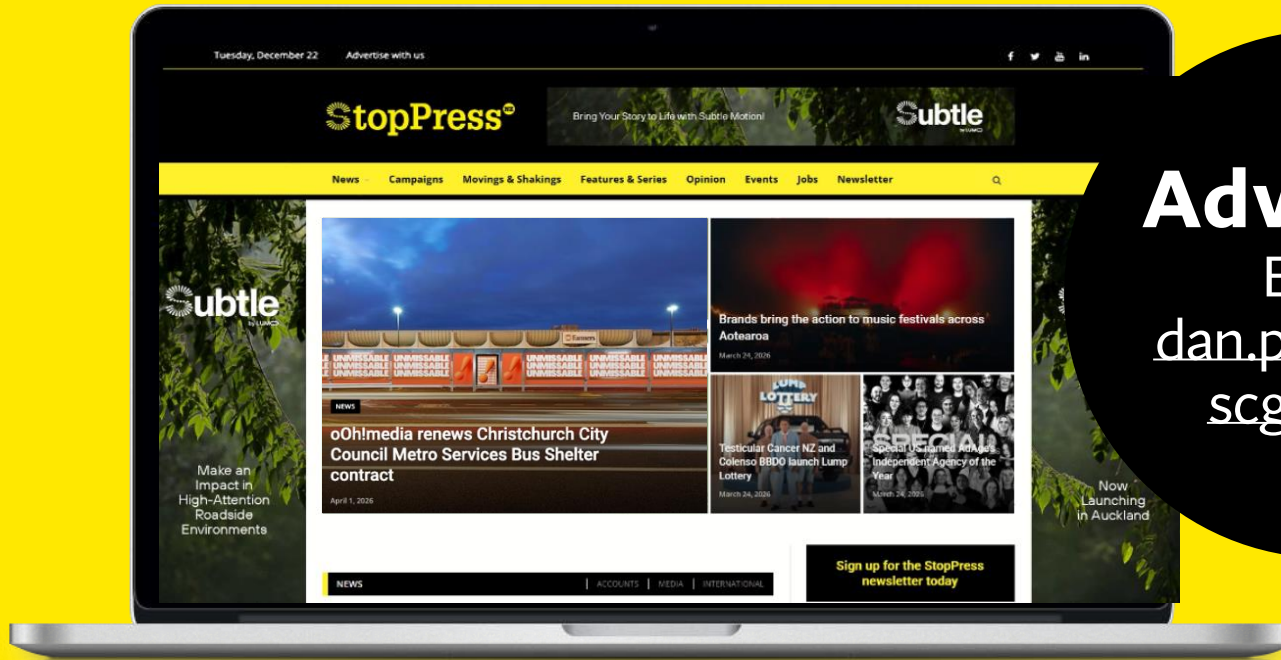


Media kit April 2026

StopPress^{NZ}



Advertise
Email
dan.prestige@scg.net.nz

About StopPress^{NZ}

Everything you need to know.

We bring you the latest happenings in Aotearoa's communications industry.

Fresh

What's new?
Every story, every day.
StopPress[®] delivers the lowdown on agencyland, media, PR and marketing in Aotearoa

Essential

Campaigns, trends, opinion, insight and good old-fashioned news – StopPress[®] is the industry's go-to hub

Quality

Real human journalists vet every piece of content, culling the jargon and adding context to bring you stories you can trust

You're invited

If you've got a story, email it to editor@stoppress.co.nz – don't forget to include a picture

The StopPress^{NZ} mission

Non-stop news as it comes to hand.

The who, the where and the why.
Useful is our middle name.

