

EXPORTER *Today*

THE RESOURCE FOR NZ'S EXPORT DRIVE



Ratecard 2023

ExporterToday Online

talking to an audience of approx **3,100** per month through website and monthly newsletter.



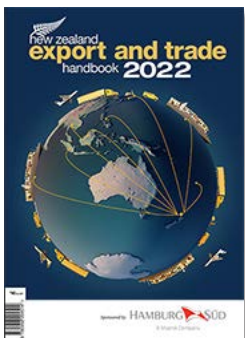
ExporterToday is an online resource for both players and supporters in the export sector. It aims to help lift New Zealand's export performance through the sharing of inspiring, educational and informative articles.

Tucked away in the South Pacific, exports are the life-blood of New Zealand. As a nation we're highly dependent on overseas earnings to raise our standard of living and grow the local economy.

It's also acknowledged that a large percentage of New Zealand's export growth comes from new and emerging smaller exporters with innovative, premium products and services that the world wants to buy. ExporterToday is right behind these success-driven entrepreneurial businesses.

On our website you'll find compelling, informative articles. There're profiles on successful export companies; well researched thought pieces and advice covering the disciplines associated with the export process; up-to-date news and world trade intelligence; tips on market validation; and much more.

A brother to NZBusiness, the owner-manager's print magazine, the ExporterToday website is easy to read and navigate, quick to inform, and managed by a team passionate on helping this country's exporters.



NZ Export & Trade Handbook

- The book that backs our export drive!
- NZ Export & Trade Handbook is the only definitive annual guide for companies involved in exporting and importing

For rates and information contact

Leanne Moss leanne@exportertoday.co.nz

The market

- Exporters and export related companies throughout New Zealand
- They manufacture, they travel more, they communicate internationally more, they freight more and have more sophisticated needs in banking, insurance, payments and logistics
- They export NZ\$29.5 Billion worth of goods
- New Zealand exports to more than 265 countries/regions
- Top ten Bilateral Trading partners are Australia, USA, Japan, China, UK, Germany, Korea, France, Taiwan and South East Asia

Breakdown of Readers

Every Issue: 49%

Most issues: 26%

Occasionally: 25%

Company location

Auckland & Northland - 49%

Waikato - 16%

Wellington area - 11%

South Island - 24%

Business Turnover

\$0-\$500K - 39%

\$500K - \$1M - 10%

\$1M - \$10M - 31%

\$10M+ - 20%

Industry Sectors

Food & Wine: 31%

Manufacturing: 23%

Agriculture, Horticulture &

Forestry: 14%

IT, Software, Education: 16%

Rest: 16%

Reader's demographics

Auckland & Northland: 48%

Waikato: 4.5%

Central North Island: 4%

Wellington and surrounding

areas: 2.9%

Upper South Island: 8%

Christchurch: 26.5%

Dunedin/Otago: 6.1%

CONTACT

Glenn Baker - Editor

Leanne Moss - Advertising Manager

(09) 480 0393

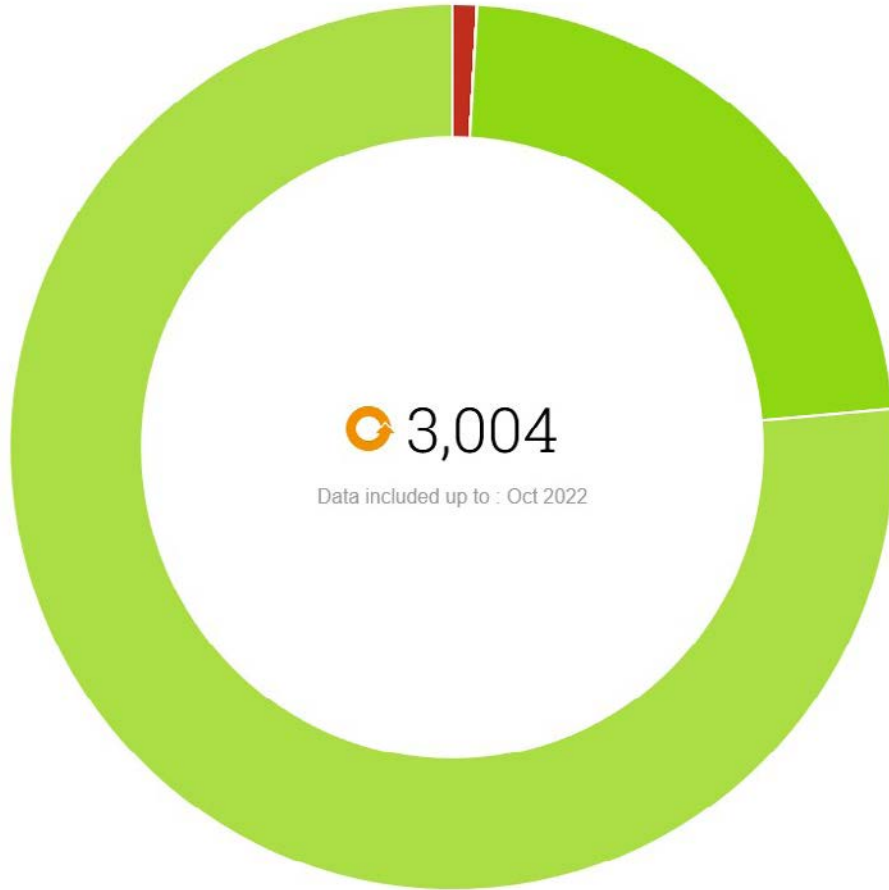
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Exporter October 360°

