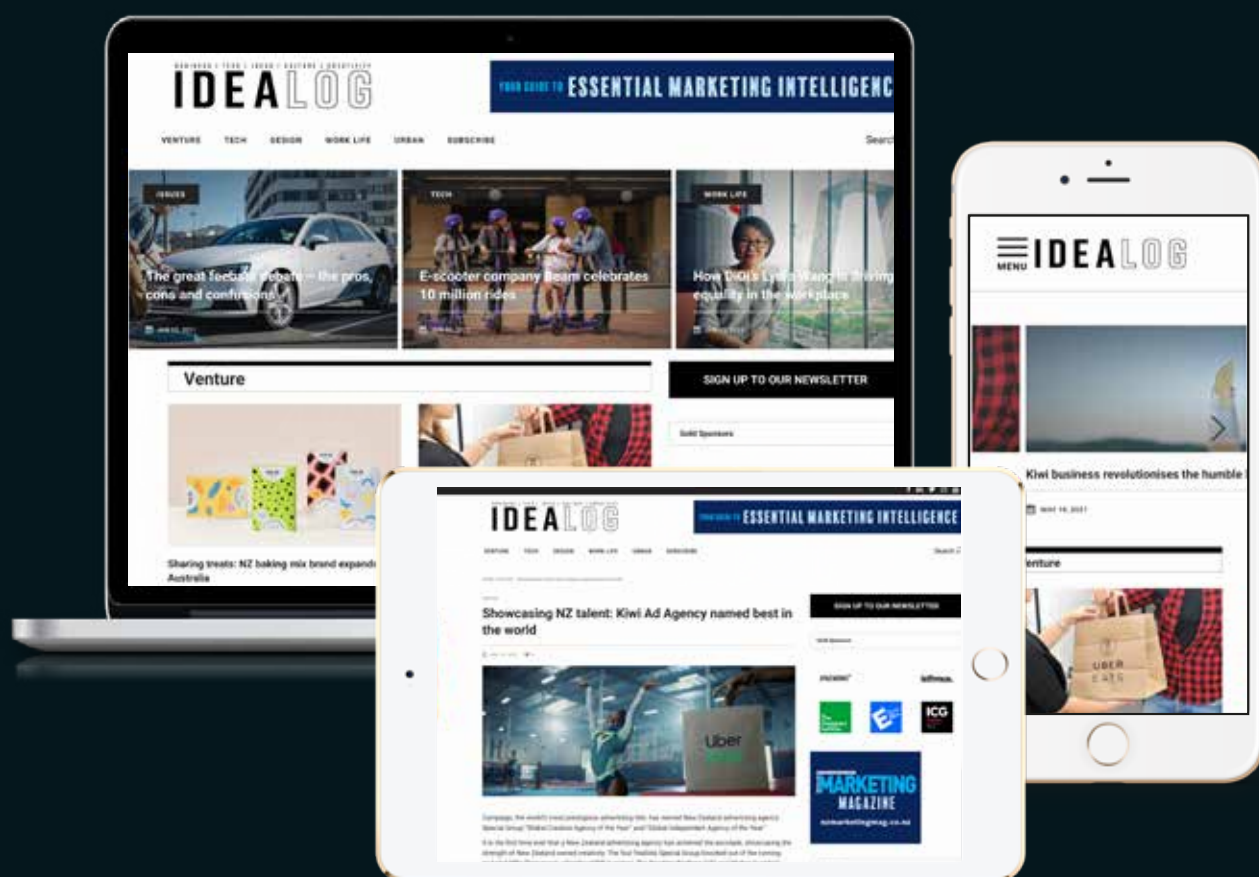


IDEALOG

NEW ZEALAND'S VOICE OF CREATIVE BUISNESS



MEDIA KIT 2023

WWW.IDEALOG.CO.NZ

SCG CREATIVE.
CONTENT.
PRINT.

WHO WE ARE



Idealog is a media brand like no other. The voice of New Zealand innovation, technology and design, we represent a community of innovators who are using the transformative power of creativity not only to achieve commercial success, but also to solve issues facing the world today, and set the social, cultural and ethical agenda for consumers.

