



GET THE LATEST RETAIL INTELLIGENCE

MEDIA KIT
OCTOBER 2020



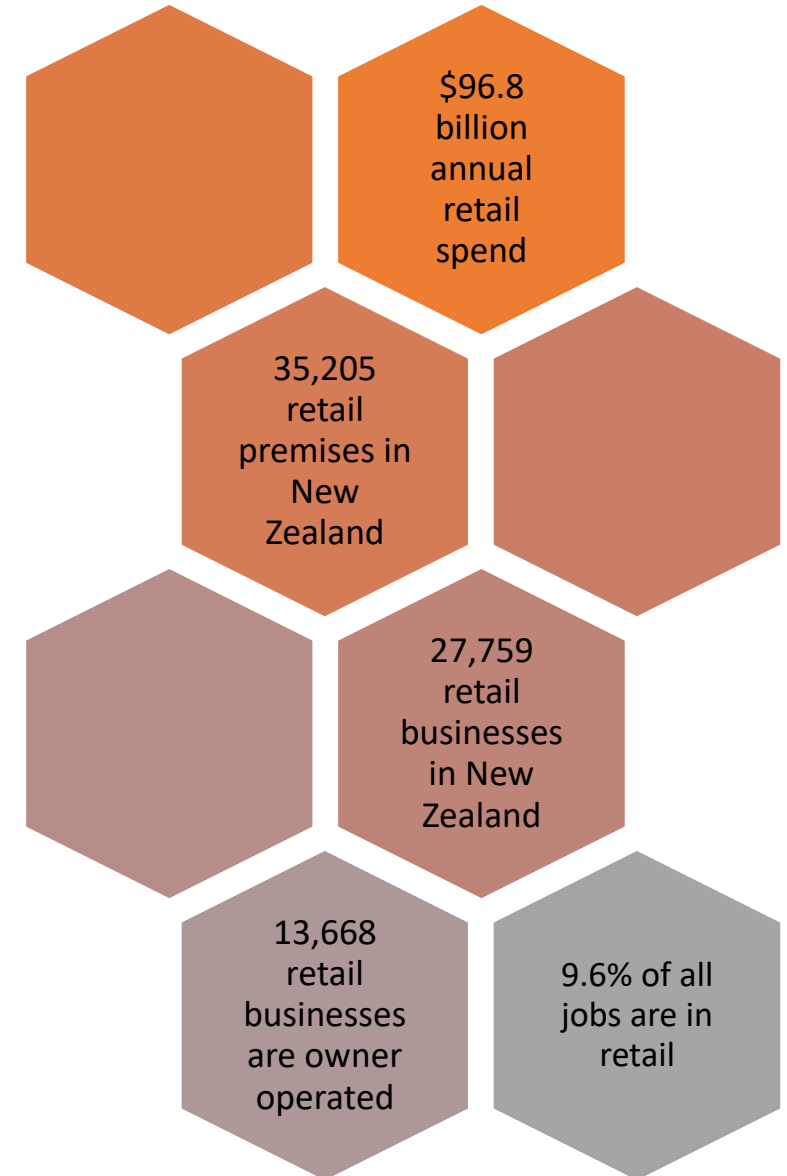
What is the retail sector?

The retail sector is a huge part of the New Zealand economy, and a bellwether of economic performance. A thriving retail sector is key to a thriving community and social well-being. Retail businesses create places for social interaction, offer jobs to New Zealanders, and provide the goods and services that Kiwis need to run their lives.

Retail is large employer, with 9.6% of all New Zealand's filled jobs in the sector, but the biggest firms account for the majority of employment. Nearly half of New Zealand's 27,759 retail businesses are owner-operators and employ no staff, while 345 large retail businesses employ over half of the retail employees across the nation.

Retail spending has grown slowly over the last decade and as of June 2019 accounted for over \$96.8 billion. However, retailers are now beginning to feel greater pressure. This is true particularly for more discretionary spending categories, where consumers are choosing to spend less. Additionally, retailers across the entire sector are feeling a squeeze due to continuously increasing operational costs, pressure on wages and the cost of payments all while trying to keep up with innovative technology and delivering an exceptional customer experience.

Retail NZ and The Register are here to help New Zealand Retailers succeed and thrive



The average person spends \$22,273 per year in retail



If you want to talk shop The Register is the place to do it. Replacing NZ Retail, The Register is a trade publication aimed at retailers and their staff.

After more than 60 years of speaking to the industry through their magazine, Retail NZ launched The Register in 2015 extending the same great Industry reporting into the 21st Century.