Export Data



Print Metrics Digital Metrics Brand Extensions Social Platforms

Digital Metrics

Website Unique Users (NZ Only) 93
682 FROM SEP 2022

Email Newsletter Reach -28
2,295 FROM SEP 2022



Data Sources: Nielsen CMI, Audit Bureau Circulation, Google Analytics, social media platform data and publisher's own data.



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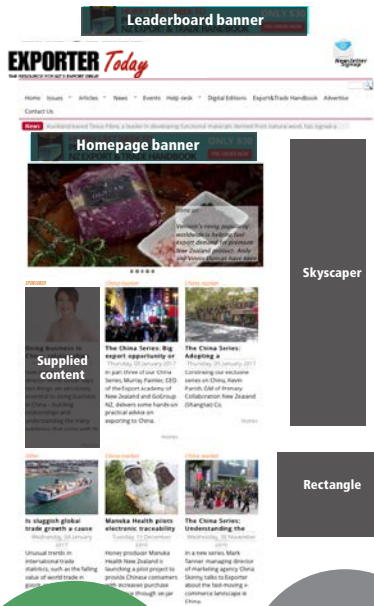
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Online advertising

EXPORTERTODAY.CO.NZ



2000 visits per month

3000 pageviews per month

ADVERTISING OPTIONS	ALL PAGES	HOME PAGE ONLY	
Billboard banner	970 x 250* 623 x 160* 373 x 96*	\$880 per month	
Leaderboard banner	728 x 90* 486 x 60* 280 x 35*	\$710 per month	
Skyscraper	160 x 600	\$685 per month	
Rectangle	300 x 250	\$520 per month	
Homepage banner	728 x 90* 486 x 60* 280 x 35*	N/A	\$480 per month
Supplied content	N/A	N/A	\$800 per month

Rates exclude GST

* three sizes required to accommodate mobile platforms

SPECIFICATIONS:

- We can accommodate a range of images including JPEG, GIF, HTML
- File size must not exceed 50KB (kilobytes)
- Ads are charged by the calendar month - no part month charges
- Design costs available on request
- Please send all material to Leanne@exportertoday.co.nz

E-NEWSLETTER

Monthly e-newsletter is sent out to our email database (approx. 2,700 subscribers)

ADVERTISING OPTIONS		
Leaderboard banner	600 x 160	\$660 per newsletter
Skyscraper	160 x 600	\$630 per newsletter
Rectangle	300 x 250	\$500 per newsletter
Homepage banner	600 x 120	\$550 per newsletter
Supplied content	N/A	\$795 per newsletter

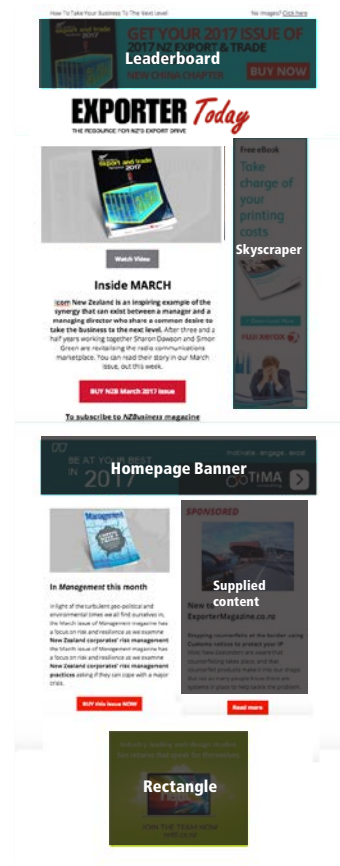
Rates exclude GST

Solus e-newsletter (eDM) \$2,315 per blast

As we have a valued subscriber list we offer the opportunity of a solus eDM as an effective way to target our most engaged digital audience and amplify your message.

SPECIFICATIONS:

- Image files to be supplied as JPEG or GIF. Flash files are not accepted
- URL link to be provided with material
- Our solution is completely responsive
- File size must not exceed 50KB (kilobytes)
- Design costs available on request



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