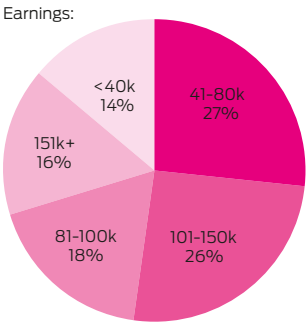
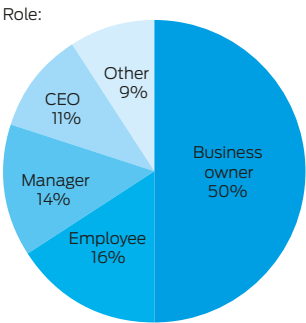
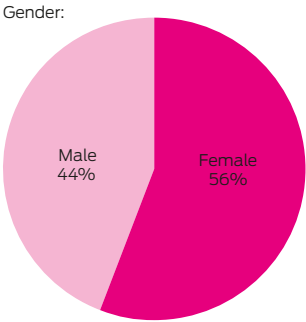
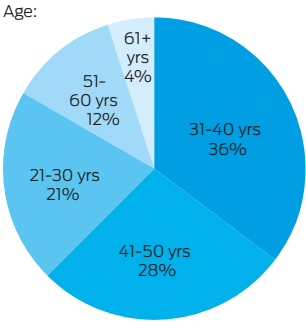
Ahead of the curve on trends, we cover the latest developments in tech, design, marketing and more – and most importantly, explain to our readers why they matter.

As well as this, we have our finger on the pulse in discovering the most interesting and ambitious individuals operating in the New Zealand business scene. Every mover and shaker you need to know can be found on one of our channels. Our overall vision is to equip progressive local businesses with the inspiration and knowledge that will give Aotearoa a more optimistic, thriving future.

EDITORIAL FOCUS /// The Idealog brand covers the innovation, technology, design and work-life realms through the lenses of creativity, transformation and reimagination. We provide inspiration and in-depth and practical advice through challenges and collaborations, interviews, case studies, data and more.

TARGET AUDIENCE /// Our target audience is people working in the innovation, technology and design sectors, from corporate innovators to small-to-medium business owners.

READER PROFILE



OUR READERS

Idealog readers are open-minded, curious, entrepreneurial and always on the lookout for better ways of doing things, with 88 percent seeing ideas and innovation as the future of business and 86 percent saying they're always looking for new ideas and inspiration.

21%



Techies

18%



Marketers

15%



Designers

12%



Educators

34%



Other

KEY STATS

Our traffic is significant and reflects the size of the innovation community in New Zealand.

TOTAL IDEALOG AUDIENCE

68,714

Total reach across all platforms

Source: Magazine 360, January 2023

IDEALOG WEBSITE

15,400

average monthly page views

8,794

average monthly unique visitors

1.16

pages per session

28%

audience share from
Auckland

43%

of traffic is from a tablet,
iPad or mobile device

Source: Google Analytics,
January - December 2022

IDEALOG WEEKLY NEWSLETTER

4,000

newsletter subscribers

36%

average newsletter
open rate

Source: Campaign Monitor, January 2023

SOCIAL MEDIA FOLLOWERS



46,110



9,334



2,135



1,611

BESPOKE CONTENT

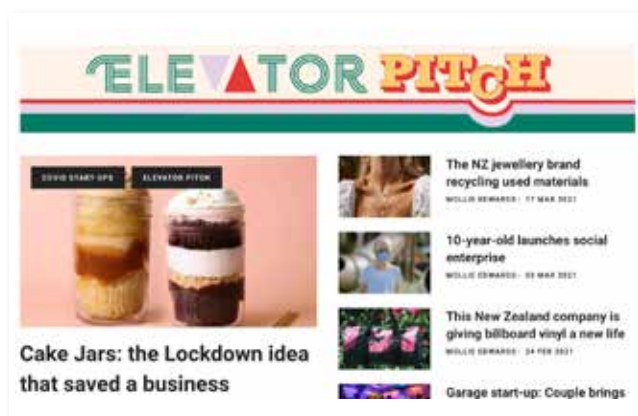
Custom content provides advertisers with an opportunity to tell stories and deliver complex messages in a high-quality advertorial-style format. This can be company profiles, case studies or expert opinion/thought leadership prepared by the advertiser or, for an extra cost, written by Idealog journalists. This type of content allows advertisers to contract our editorial team to use their judgement and skill to tell our readers your story in a compelling way, appropriate to our channels.

INTEGRATED CAMPAIGNS /// When putting together an effective, memorable and successful campaign, the 'big idea' is crucial, but equally vital is fitting the elements together seamlessly, getting all the parts working as a synchronised whole. Idealog has a unique flair for dreaming up hard-hitting concepts, the analytical nous to sense-test marketing strategy and the production capacity to deliver. We offer an end-to-end integrated campaign service, working with brands and businesses from initial brainstorming through to execution and beyond. We aim to make our clients stand out each and every time, while keeping the process streamlined.

