



Eventfinda Media Kit

Newsletter, Mobile and Online
Advertising for Event
Promoters and Organisers



Eventfinda – Unmatched marketing reach

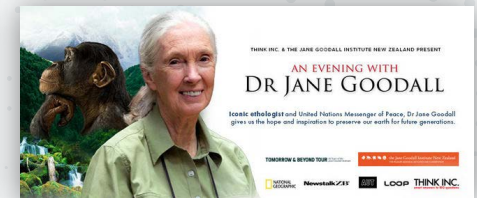
Take advantage of Eventfinda's massive marketing reach. The Eventfinda website and multiple newsletter options are the most cost-effective, engaging and quickest ways to reach New Zealand's huge entertainment audience.

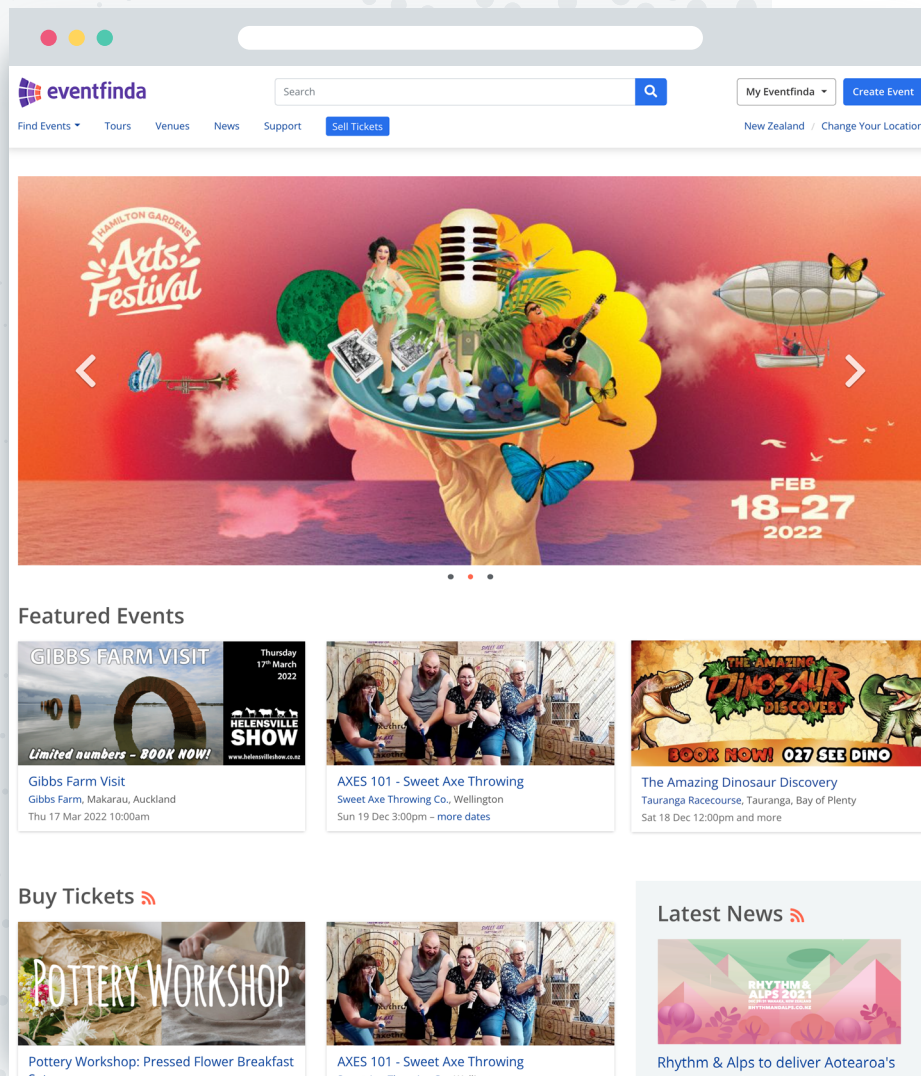
New Zealand's #1 guide to events and live entertainment	500,000 active newsletter subscribers
4,500,000 newsletters sent monthly	2,000,000 monthly website visits
1,200,000 unique monthly visitors	3,875,000 monthly website & mobile page views

Source: Google Analytics

EVENT & LIVE ENTERTAINMENT MARKETING IN ALL CATEGORIES

-  Concerts & Gigs
-  Sports & Outdoors
-  Performing Arts
-  Exhibitions
-  Festivals & Lifestyle
-  Workshops & Conferences





Cost-effective event advertising

With options available to promoters at a wide range of budgets, you can reach the Eventfinda audience on desktop, mobile, and through a range of newsletter options to get in front of the largest New Zealand entertainment audience... wherever they are.



Newsletter — Reach 500,000 entertainment fans with marketing solutions at a range of prices to suit every budget



Regional Newsletter — Target the Eventfinda subscribers in a specific region or multiple regions



Regional Website & Mobile Targeting — Capture the attention of every viewer in a specific region on the Eventfinda desktop and mobile platform



Category Targeting — Target your audience by their area of interest... capture every page view in a specific category on the Eventfinda desktop and mobile platform



Mobile Marketing — Fully integrated with corresponding desktop promotions... with 50% of the audience on mobile, don't miss grabbing their attention where they're spending their time

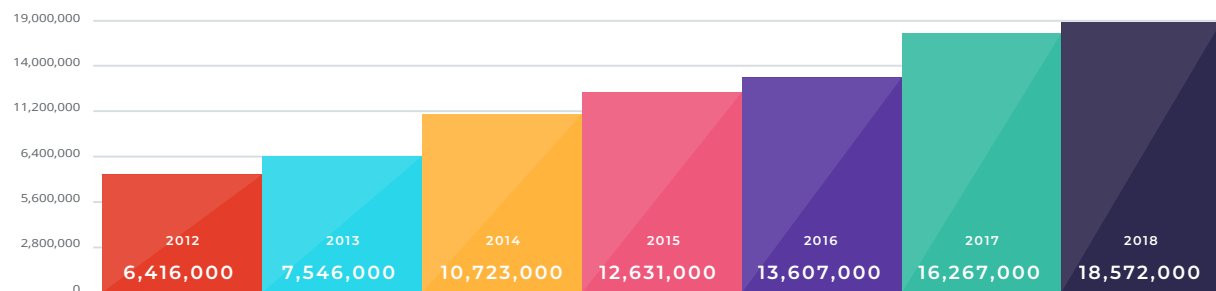


Multi-Platform Marketing — Integrate your website, mobile and newsletter placements for maximum promotional reach

