



MEDIA KIT  
2023

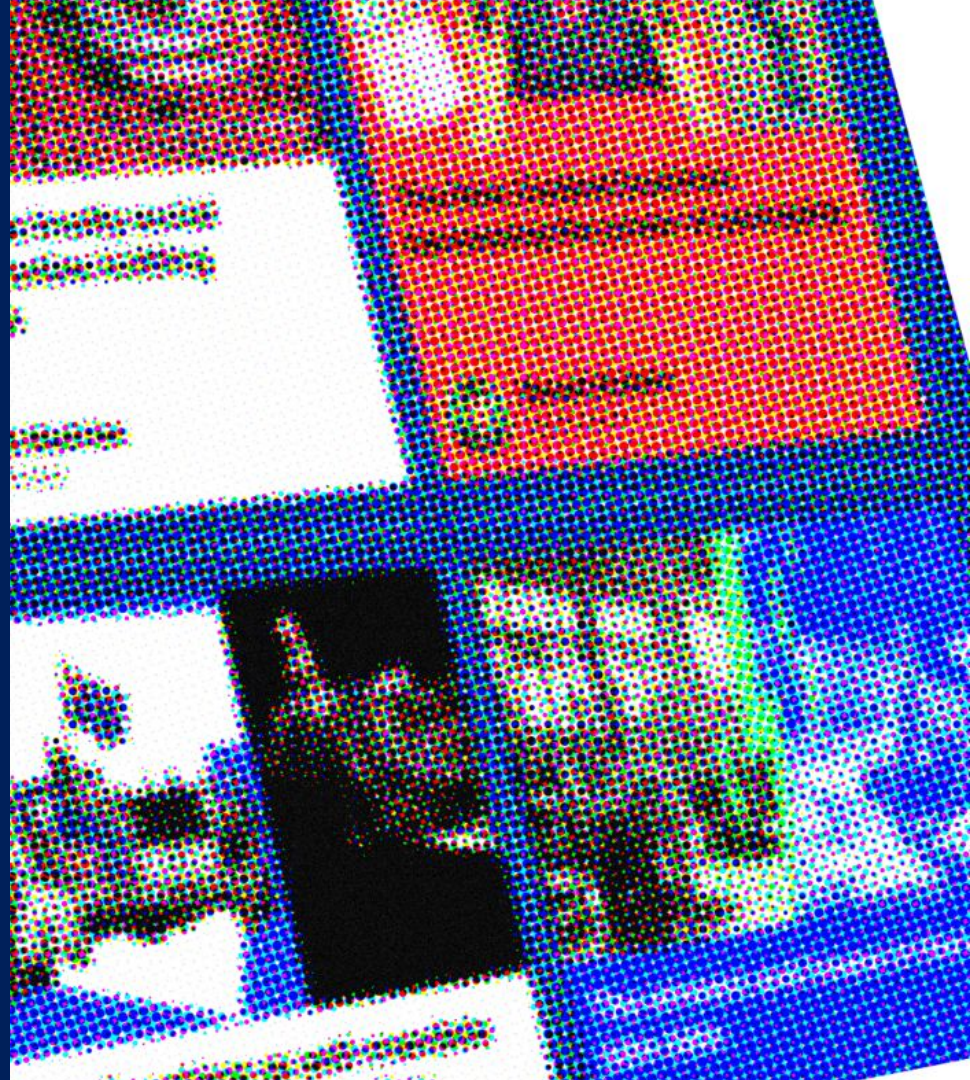
# WORKING WITH THE SPINOFF

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Over the last eight 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.





ABOUT

**The Spinoff is a groundbreaking modern media company creating powerful content for this country and the world beyond it.**

From a humble TV blog to an independent news, culture and current affairs powerhouse, The Spinoff's seven-year trajectory has been steep and quick.

We've built a loyal and influential audience – including more than 14k paying Spinoff Members – and built a reputation for engaging, boundary-pushing content across written, audio and video mediums. We've made partnered and white-label content for corporates, governments and some of the world's most important charities and NGOs.

We're dedicated to shifting not only the conversation, but the entire media landscape.

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

The global movement for Black and  
māori protests

**750k**

**Local monthly readers**

**200k**

**Social & video followers**

**150k**

**Monthly podcast listens**

**70k**

**Newsletter subscribers**

**50%**

Of our readers are **18 - 44** with an **even split** across gender for male vs female.

**44%**

Of our audience are based in the **Auckland** region.

**52%**

Have a **household income over \$100k p/a**. More than 25% have a HHI above \$150k.

**90%**

Of our readers believe causes like **feminism, environmentalism & multiculturalism** are forces for good.





PARTNER  
CONTENT

# STORYTELLING IS OUR SKILL

We create bespoke content for brands and organisations, using our in-house team of award-winning writers and a deep roster of highly skilled freelancers. Our content suite covers a wide range of executions – from straightforward explainer content to magazine-style features, and even comics.