Silver Linings of Covid Lockdown level 4, one year on



WRITTEN CONTENT /// As award-winning editors and journalists, we know what success looks like and how to get you there. Through the power of content, we've transformed numerous brands and businesses into leading industry voices, and innumerable consumers into loyal brand ambassadors. Our content crew delight and inspire every day, and enjoy pushing the limits of what's possible.



VIDEO PRODUCTION /// Whether you need a regular video, a short introduction video or a fun and engaging social campaign, we can help. In addition to creating a beautifully planned and produced result for you, we also get your video content in front of our audience.



EVENTS /// Bring your business to life in the real world, allow us to curate speakers and an audience, and bask in the glow of Idealog's profile in the innovation community.

Listen: The Ground Breaking Podcast's Eli Smit interviews Wrestler's Ben Forman



PODCAST PRODUCTION /// From concept to execution, we can produce a podcast series for you. Staying top of mind with listeners is key when maximising your podcast marketing, so keep the audience updated with new-episode notifications and instantly stream or download podcasts to play offline.

NAVIGATING IDEALOG.CO.NZ

MEGA-HEADER

Make an instant impression using video, graphics and animation, whether you're building your brand, or announcing a new product, service or event.

LEADERBOARD

Top of mind and at the top of our website, the leaderboard position puts you in the lead.

CONTENT SECTION

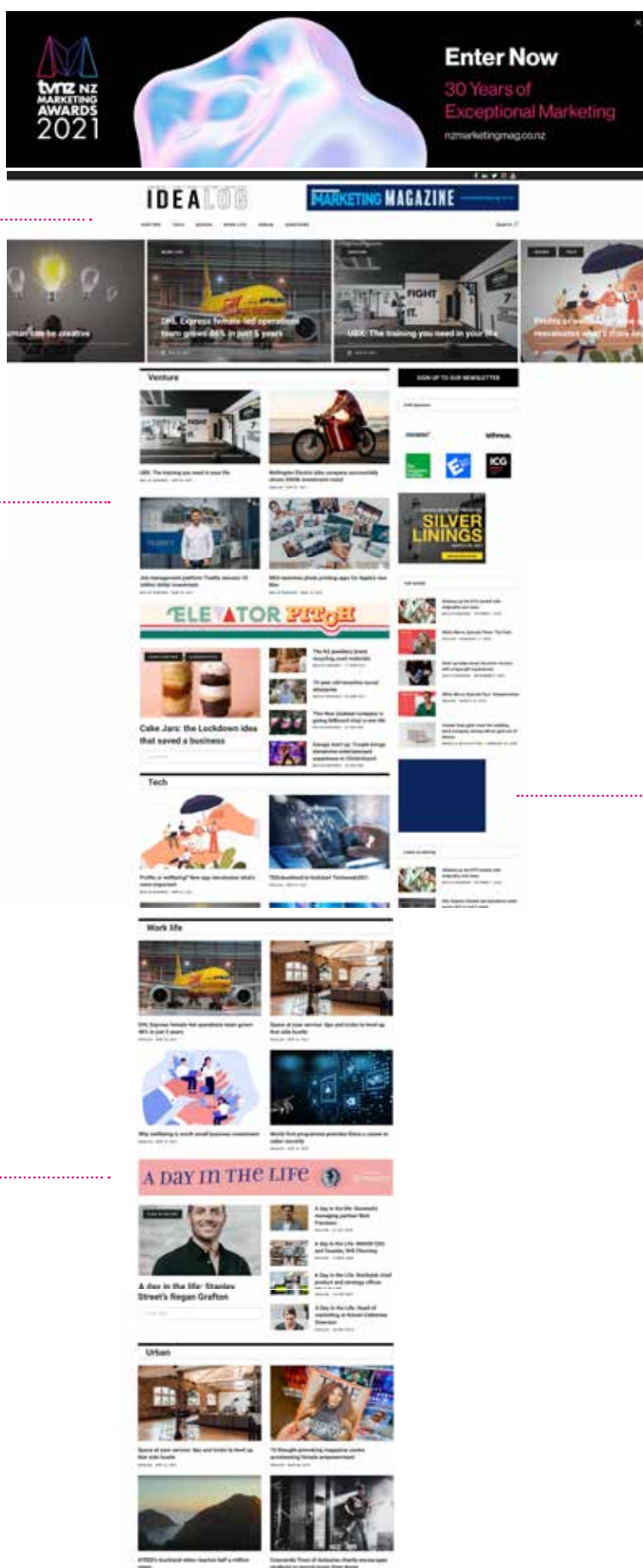
Available for you to tell stories and deliver complex messages. Content sections can be stories, podcasts or video series. This space is yours to use, so the content can be swapped and changed as much as you'd like during the booking period.