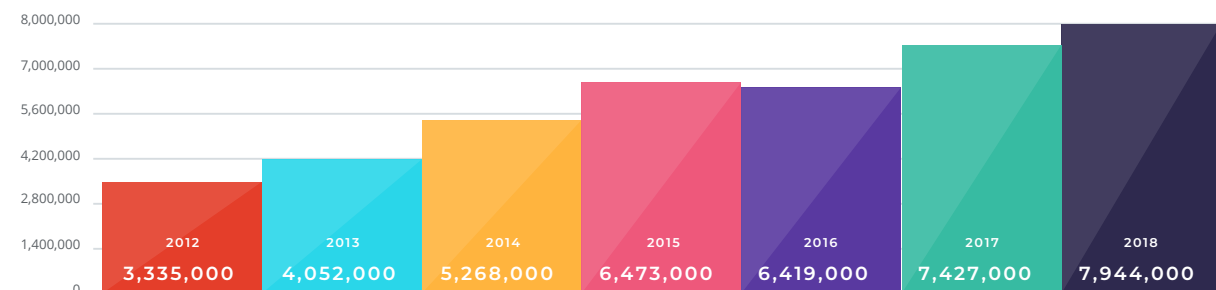
Eventfinda traffic

With consistent year on year growth, the Eventfinda website is where Kiwis go for entertainment discovery, event details, and ticketing information. Eventfinda sees more traffic than all other live entertainment guides combined.

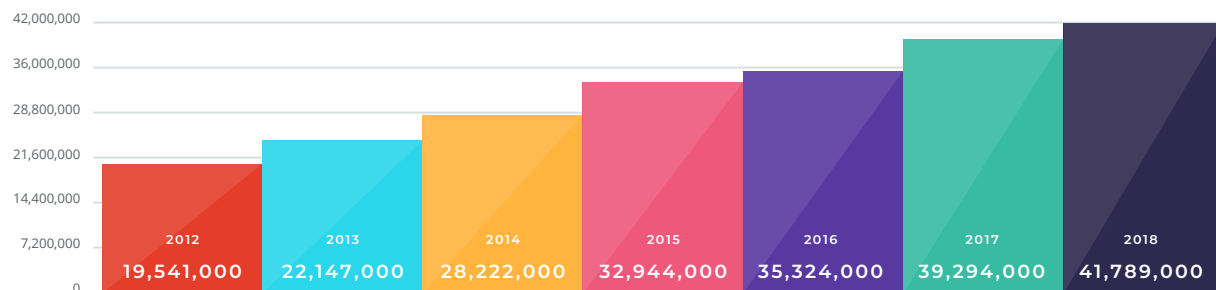
SITE VISITS



UNIQUE VISITORS



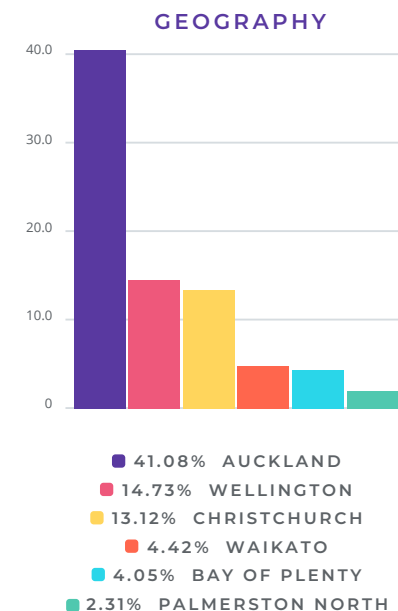
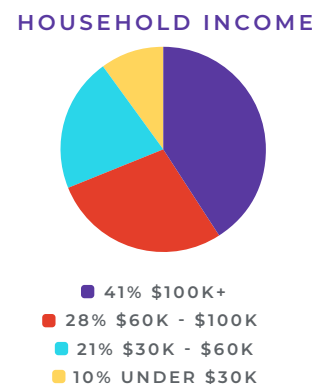
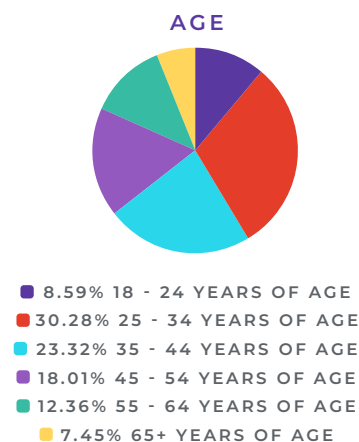
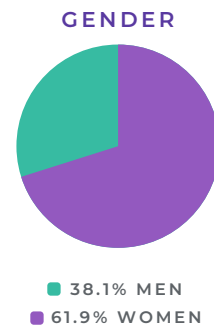
PAGE VIEWS



New Zealand's biggest entertainment audience





The Eventfinda audience includes New Zealand's most socially engaged, active, entertainment-minded people. These entertainment fans rely on and trust Eventfinda for event discovery and ticket buying information.

