

THE SPIN OFF



THE SPIN OFF



THE SPIN OFF



THE SPIN OFF

AOTEAROA PUBLISHED DAILY



Over the last seven years The Spinoff has shifted the media landscape of Aotearoa. We're a groundbreaking 21st-century digital media group creating powerful content for this country and the world beyond it.

Aotearoa is in motion. So are we.

THE SPINOFF

Platform Topline

Q3 2022



750k

Local monthly readers

200k

Social followers (FB, IG, Twitter)

55k

Email subscribers

60%

Of readers are aged 18-44

55%

Of readers are female

70%

Of our readers are based in main mets (AK, WG, HA, CH, DN, TGA)

44%

Are in the Auckland region

150k

Avg. monthly podcast listens

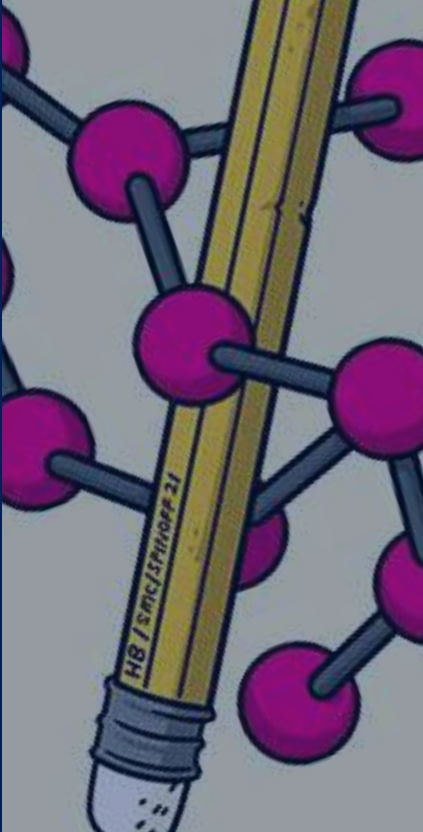
10m

Views on videos in 2021

THE SPINOFF

About our audience

Q3 2022



They're

Conscious

90%

Believe that causes like feminism, environmentalism & multiculturalism are forces for good.



They're

Leaders

30%

Are either business owners or hold a management-level position.



They're

Earning

52%

Have a household income of more than \$100k (and around 25% have a HHI above \$150k).



They're

Engaged

5x

Higher social engagement rates than our main local competitors.





Talk to us

Let's make
something
happen.

Saj Patel

Kaitohu arumoni | Commercial director

021 674 933 | saj@thespinoff.co.nz

