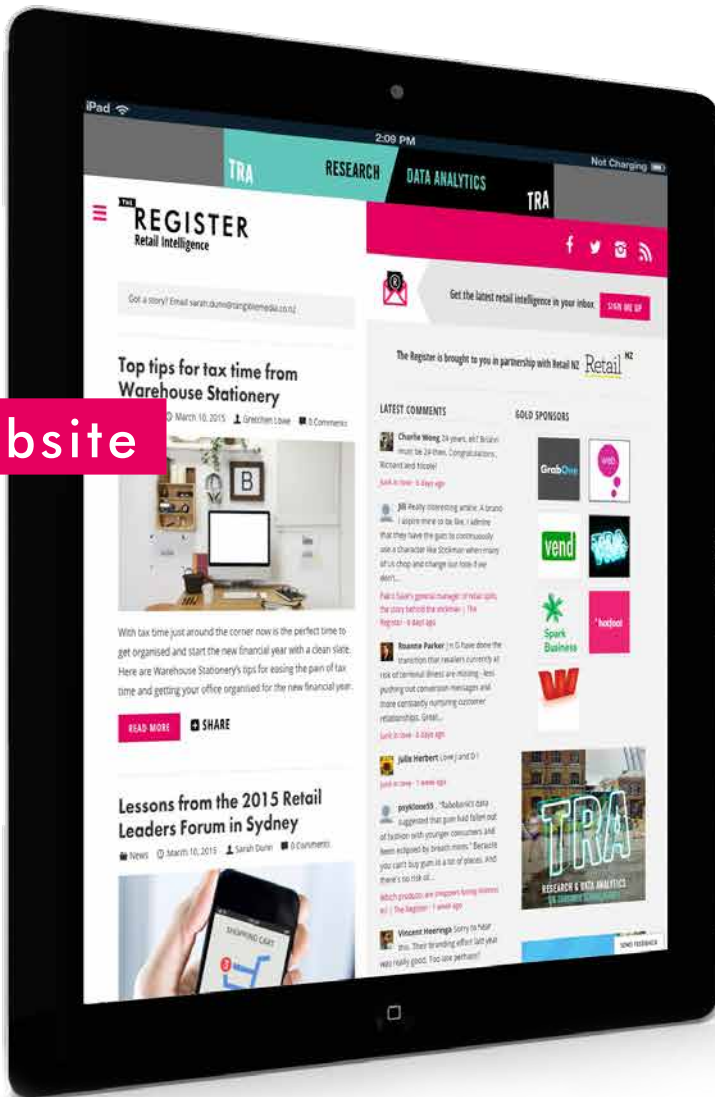
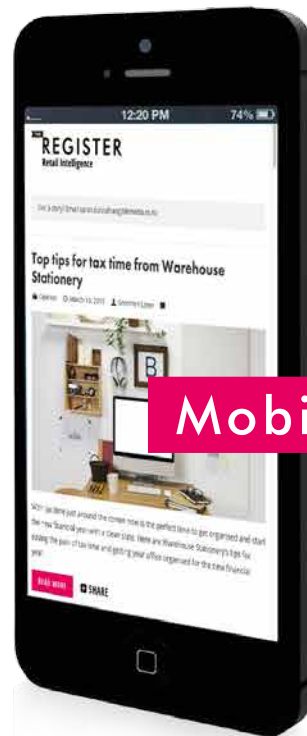


# THE REGISTER



NZ RETAIL INTELLIGENCE DAILY  
[theregister.co.nz](http://theregister.co.nz)



**A VIRTUAL SHOP FRONT FOR THE KIWI RETAIL INDUSTRY**

The Register connects you to New Zealand's retail ecosystem with daily news, opinion, insight, research, profiles and case studies on our website, on mobile, on tablet, and via a twice-weekly e-newsletter delivered to a highly-engaged audience. The Register is fast, reliable, useful, provocative, celebratory and engaging. And it helps to push New Zealand's retail industry forward.

**THE REGISTER'S AUDIENCE**

Our audience consists of all 5,500 Retail NZ members, their staff and key stakeholders representing over 33,000 retail outlets large and small across the country. And our audience is not just limited to members. New Zealand's retail sector employs almost 200,000 people, with sectors influenced by what happens in retail, so the target market is considerably larger.