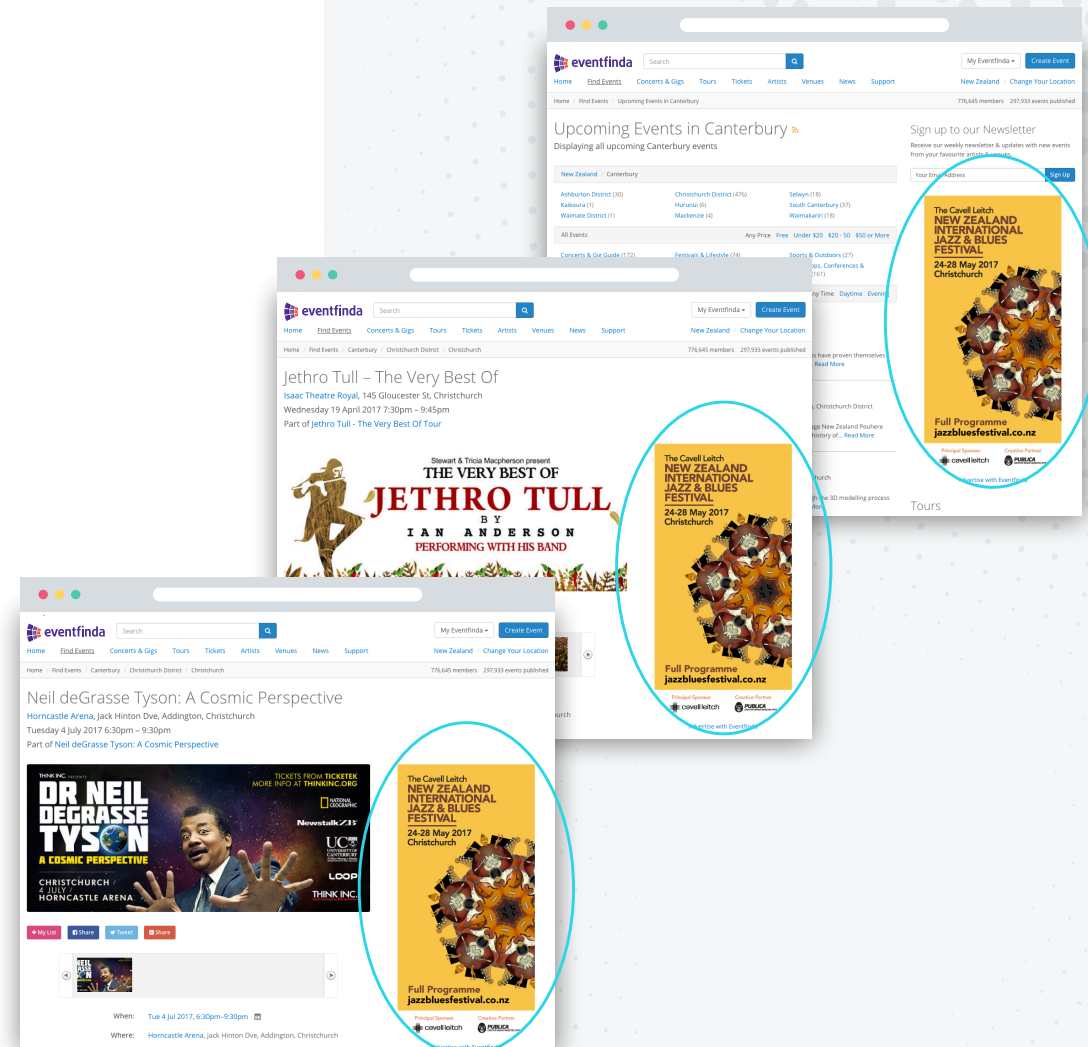
- High average household income
- Concentrated in key cities and towns
- Entertainment & lifestyle focused
- Higher than average time spent on the internet
- Strong 50+ audience
- Heavy concentration in the 25 - 49 age range
- Using the internet as the primary research tool for purchases and entertainment discovery
- Higher than average engagement with social networks



Regional targeted Roadblock banners

Target a regional audience by capturing every Eventfinda desktop view in a specific region for a full week. Focus your message to the local audience... and link directly to your event, festival or ticketing site.

-  Target your promotion and grab the attention of the local audience viewing events in their region
-  Targeted 300x600 banner placement on every Eventfinda desktop event and browse page in a specific region for a full week
-  Great for tours, seasons, festivals, or single events
-  Banner can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site