News

New accounts, agency news, the latest campaigns, who's moving up and moving on – we've got it all, with fresh updates every day

Connection

Email newsletters direct to 5,700 subscribers every Tuesday and Friday, plus StopPress[®] Jobs every Wednesday

Original content

Our real live journalists are always on the lookout for stories – we gather the facts, check them twice and deliver them to you

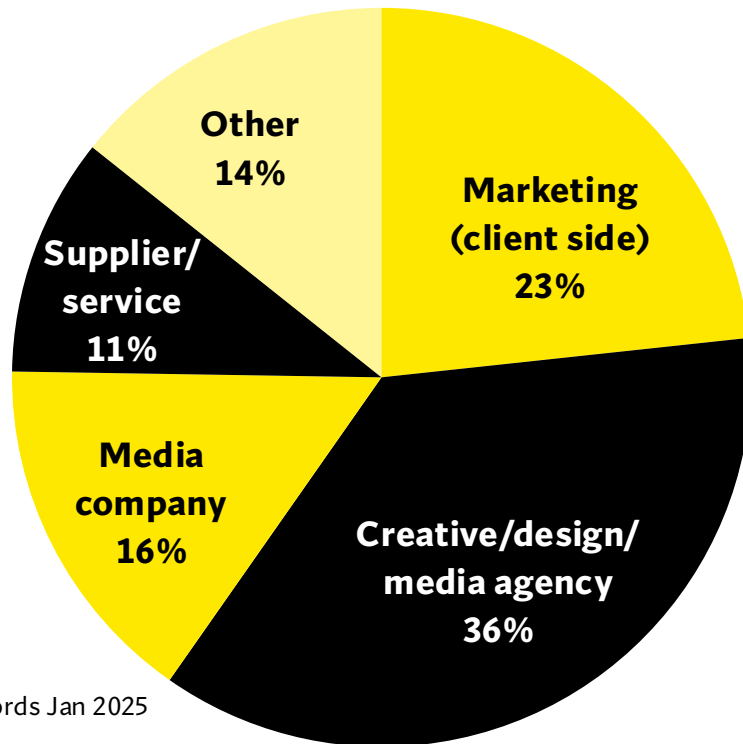
Opinions

Access some of the biggest brains in the business as they share their wisdom and insight

