



THE SPINOFF

Media Kit

Q4 2021

We're different.

By creating powerful content for this country — and the world beyond it – The Spinoff is fast becoming Aotearoa's defining 21st-century media group.

The Spinoff model is a repudiation of the way our bigger, older counterparts have grown to operate. We're giving an emphatic thumbs down to the churn-and-burn news and content cycle, instead taking our time to draw breath and choosing our battles carefully. We're selective in what we cover, but no matter the territory – from the events that shake our world to the ones that just make us shake our heads – we're dedicated to sharing diverse perspectives and cataloguing this weird new era with heart, with passion and with a big ol' sense of humour.

Aotearoa is in motion. So are we.



An ever-growing audience,



1.1m

Monthly visitors*



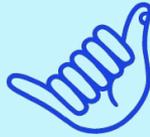
3.30min+

Page duration



235k

social followers
FB/IG/Twitter



55k

email subscribers
40%+ open rates



That reflects the new Aotearoa.



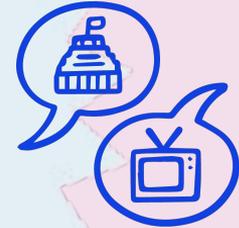
Urban

70% are based in Aotearoa's main cities.



Conscious

80% are highly concerned about the environment and social issues



Engaged

In media, politics and pop culture



Young(ish)

50% of our readers are 18-45, slight female skew



Leaders

30% of readers own or manage a business

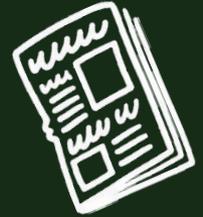


Our partnerships make complex ideas clear and compelling.

Our award-winning team of writers work to find fresh perspectives, to tell stories that aren't getting covered anywhere else. The work we do with brand partners gets the same treatment – and the same care.



Guaranteed
reads



Homepage /
Social presence



Over 3:30m
dwell time

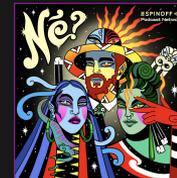


Promoted
1-2 weeks



Our audience is obsessed with podcasts.

The Spinoff Podcast Network has cemented its place as New Zealand's top conversation-format podcast producer in 2021, with a number of our shows taking out awards and topping charts. Now we're opening up our airspace to advertisers, with in-house production and prominent pre-roll and mid-roll opportunities available.





Storytelling through film.

Our powerful documentary and thumb-stopping shortform social videos tell rich and engaging stories of Aotearoa; where we've come from, where we are now, and where we're headed.

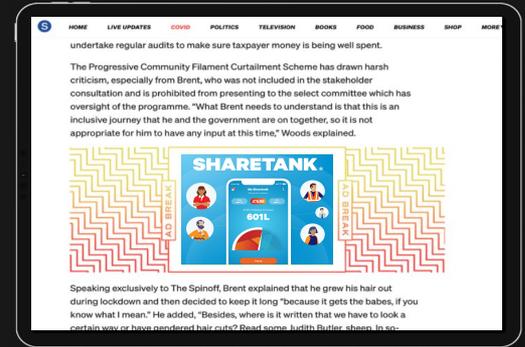




More and better media opportunities.

A major part of building our new online home has been creating a broader, richer advertising ecosystem. Our run-of-site and section-targeted display, homepage tenancies and native shortform in-text advertising offer a range of powerful tools to reach potential customers when and where they're most likely to engage.

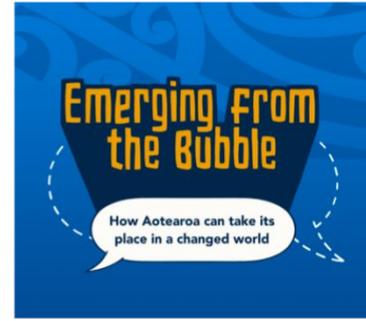
Display and native





How we bring your stories to life

- Partner Content
- Illustrations
- Photography
- Podcasts
- Video
- eDM
- Sponsorships
- Native
- Display





For all commercial enquiries

From the boutique to
the ambitious and
wide-ranging, contact:



Saj Patel

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