*at least 50% share of voice

Regional targeted Roadblock banners

Auckland \$1,840

Wellington \$935

Canterbury \$690

Bay of Plenty \$440

Waikato \$385

Manawatu/Whanganui/Taranaki \$345

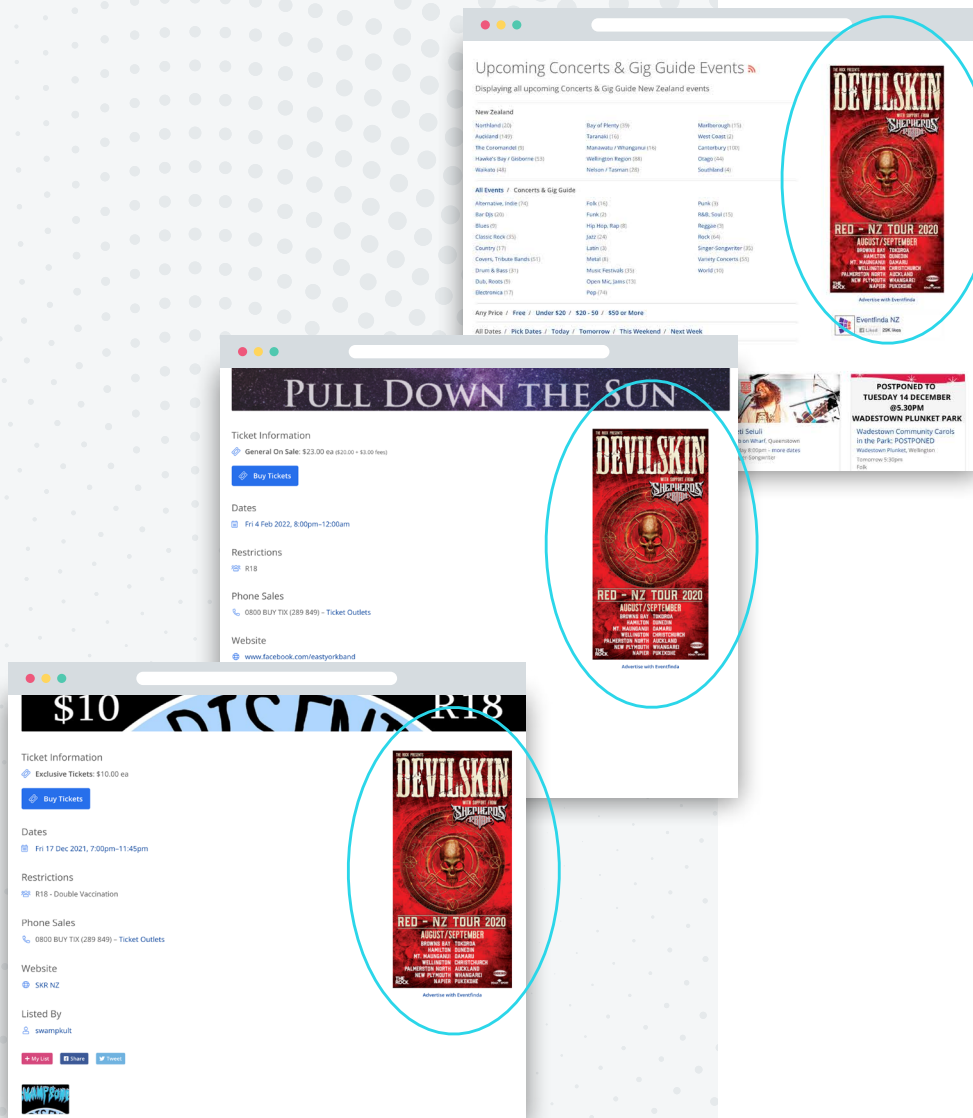
Hawke's Bay \$300

Otago \$240

Northland \$200

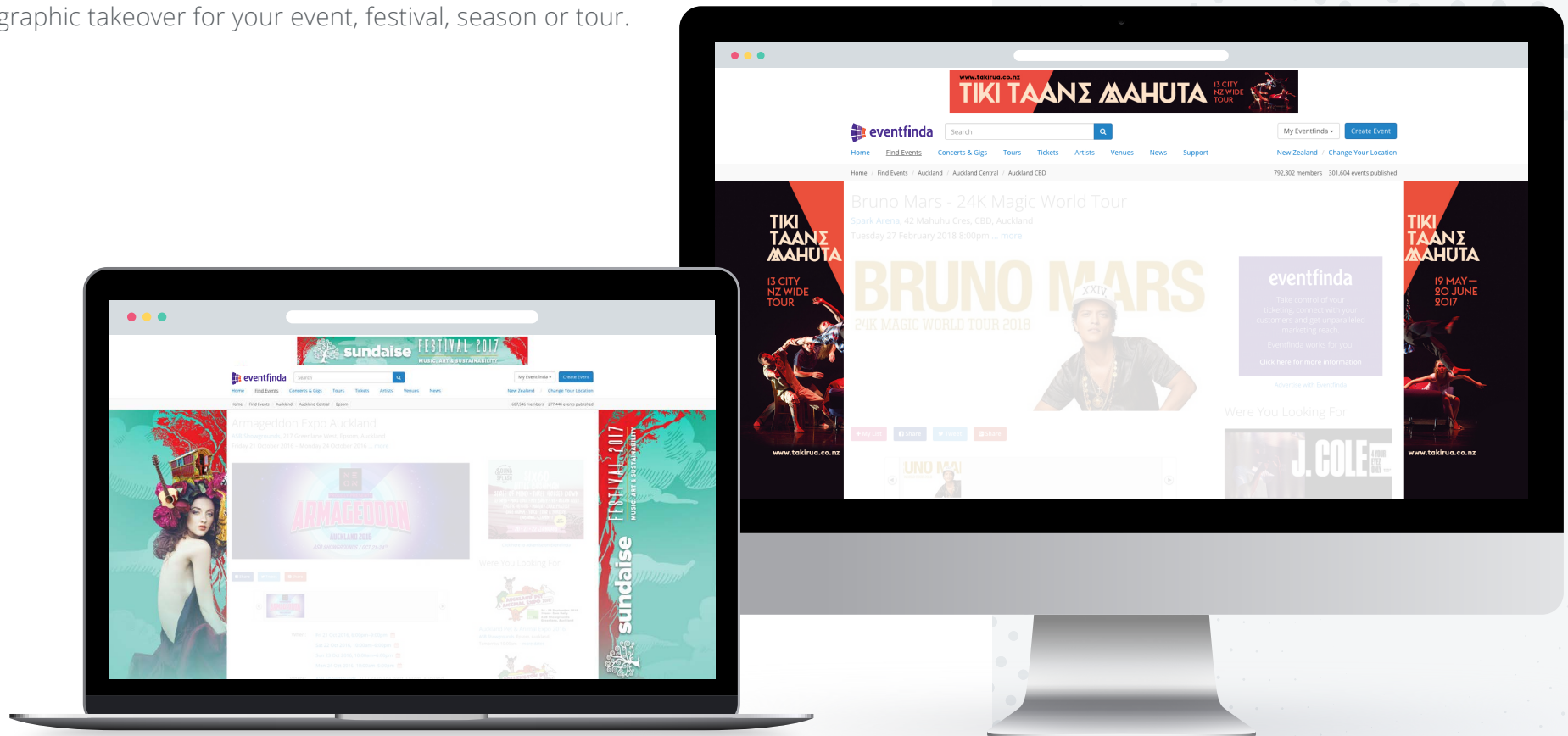
All costs per week + GST

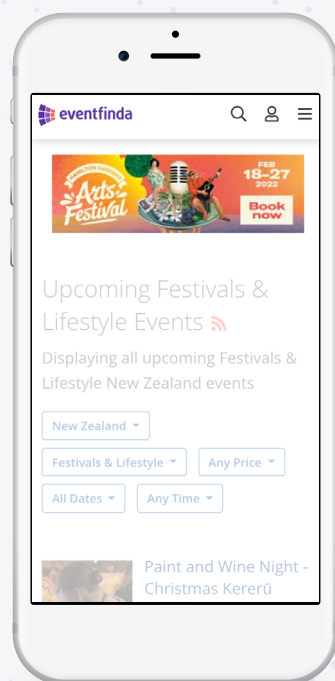
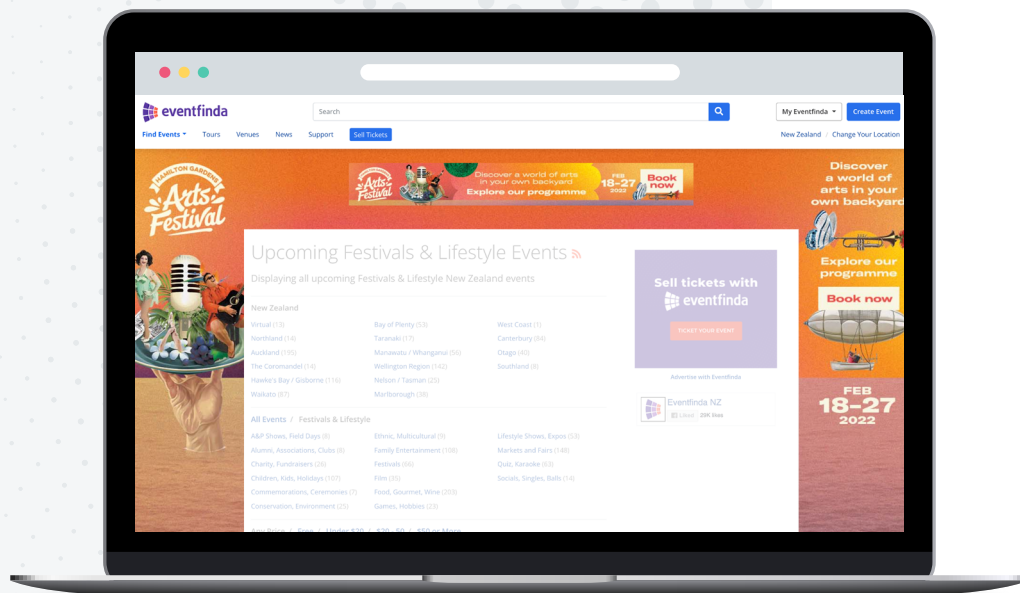
*at least 50% share of voice



Category takeovers

Target the specific audience you want to reach and take control of an entire section on Eventfinda for a full week. Grab the audience's attention with a big full graphic takeover for your event, festival, season or tour.