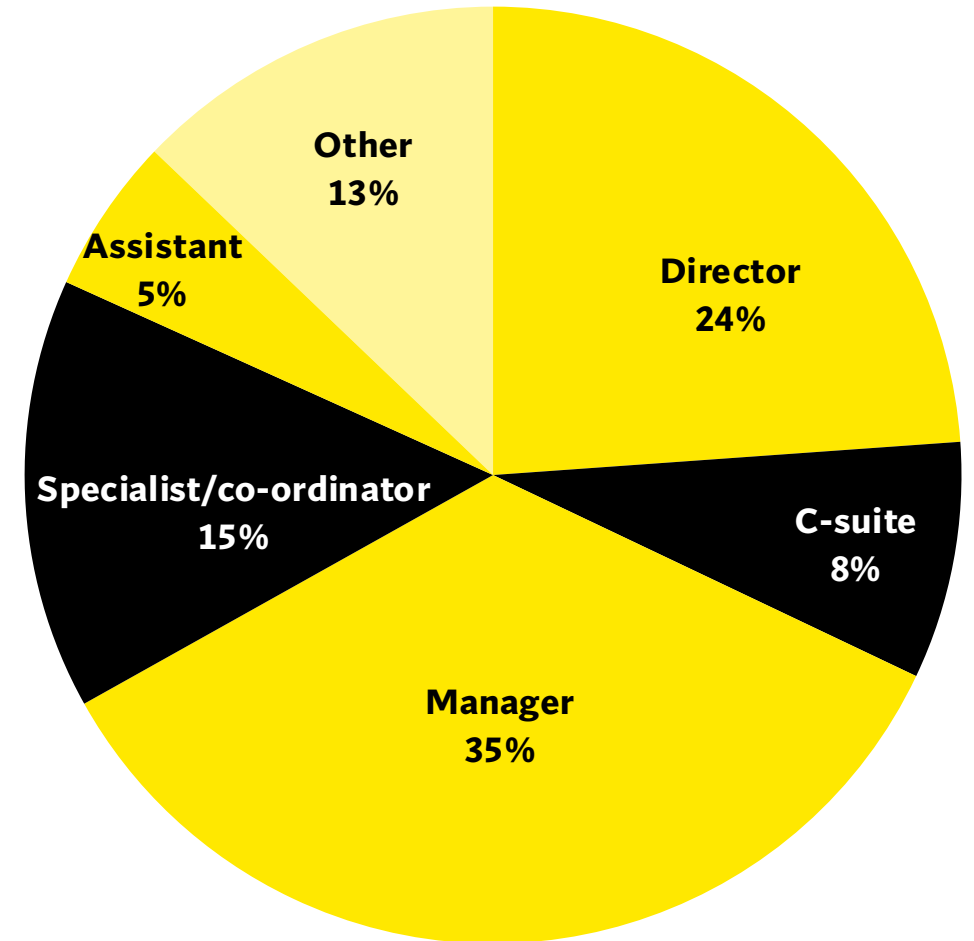
The StopPress^{NZ} audience

Who's reading?

The who's who of agency land, the media world, marketing and PR.



Reader profiles



Source: Subscriber records Jan 2025

StopPress^{NZ} metrics

Here's the traffic report.

StopPress[®] has a loyal audience of regular readers keen to consume our content.

Newsletter

StopPress[®] hits 5,600 inboxes every Tuesday and Friday – the open rate is 34.6%

Socials

StopPress[®] has 6.7k followers on LinkedIn + 3k YouTube subs

Engaged

In Q1 2026, StopPress[®] readers spent an average of 9 min 21 sec per session each time they visited our website

Website

stoppress.co.nz averages 102k page views a month – readers usually spend 1 min 25 sec on the homepage

Sources: Subscriber records, Google Analytics (Jan-Mar 2026), Campaign Monitor (Jan-Mar 2026)

How to engage with StopPress^{NZ}

Get amongst.

From simple adverts to making beautiful content together, we offer the lot.

Advertorial co-creation

Your goals + our journos' know-how

Benefits

Useful content stays on the site forever, gathering clicks

Paid content

You create an advertorial that fits our mission, we amplify it

Benefits

Long-form messaging in an authentic context

Advertising

You supply the ad, we provide the platform – it couldn't be easier

Benefits

Branding, baby!

