
Nothing is more important than health.



2021 MEDIA KIT

**Health
Central** | Pokapū
Hauora

DIGITAL SPECIFICATIONS



WEBSITE DISPLAY ADVERTISING

Advertisement type	Dimensions	1 Week	1 Month	3 Months
Top banner (1)	728px(w) x 90px(h)	\$920	\$2,950	\$7,700
Body banner (homepage only) (2)	970px(w) x 250px(h)	\$700	\$2,240	\$5,580
Sidebar skyscraper (3)	300px(w) x 600px(h)	\$1,100	\$3,150	\$8,050
Sidebar MREC (4)	300px(w) x 250px(h)	\$920	\$2,950	\$7,700
Skins/side panels (5) (desktop only)	160px(w) x 900px(h)	\$2,000		
MREC in article	300px(w) x 250px(h)	\$920	\$2,950	\$7,700
Banner above or below post content	728px(w) x 90px(h)	\$650	\$1,750	\$3,000
Pop-up advert		\$1,500	POI	POI

For campaign schedules – POI

CONTENT MARKETING AND EDM ADVERTISING

Advertisement type	Dimensions	Pricing
Leaderboard (6)	560px(w) x 120px(h)	\$1,750
Skyscraper (7)	160px(w) x 560px(h)	\$1,500
Sponsored article		\$2,000
Solus/exclusive		\$3,000
Solus/exclusive + 1 week ROS advertising		\$3,500
Solus/exclusive + 1 week ROS advertising + inclusion of article in weekly news EDM		\$3,750
Education events package <ul style="list-style-type: none"> Sponsored article on <i>EducationCentral.co.nz</i> with link to ticket sales page Event listing on <i>EducationCentral.co.nz</i> Boosted Facebook post promoting the event 		\$2,500

SUPPLIED MATERIAL

Please ensure all supplied material is either a GIF or JPG, at 72dpi and in RGB mode.

FOR IN-HOUSE DESIGN

Email your text documents with images attached.

ADVERT DISPLAY

Three ads per location with even share display.

RATES

All rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

TERMS AND CONDITIONS

All advertising is booked under the current terms and conditions of NZME. <https://advertising.nzme.co.nz/terms-conditions-credit-criteria>

DIGITAL STATISTICS

1 January to 1 July 2021

WEBSITE

- Users: 71,881
- Page views: 107,312
- Sessions: 83,914
- Male 28.2% / Female 71.8%
- 25 - 44 year olds 32.7%

FACEBOOK


- Follows 1,624

EDM NEWSLETTERS

- 1,767 subscribers
- 34.2% open rate
- 9.1% click through rate

FIND OUT MORE

Advertising  nikki.verbeet@nzme.co.nz

 027 712 1413

Or contact your local NZME media specialist