Category takeovers

Full graphic takeover of every desktop event page and browse page in one of our six categories

Also includes 320 x 100 leaderboard banner at the top of all mobile event and browse pages for the category

Includes 728 x 90 leaderboard banner at top of every page plus full graphic wallpaper

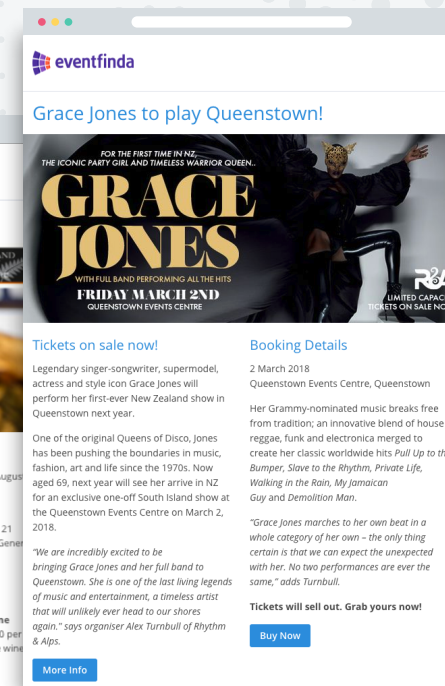
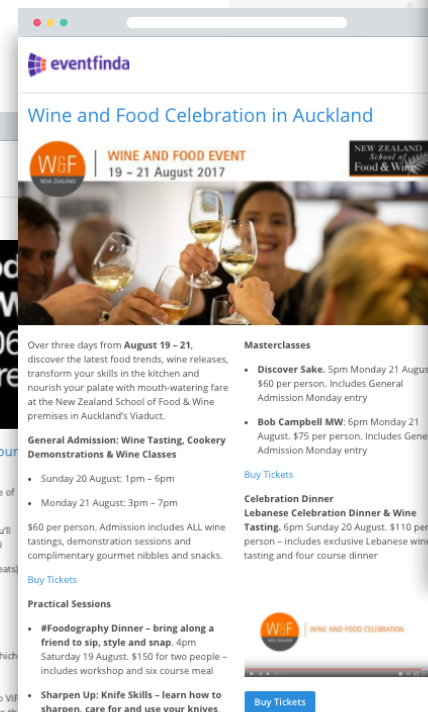
Banner and wallpaper can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site

Festivals & Lifestyle	\$2,070
Concerts & Gigs	\$1,725
Performing Arts	\$1,140
Sports & Outdoors	\$840
Workshops & Conferences	\$600
Exhibitions	\$375

All costs per week + GST

Spotlight newsletter

Get in front of Eventfinda's 500,000 entertainment fans with our most focused national newsletter. Spotlight Newsletters deliver a message entirely focused on your event, festival, season or tour.





Whitianga Scallop Festival - Pre-Sale Offer



Eventfinda Pre-Sale Offer

The Whitianga Scallop Festival is one of New Zealand's iconic seafood events and is returning to The Esplanade in the picturesque village of Whitianga.

Whitianga Scallop Festival is a celebration of all things seafood and cuisine. Once again the festival will play host to 60 cuisine stands producing mouth-watering dishes alongside some of New Zealand's most popular wineries.

Live seafood cooking demonstrations from some of New Zealand's top chefs, plus entertainment over 3 music stages from some of New Zealand's best performers will round off another unique Whitianga Scallop Festival 2017.

Do not miss out on a fantastic day in the stunning Mercury Bay, and treating yourselves in a day of scrumptious seafood and fine wine on the water's edge.

[Scallop Festival Website](#)

Four Days Only: 2 - 5 May


As an Eventfinda subscriber, the Festival would like to give you a special opportunity to buy \$45 Adult Admission tickets (\$10 off the \$55 gate price) with **no booking fees or delivery charges** for online ticket purchases.

This special Pre-Sale offer is valid for four days only – **Tuesday 2 May through Friday 5 May at 5pm** – and will guarantee that you get tickets to this year's Scallop Festival.


Tickets go on sale to the general public (with standard booking fees) at 8am Saturday 6 May.

[Click here to buy Presale tickets now](#) or go to the Whitianga Scallop Festival page on Eventfinda and enter the promo code WHITIFEST to access pre-sale tickets.

[Buy Tickets Now and Save](#)



#ATasteOfTheWild - Hokitika Wildfoods Festival




Come along and have #ATasteOfTheWild at the iconic **Hokitika Wildfoods Festival** Saturday 10th March 2018 at Cass Square, Hokitika.

2018 will see the 29th annual Hokitika Wildfoods Festival which will continue to captivate all of your senses with its unique mix of tastes, sights, smells, sounds and touches, which are all a key part of the famous West Coast hospitality.

We have over 50 stalls offering up every element of Wildfoods from the gourmet to the not so much and everywhere along the spectrum in-between. Every realm of Wildfoods will be explored and catered for those at the Festival, from the West Coast icons of Whitebait and Venison to the edible icons of Aotearoa and abroad. This is an event for every foodie's bucket list, offering from delicacy to disgusting, we have oyster to mountain oysters and everything in between. Stallholder Applications are open via [Wildfoods.co.nz](#).

Not to forget a range of other things going on around the site to keep every member of your family or group entertained. Entertainer Applications are open via [Wildfoods.co.nz](#)

Make sure to dress up or down for the famous Feral Fashion competition with a great range of prizes to be won from friends of the Festival for those that #WearYourWild. Other events over the Wild Weekend include things to do on Friday (Wild Warm Up) and Saturday (Official Afterparty) nights, along with a weekend long market in Hokitika Township.