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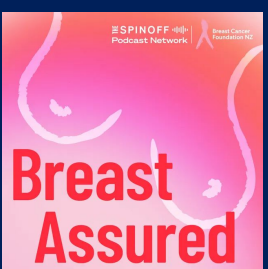
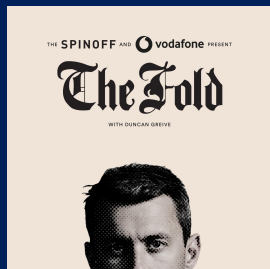
ENERGY + SPINOFF



NEWSLETTERS

## HIGHLY ENGAGED NEWSLETTER AUDIENCE

The Spinoff's entry into the newsletter space came in 2018, with the launch of The Bulletin. With that influential product now one of the country's most-read daily newsletters – landing in 38k inboxes daily – in 2022 we've added a suite of specialised, complementary properties.



PODCASTS

# OUR AUDIENCE IS OBSESSED WITH PODCASTS

The Spinoff Podcast Network has experienced rapid growth with over average of 150,000 listens per month and well over 100,000 hours spent listening.

Now we're opening up our airspace to advertisers with sponsorships, prominent pre/mid-roll and white label opportunities available.

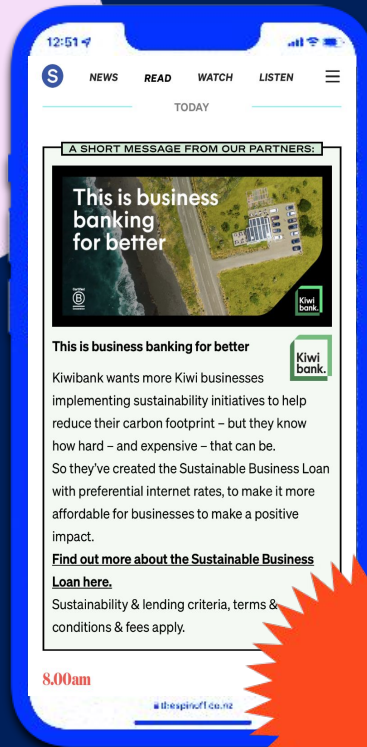
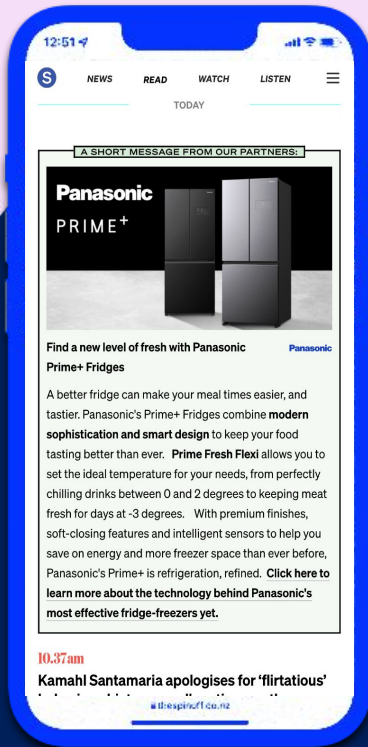


VIDEO

# STORYTELLING THROUGH VIDEO

Our in-house video team, Hex Work Productions, have experience in long, medium and shortform video – everything from beautiful documentary work to shorter brand pieces and snackable social video.





# A NEW APPROACH TO NATIVE

Our versatile native units give strong visibility and effective calls-to-action across the entire Spinoff site and newsletter network. Can be purchased on a full run-of-site basis, or across specific verticals (Pop Culture, Kai, Business etc) + specific newsletter environments.



© Wednesday November 9, 2022

THE SPINOFF

NEWS READ WATCH LISTEN MORE

Log in  
Make our year. Become a Spinoff member today!  
DONATE →  
PORN REVOLUTION WATCH NOW



## Bernard Hickey: The Reserve Bank is now a hostage to politics

The age of independence for our Reserve Bank is now over.

By Bernard Hickey

### LATEST

#### Why does no one know about the premenstrual hell that is PMDD?



#### Embracing the inbetween cultures of my Puerto Rican, Pākehā, Māori family

#### A brief history of sabotage in New Zealand

#### Who owns all the porn on the internet?

### LIVE UPDATES

12:00 PM  
Watch: Why not talk about porn around the dinner table?

11:55 AM  
Parliament protest rioter jailed for three years

10:40 AM  
No fan zones for Black Ferns final despite demand for tickets

9:00 AM  
The Bulletin: Offer made to some public service unions

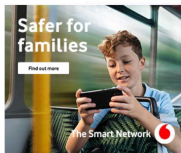
9:00 AM  
New fuel sector changes give Commerce Commission power to set prices

VIEW ALL

12:51

S LIVE UPDATES POP CULTURE POLITICS AREA

parents "very strongly encouraged" him against taking even prescribed drugs like Ritalin, which can help to reduce some ADHD symptoms. He's currently navigating the diagnosis and possible medications, but has found that cannabis can help him work, "actually quite well".



Tim has been a recreational cannabis user for the past two years, and describes himself as a frequent weed smoker. He's still learning a lot about how the drug affects him, the benefits and side-effects.

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DISPLAY ADS

# DISPLAY + HOMEPAGE

Simple products, made better. Our standard and premium display offerings are the perfect product to get your story in front of an engaged Spinoff community.



# SAJ PATEL

## SALES DIRECTOR

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# CONTACT US