MEDIUM RECTANGLE

Should you wish to take over the home page or a specific section of the website, more advertising spaces are available throughout the site.

POP-UP SECTION

A longer-term approach, where a sponsor funds a specific regular series of content around a similar theme and we create a special portal for it online.



ONLINE

IDEALOG

WEBSITE, NEWSLETTERS, SOCIAL MEDIA

Idealog is the hub for New Zealand's innovation sector and provides essential news, intelligence and inspiration. Informative and interactive, the website is updated daily, providing readers with a forum for lively commentary and opinion on industry trends, movers and shakers, done deals and much more.

Ad type	Website	Mobile	Newsletter	Social media		Weekly rate
Mega-header	1920 x 480	450 x 250	600 x 200	1200 x 630	1080 x 1080	\$2,000
Leaderboard	728 x 90	320 x 100	600 x 200	1200 x 630	1080 x 1080	\$1,000
Medium rectangle	300 x 250	300 x 250	300 x 250	1200 x 630	1080 x 1080	\$500
Topic series	1400 x 200	250 x 250	250 x 250	1200 x 630	1080 x 1080	\$1,000
Sponsored content	600 x 400	600 x 400	600 x 400	1200 x 630	1080 x 1080	\$500
Video content	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080		\$1,000

Note: Mega-header and medium rectangles support static, animated or video creative.

SOLUS EDMS

Reach Idealog's audience through email marketing. This digital-marketing strategy is a highly effective way of connecting with leads, nurturing them and turning them into customers. **\$2,000 + GST**

VIDEO CONTENT

Sight, sound, and motion are very engaging way to reach an audience. Captivate with your new ideas, talks or a video series. **\$3,000 + GST**

PAID CONTENT OPTIONS

INTERVIEW Our writers will work with you to find angles that align with our audiences' interests. Interviews can be face to face or via Zoom, phone or email.

Q&A Our editorial team will work with you to come up with a series of questions to respond to, usually via email.

ADVERTISER-SUPPLIED You write the article, and our editorial team will sub-edit it so it seamlessly fits our style.

RATES

Subject to specific requirements, include interview, writing and media space. Article word count is approximately 800 words. Images enhance the content, and we ask the advertiser to provide these; they can be anything from people pics and graphs/infographics, to product shots, videos, etc.

Articles will be published on the Idealog website/mobile and appear in one Idealog newsletter (emailed to 4,000 subscribers). Idealog guarantees advertisers a minimum of 500 clicks on this content.

\$3,000 + GST

MEET THE TEAM

TERMS AND CONDITIONS

- Effective 1 January 2023.
- All rates are direct and non-agency commission-bearing.
- Rates are in New Zealand dollars and exclusive of GST.
- Rates do not include any third-party ad-serving charges.
- Rates are for standard formats only. Please contact us for prices on non-standard ad formats.
- Advertisers are responsible for the creation of their own ads.
- All creative is due three working days prior to live date (five working days for rich media).
- Unique visitor and page-impression numbers are estimates sourced from Google Analytics traffic data.

SPECIFICATIONS FOR ADVERTISING ON IDEALOG.CO.NZ

FOR ANIMATION:

- Keep animation simple – no distracting strobe effects.
- Looping is acceptable.
- Creative with a white background must have a border.
- File sizes should be as small as possible (150k max).
- Resolution should be 72 dpi.
- Formats should be .gif, .jpg, animated .gif or Adobe Flash (.swf), including back-up .gif or .jpg.
- Third-party HTML banners are acceptable. Creative files must be included with third-party tags. You must use {clickurl} and {random} as your placeholders if you're not using a known third-party redirect listed below. You'll need to use the relevant method when creating your banner html.

Accepted third-party redirects: Double Click – iframe tags, Facilitate, Eyeblander, Atlas, Mediaplex, EyeWonder.

Sizes: See [IAB Ad Standards and Guidelines](#) for more information.

TECHNICAL SPECIFICATIONS FOR ADVERTISING IN E-NEWSLETTERS

- All .gif and .jpg files are acceptable.
- File sizes should be as small as possible (30k max).
- Resolution should be 72 dpi.
- Format should be .gif, .jpg or animated .gif*.

*Note: animated .gif ads may not rotate past the first frame when displayed in newsletters in some versions of Outlook, so we recommend any animated .gif ads for email newsletters start with a frame that, if static, will deliver the advertiser's message. To ensure no potential issues arise with your email adverts, it's best to use a static .gif or .jpg file.



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