Get in touch with the team at the Hokitika i-site to sort out your accommodation and other activities for your time on the wild side. We look forward to showing you some of the world famous West Coast hospitality and culinary delights over the Wildest Weekend on the calendar.

For more information and to stay up to date with #WhatsWild check out:

W [www.wildfoods.co.nz](#)
 F [Hokitika Wildfoods Festival](#)
 T [@wildfoodHQ](#)
 I [hokitikawildfoods](#)
 S [tastewildfoods](#)
 Y [Hokitika Wildfoods Festival](#)

[Buy Now](#)

In the past two years we have had Salmonella Dub and The Black Seeds headline our event and 2018 will see yet another prominent New Zealand act grace our stage. Our headliners will again be supported by a range of other locally, nationally and internationally renowned demonstration chefs, buskers, roving entertainers, MCs, comedians and stage acts.

Spotlight newsletter

A very special EDM
dedicated to one event,
tour, festival, or season

Sent to the entire 500,000
Eventfinda subscriber
database

Includes direct links to each
event's ticketing purchase
page

Unlimited editorial
opportunity to tell your story
in depth

Multiple outbound links go
directly to the promoter's
site, the event site,
Facebook, or the event's
YouTube video

Great for special offers,
promotions & pre-sales

\$8,250 + GST

Regional spotlight newsletter

A very special
regionally-targeted EDM
dedicated to one event,
tour, festival, or season

Sent to the Eventfinda
subscriber database for the
selected region(s)

Multiple outbound links go
directly to the specific ticketing
page(s), promoter's site, the
event site, Facebook, or the
event's YouTube video

Huge editorial opportunity to
tell your story in depth

Auckland	\$5,500
Wellington	\$2,750
Canterbury	\$2,200
Bay of Plenty	\$1,650
Waikato	\$1,150
Manawatu/Whanganui/Taranaki	\$840
Hawke's Bay	\$720
Northland	\$550

All costs + GST



Newsletter superfeature

Get your event, festival, season or tour at the top of Eventfinda's popular weekly newsletter. With a big image, big editorial, and Facebook feature, it's a great way to grab the attention of our 500,000 subscribers.

The Eventfinda Newsletter is sent to our 500,000 active subscribers every Thursday

Hero image & headline at the top of the weekly Eventfinda newsletter

Includes 75 words of editorial

Text & image link to tour, season, festival collection or event detail page on Eventfinda

Includes placement at the top of Eventfinda's Facebook page for the week

Includes full-motion "Video Hero" YouTube or Vimeo embedded video on all associated event pages

Great for tours, seasons, festivals, or single events

\$4,000 + GST



Homepage hero banner

Command the top of the Eventfinda homepage

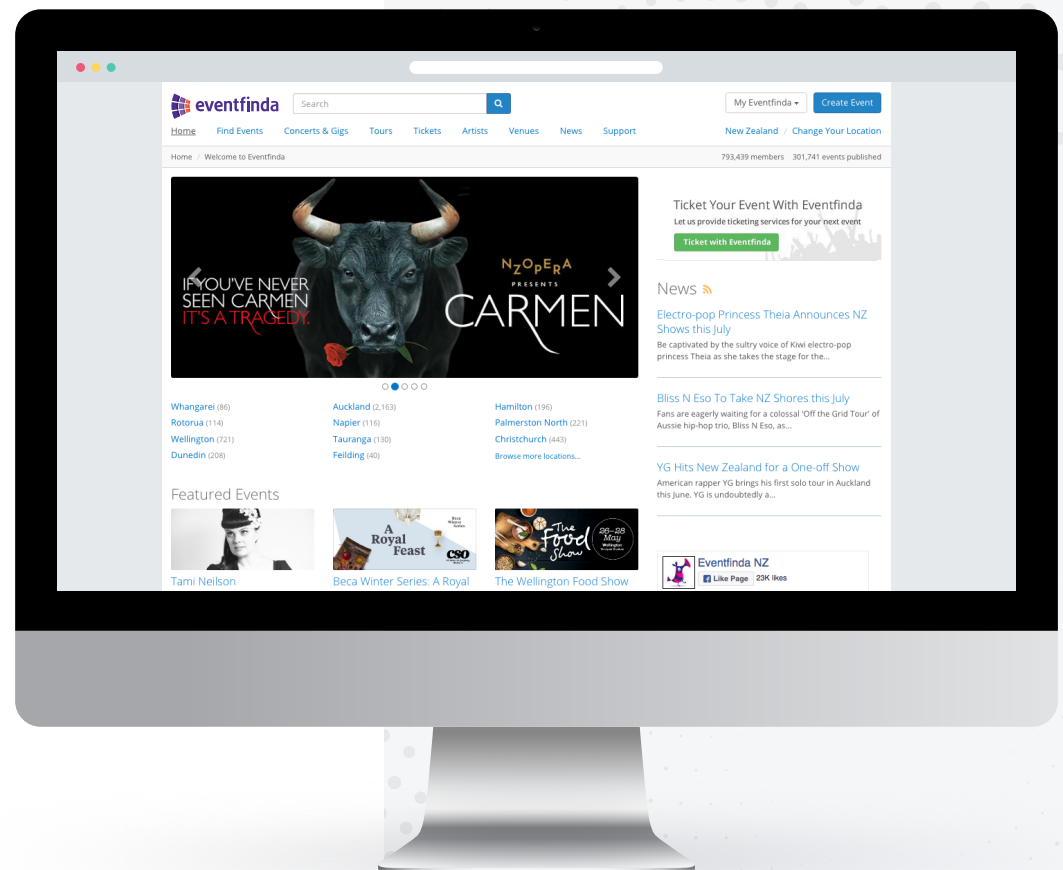
Three full weeks in the Homepage Hero image rotation

Includes full-motion "Video Hero" YouTube or Vimeo embedded video on all associated event pages

Great for tours, seasons, festivals, or single events

Links directly to tour, festival, season collection or single event page on Eventfinda

\$1,800 + GST
FOR 3 WEEKS



Newsletter billboard

Multiple Billboard promotional options are available in our popular weekly newsletter. With a big banner and editorial in key positions, our audience won't miss seeing your message.