Sponsorship

Enjoy the VIP area with a gold or silver sponsorship package

Benefits

Brand awareness, prestige, reach

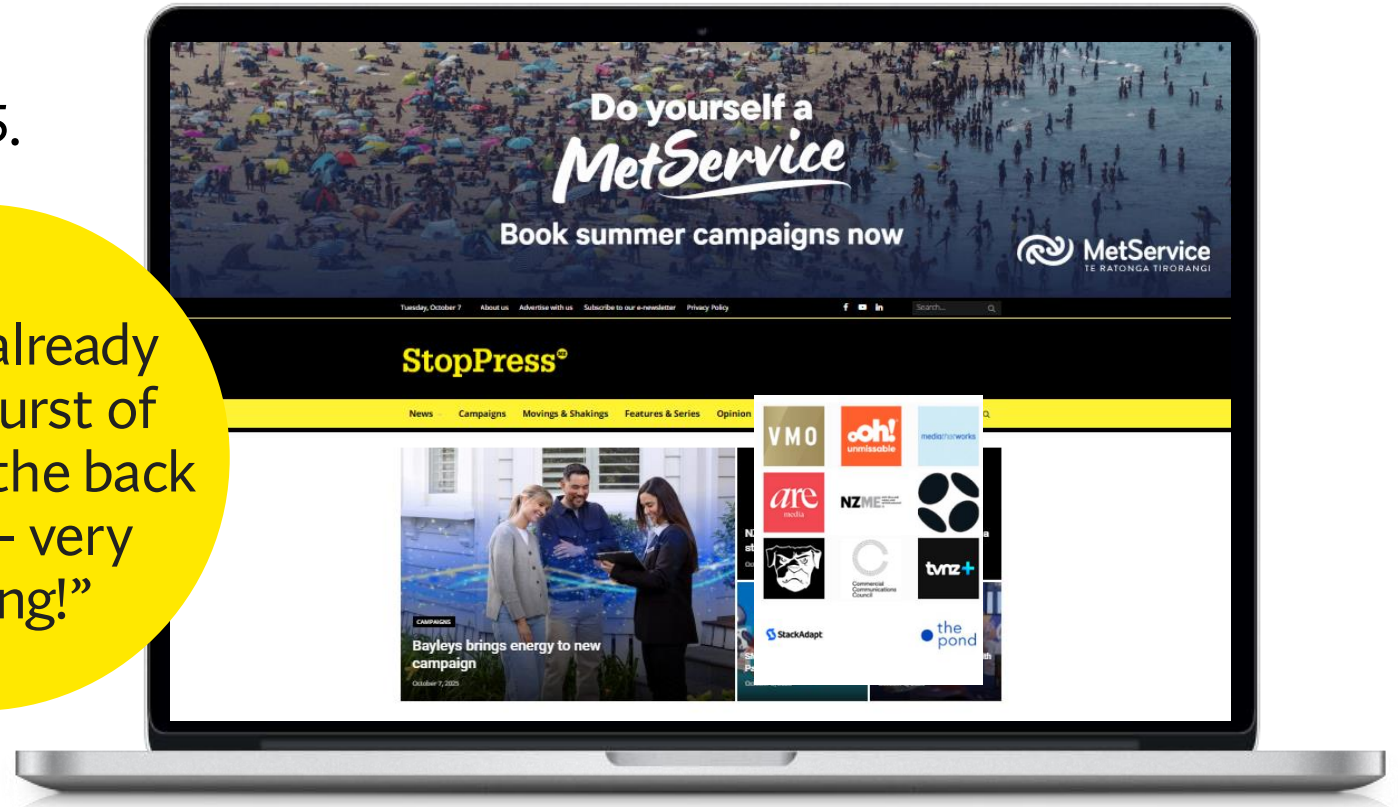
StopPress^{NZ} delivers results

How was it for you?

MetService booked an advertorial in 2024 and display ads in 2024 and 2025.

Kathryn Blackmore, Sales & Partnerships Manager, MetService, says StopPress advertising is “really good” for commercial leads.

“We’ve already seen a burst of briefs off the back of this – very exciting!”



StopPress^{NZ} digital rates

We're here all week.

Stay for 7 days at a time – spaces fill up months ahead, so book in.

Specs

For Ts&Cs, dimensions and deadlines, visit stoppress.co.nz/advertise-with-us

Go large

Megaheader

\$3,000

Leaderboard

\$1,500

Wallpaper skins

\$2,500

Web rectangles

MREC 1

\$1,500

MREC 2

\$1,300

Half page

\$1,000

Newsletter*

Top banner

\$1,500

Banner 2

\$1,250

MRECs

\$1,000

* Newsletters are sent twice weekly – one booking covers both edms
All prices are in NZ\$ and excluding GST

StopPress^{NZ} advertising positions

Where are we going?

Here's where your advert appears on the website.

To book
Email
dan.prestige@scg.net.nz
to secure your spot on the site



Paid content on StopPress^{NZ}

Total control.

You decide the message and the timing. We'll get it out there.

Solus eDM

One-off send

Your undiluted message emailed to 5,000 subscribers
\$3,500

Average open rate

38.5%

Amplify

Talk to us about staying in the spotlight longer to hit bigger numbers

Co-creation: Q&A

We email questions

1 article

\$1,900

4 article series

\$6,500

Co-creation: interview

We work together

1 article

\$2,500

4 article series

\$8,500

Supplied content

Advertiser to write

1 article

\$1,500

4 article series

\$5,000

Source: Campaign Monitor (Jan-Mar 2026)
All prices are in NZ\$ and excluding GST

Why become a **StopPress^{NZ}** sponsor?

You're terrific.

Don't be shy to shout about it.

Our gold and silver sponsorships deliver more than just a spot on the website.