THE REGISTER

THIS IS A, FAST-MOVING AND FUN, DAILY RETAIL NEWS WEBSITE AND TWICE WEEKLY ELETTER.

It carries a minimum of 12 daily news stories per week, which are aggregated into a popular bi-weekly email newsletter. If you're looking to talk directly to retailers, The Register is for you.



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Commercial channels

WEBSITE <https://theregister.co.nz/>
average monthly visitors

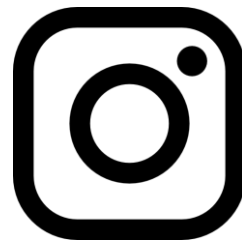
9,965
visitors

11,000
sessions

13,195
Page views



476 followers



706 followers

TWO WEEKLY e-NEWSLETTERS
Tuesday and Friday

4,272
newsletter subscribers

39%
Average open rate

Source: Google Analytics, July 2020

Advertising or content? You choose

MEGAHEADER
This takeover space shows on every article and page of the website.

LEADERBOARD
Highly viewed area of the website.

SPONSORED CONTENT
Paid story options - see page 6-7

TOPIC SERIES
When you want to delve deep into a topic or sector - anything from the future of a sector to the current thinking on artificial intelligence and everything in-between.

POP-UP SECTION
A longer term approach where a sponsor funds a specific regular series of content around a similar theme.

SPONSOR LINKS
Gold sponsorship of package options available.

BANNER DISPLAYS
Show your message!

BRANDED CONTENT

Our audience wants to read articles which cover retail relevant topics.

LONG-FORMAT BRANDED CONTENT

SHORT-FORMAT BRANDED CONTENT

THE REGISTER.CO.NZ ERM

Rate card – created content

| Element | | | Cost (discount will be applied for volume) | |
|-----------------|--|---------------------------------------|---|-----------------------------------|
| Branded content | Topic series editorial style. Web and e-Newsletter | The Register to write | \$1,700 x 1 | One round of changes at no charge |
| | | Client to write, The Register to edit | \$1,200 x 1 | One round of changes at no charge |
| Solus eLetter | e-Newseltter on either Monday or Wednesday | The Register to write | \$3,000 | One round of changes at no charge |

Rate card – display advertising

| Element | Weekly | Website desktop | Website mobile | eLetter | Cost (discount will be applied for volume) |
|--|-------------------------------|------------------------|-----------------------|----------------|---|
| Mega header | Website and two e-Newsletters | 1920 x 480 | 450 x 250 | 600 x 200 | \$3,000 |
| Leaderboard | Website and two e-Newsletters | 728 x 90 | 320 x 100 | 600 x 200 | \$1,500 |
| Medium Rectangle | Website and two e-Newsletters | 300 x 250 | 300 x 250 | 300 x 250 | \$1,250 |
| 60" video | Website and two e-Newsletters | | | | \$4,000 approx. |
| All creative must be supplied with a URL | | | | | |

Terms and conditions

- Effective 1 July 2020
- All rates are direct and non-Agency commission bearing.
- All creative due 3 working days, (5 working days for rich media), prior to live date
- Rates are in New Zealand dollars and exclusive of GST
- Rates do not include any third party ad serving charges
- Rates are for standard formats only. Please contact us for prices on non-standard ad formats
- Advertisers are responsible for the creation of their own ads
- Website Unique Visitor and Page Impression numbers are estimates sourced from Google Analytics traffic data
- eLetter impressions are derived from Campaign Monitor

Production specifications

Website

- Keep animation simple – no distracting strobe effects
 - Looping is acceptable
 - Creative with a white background must have a border
 - File sizes should be as small as possible (40k max)
 - Resolution should be 72 dpi
 - Formats should be .gif, .jpg, animated .gif or Adobe Flash (.swf), including back up .gif or .jpg
 - Third Party HTML banners are acceptable. Creative files must be included with third party tags. You must use {clickurl} and {random} as your place holders if you are not using a known third party redirect listed below. You will need to use the relevant method when creating your banner html.
Accepted Third Party Redirects: Double Click – iframe tags, Facilitate, Eyeblaster, Atlas, Mediaplex, EyeWonder
- Sizes: See IAB Ad Standards and Guidelines for more details

eLetter

All .gif and .jpg files are acceptable and file sizes should be as small as possible (30k max).

- Resolution should be 72 dpi
- Format should be .gif .jpeg or animated .gif*

*Note for animated .gif email newsletter ads: animated .gif ads may not rotate past the first frame when displayed in some versions of Outlook. As this is the case we recommend any animated .gif ads for email newsletters start with a frame which, if static, will deliver the advertiser's message. To ensure no potential issues