Great for tours, seasons, festivals, or single events

Sent every Thursday to Eventfinda's 500,000 newsletter subscribers

Big image & headline plus up to 35 words of editorial

Text & image link to tour, season, festival collection or single event detail page on Eventfinda

FIRST BILLBOARD:
\$2,200 + GST

SUBSEQUENT BILLBOARDS:
\$1,600 + GST



NZ Opera Presents Carmen

An enduringly popular opera, *Carmen* is a parade of hit tunes set in an exotic locale with a fearless heroine. Vital and dangerous, Carmen will be free at any cost, setting the path to the opera's gripping conclusion. This production by Lindy Hume – well known here for her brilliant productions of *Lucia di Lammermoor* and *Rigoletto* – is sexy and sensual with all the things you would expect from Bizet's ravishing opera.

The Cavell Leitch
NEW ZEALAND INTERNATIONAL JAZZ & BLUES FESTIVAL
24-28 May 2017, Christchurch Festival Programme jazzbluesfestival.co.nz

TIKI TAANE MAHUTA 13 CITY TOUR 19 MAY – 20 JUNE
www.tikirua.co.nz

Tiki Tane Mahuta
Tiki Tane Mahuta is a story about love and tragic loss. Both the show's narrative and soundtrack emerge from award-winning Tiki Taane albums *Past*, *Present*, *Future* and *In The World of Light*.

HAWKE'S BAY WINTER F.A.W.C!
JUNE 9th ~ 9th JULY 2017

Winter F.A.W.C!
Make your way to Hawke's Bay this June/July for *Winter F.A.W.C!* for five fabulous weekends of 'out of the box' food and wine events set in some of Hawke's Bay's most stunning locations.



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The Cavell Leitch
**NEW ZEALAND INTERNATIONAL
JAZZ & BLUES FESTIVAL**
24-28 May 2017, Christchurch

Festival Programme jazzbluesfestival.co.nz



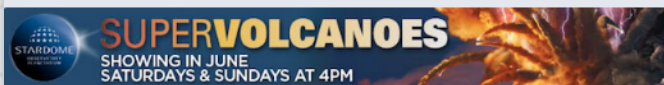
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Featured Events

Newsletter leaderboard banner

Eventfinda Newsletter Leaderboards cut across the weekly newsletter with eye-catching graphics... and best of all, leaderboards can link directly to your event, tour, festival or ticketing site.

Two key placement options in the weekly newsletter

500,000 active newsletter subscribers

Great for tours, seasons, festivals, or single events

Leaderboard banners can link to Eventfinda page or to your choice of the event website, promoter's site or ticketing site

Top Leaderboard is just below the Newsletter SuperFeature

Middle Leaderboard is just below the Billboard Features

TOP LEADERBOARD:
\$2,000 + GST

MIDDLE LEADERBOARD:
\$1,500 + GST

Featured event tile

Promote your single event – either on the Eventfinda homepage as well as in our popular weekly newsletter, or only in the weekly newsletter. A great way to make sure your event is seen by a huge audience at a budget-friendly price.

One of three Featured Event tiles in the weekly newsletter and on the Eventfinda desktop and mobile homepage

Full week homepage visibility

Three additional Featured Event Tiles in the weekly newsletter only

500,000 newsletter subscribers

Includes key image, event title, location and date details

Single events only

Links to event detail page on Eventfinda

NEWSLETTER & HOMEPAGE:
\$750 + GST 3 AVAILABLE PER WEEK

NEWSLETTER ONLY :
\$500 + GST 3 AVAILABLE PER WEEK



Homepage and Mobile takeover

Make a huge impact by splashing your event graphics across the Eventfinda homepage. Take control of the look and feel of our homepage and grab our audience's full-screen attention.

Full graphic takeover of the Eventfinda homepage

Displayed on every desktop and mobile homepage view for a full week

Includes 300 x 600 banner plus full screen wallpaper

Great for tours, seasons, festivals, or single events

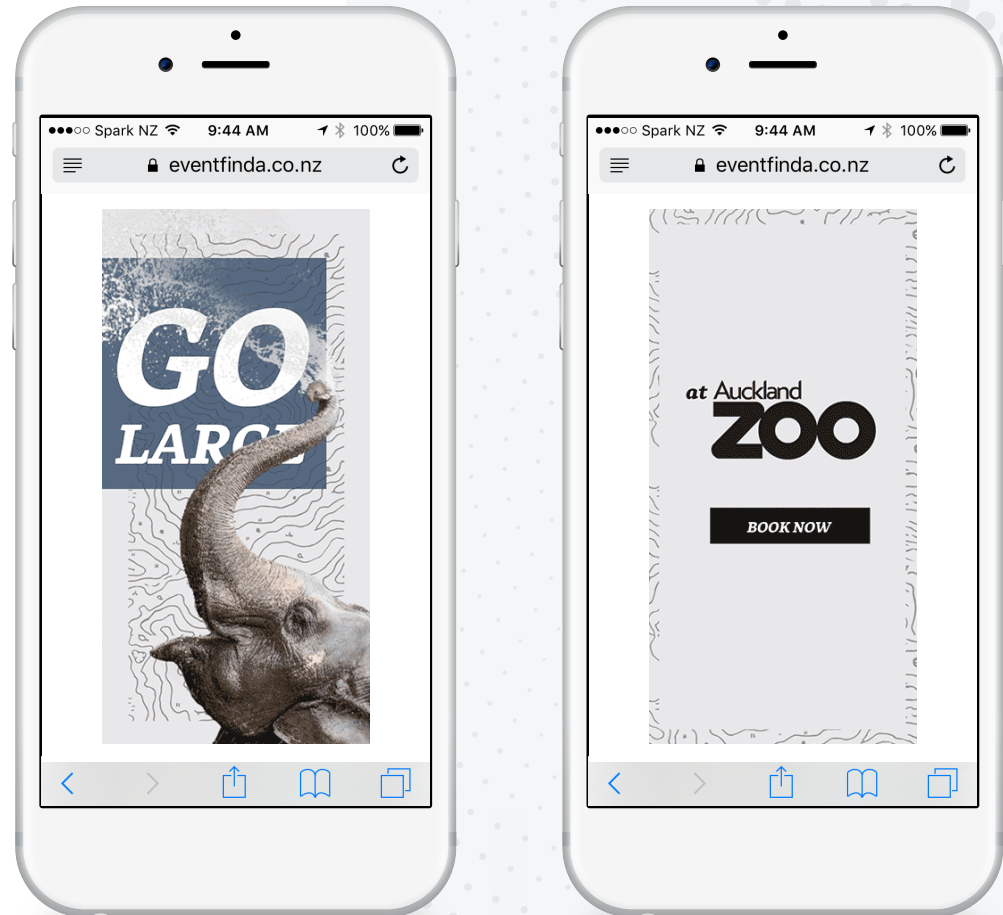
Banner and wallpaper can link to your event or tour page on Eventfinda or directly to your choice of the event site or the ticketing site

\$2,400 + GST
PER WEEK

Mobile Run Of Site Banner

Run Of Site Banners are a great way to reach our ever growing mobile users. They can be short or long term campaigns tailored to suit your budget.