Brand alignment

Affiliate your brand with StopPress®, NZ's go-to site for advertising and marketing news

Trusted environment

Our contextually relevant platform inspires confidence in your brand

Brand awareness

Constant presence with a quality, engaged audience on the website and in eDMs

Prestige

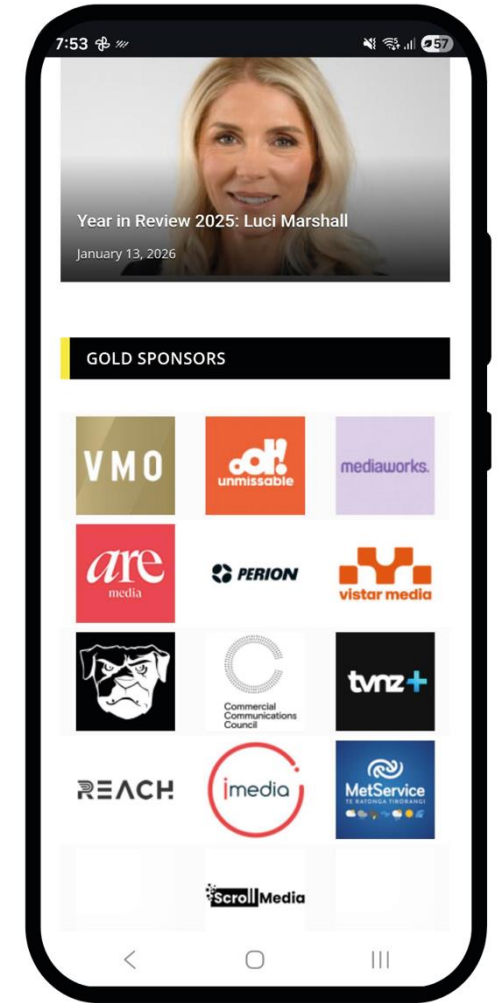
Cement your position as a leading organisation in Aotearoa's advertising and marketing industry

Go for gold sponsorship with StopPress^{NZ}

As a StopPress[®] gold sponsor, you'll enjoy all this:

- Your logo in a prominent spot on every page, including the homepage
- Always-on logo tile on website and all Tuesday & Friday newsletters
- Media/display advertising package to the value of \$9k that can be used across website banners, paid branded content or solus eDMs
- You'll be our first choice of expert commentary for relevant editorial features across StopPress and *NZ Marketing* magazine
- 20% discount on additional display advertising (rack rate) across StopPress[®], *NZ Marketing*, nzmarketingmag.co.nz and Idealog
- Minimum annual reach: 1.1 million

Annual rate: \$15k + GST



Shine as a **StopPress^{NZ}** silver sponsor

Take your place on the podium.

Show the pack you're a contender with a silver sponsorship.

Over 12 months as a **StopPress[®]** silver sponsor, you get:

- Your logo in a dedicated section on every page, including the homepage
- Media/display advertising package to the value of \$7k that can be used across website banners, paid branded content or solus eDMs
- 15% discount on additional display advertising (rack rate) across StopPress[®], *NZ Marketing*, nzmarketingmag.co.nz and Idealog
- Minimum annual reach: 900k

Annual rate: \$12k + GST

Get in touch

Is StopPress[®]
sponsorship for you?
Email [dan.prestige@
scg.net.nz](mailto:dan.prestige@scg.net.nz)
to find out more

StopPress^{NZ} Jobs

Recruit direct to your niche.

A dedicated page on the site + a newsletter sent to 2k jobhunters every week.

Newsletter

StopPress[®] Jobs hits 1,800 inboxes each Wednesday – the open rate is 40.0%

DIY

Step 1

Sign up at stoppress.co.nz/jobs and post your job ad

Step 2

Pay by credit card

Bingo!

Your ad is listed for a month

Text only listing

1 job ad

\$150

2-5 ads/month

\$100 each

6-10 ads/month

\$80 each

Listing with logo

1 job ad

\$200

2-5 ads/month

\$150 each

6-10 ads/month

\$100 each

Source: Campaign Monitor (Jan-Mar 2026)
All prices are in NZ\$ and excluding GST