\$15
CPM



Self-service Email Campaigns



Promote your event to up to 500,000 entertainment event-goers!

Grow your sales and audience with self-service promotional emails that work within your budget. It doesn't matter if your event is for 100 people or 100,000, you'll get in front of the crowd by creating tailored Email Campaigns within the Eventfinda Promoter Portal.

TAILORED AUDIENCE

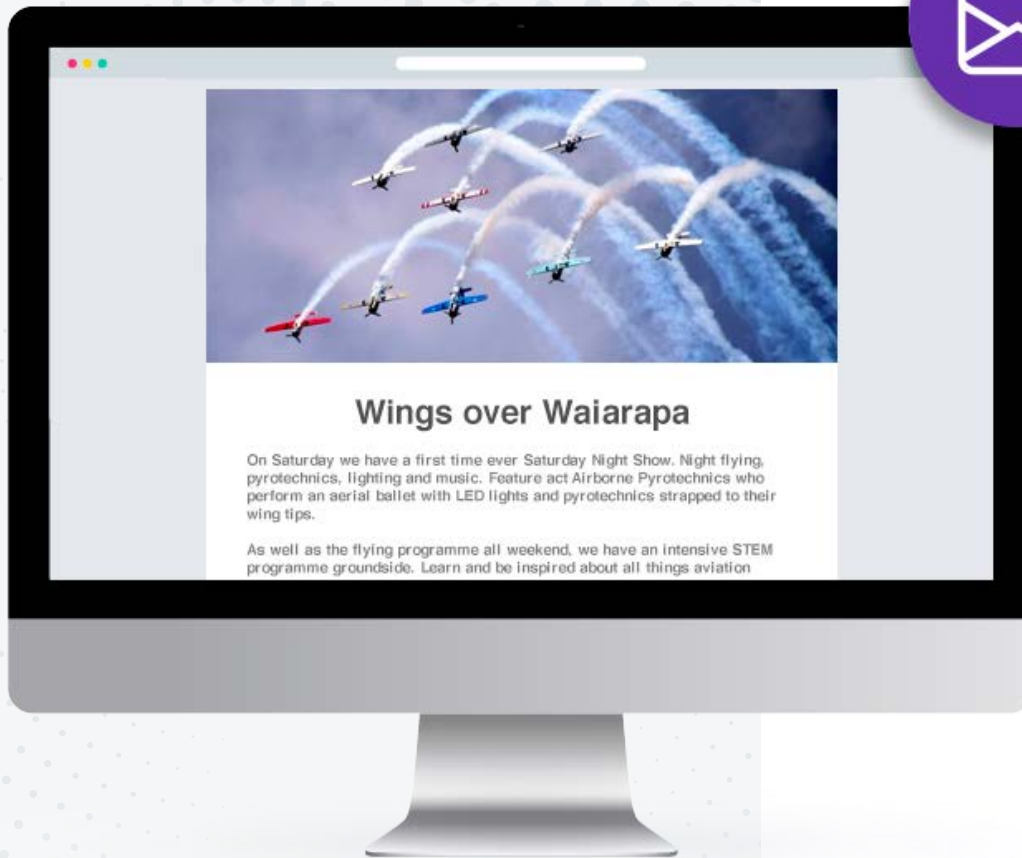
Select your email recipients by the interests and location categories that best suit your event e.g Performing Arts - Auckland

FLEXIBLE BUDGET

Once you've selected your recipients, cost can be adjusted using a slider - so you'll see your budget and audience increase or decrease as you go.

CUSTOMISED EMAIL

Create emails in our customisable templates using your images, brand and copy, and schedule your email for a specified time and date.



Advertising summary & specs

Placement	Cost	Image size	Max file size	Format(s)
Spotlight Newsletter	\$8,250	1170 x 504	300kb	jpg, gif, png
Regional Spotlight Newsletter	As noted	1170 x 504	300kb	jpg, gif, png
Newsletter SuperFeature	\$4,000	1170 x 504	300kb	jpg, gif, png
Homepage Hero	\$1,800	1170 x 504	300kb	jpg, gif, png
Newsletter Billboard Feature	\$2,200	1170 x 504	300kb	jpg, gif, png
Newsletter Subsequent Billboard Feature	\$1,600	1170 x 504	300kb	jpg, gif, png
Featured Event Tiles - Homepage & Newsletter	\$750	1170 x 504	300kb	jpg, gif, png
Newsletter Featured Event Tiles	\$500	1170 x 504	300kb	jpg, gif, png
Newsletter Top Leaderboard	\$2,000	650 x 80	150kb	jpg, gif, animated gif
Newsletter Middle Leaderboard	\$1,200	650 x 80	150kb	jpg, gif, animated gif
Homepage Takeover	\$2,400	300 x 600 + Wallpaper	200kb	jpg, gif, animated gif, html
Category Takeover	As noted	728 x 90, 320 x 100 + Wallpaper	150kb	jpg, gif, animated gif, html
Regional Roadblock Banners	As noted	300 x 600	150kb	jpg, gif, animated gif, html
Wallpaper	Included in Takeovers	2560 x 900**	700kb	jpg, gif
Mobile Run Of Site Banners	\$15 CPM	300 x 600	200kb	jpg, gif, animated gif

*Billboard Features and Featured Event images are cropped by the system to the display size for the promotion

**Wallpaper images should leave the 1170 content panel blank with a solid colour at the bottom; key image/message should be within 160 pixels on each side of content panel to accommodate the greatest range of browsers



P +64 9 365 2342

E advertising@eventfinda.co.nz

4 Leek Street, Newmarket, Auckland 1023

TERMS & CONDITIONS

Rates are effective Jan 2018 until further notice

All materials are due no later than 3 working days before campaign start date

Rates are in New Zealand dollars and exclusive of GST

Eventfinda reserves the right to reject any advertising for reasons of suitability or relevance

Advertising is subject to availability

PAYMENT

Eventfinda will invoice for advertising served upon commencement of the campaign

Payment is due by 20th of month following invoice

Cancellations within one week of booked campaign date bear a 50% penalty fee

Banking information will be provided with campaign invoice