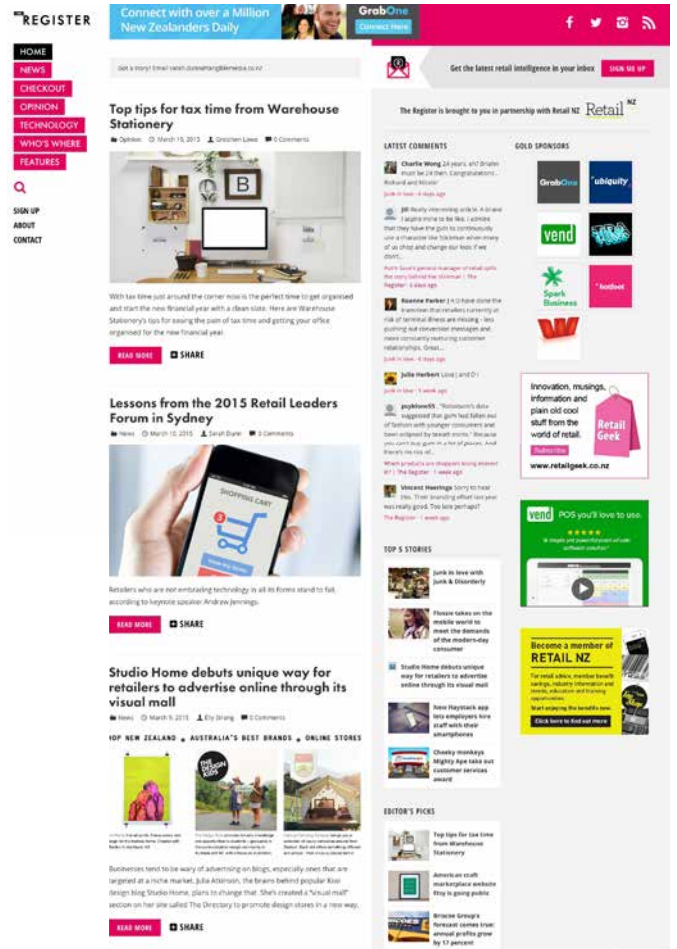
The retail industry contributed \$72.2 billion in sales to the country's economy during 2013. And retailers spend millions trying to get a bigger share of that. So any brand that wants access to the industry's decision makers and purse string holders needs to be here.

**THE REGISTER'S CONTENT**

Online coverage of New Zealand's retail industry has been sadly lacking. And many have been reliant on overseas outlets. We will change that with a major focus on the industry's local stories. We won't shy away from discussing the tough issues. But the tone is celebratory.

This will include news, features, profiles, opinion, analysis, research and case studies – augmented with international news, trends, data and retail inspiration.

The site will cover all the major verticals: grocery, fashion, big ticket, hardware, hospitality, stationery/gift and outdoor/sport. And there will also be plenty of content around property, people, marketing, finance & legal, and technology.



**KEY HIGHLIGHTS**
**PER MONTH**

**15,801**

Unique Monthly Users


**35,715**

Page views


**1.68**

 Minutes Average  
Session Duration

**64.4%**

Returning Visitors


**35.6%**

New Visitors


**32%**

Click through rate


**4,958**

eDM stats

 Twice weekly eDM newsletter  
(every Tue & Thur)

**PER WEEK**

**3,903**

Unique Weekly Users


**7,733**

Page views


**1.26**

 Minutes Average Session  
Duration

“The **Tangible Business Network** (consisting of *Idealog*, *The Register*, and *Stoppres*) has **119,000 unique monthly browsers**, placing us as the **sixth most visited site** in the business and finance category.”

**GOLD AND SILVER SPONSORS**

Exclusive category sponsorships offer brand exposure through logo placement on the site, 2 x opinion pieces (published at the discretion of the editor), discounted banner ad rates for the duration of the sponsorship and a set number of mentions through social channels. Branding will also feature on all twice-weekly newsletters (eDMs), which will be emailed Tuesdays and Thursdays to our subscribers.

Special launch rates for sponsorships are available on application. Gold Sponsorship package includes a \$4,000 digital advertising package and Silver Sponsorship includes a \$2,000 digital advertising package.

All rates for one year.

All sponsors will appear on the mobile version of the site, and a separate sponsorship will be available for the phone version only.

**NEWSLETTER  
TWICE-WEEKLY (Tue & Thur)**

| Ad Type                     | Size (Pixels) | Single Upload | Per Insert |
|-----------------------------|---------------|---------------|------------|
| 1st Ad Space Leaderboard    | 468 x 60      | \$950.00      | Per Insert |
| 1st Rectangle in newsletter | 300 x 250     | \$600.00      | Per Insert |
| 2nd Rectangle in newsletter | 300 x 250     | \$500.00      | Per Insert |
| 3rd Rectangle in newsletter | 300 x 250     | \$400.00      | Per Insert |
| 4th Rectangle in newsletter | 300 x 250     | \$300.00      | Per Insert |
| 5th Rectangle in newsletter | 300 x 250     | \$200.00      | Per Insert |
| 1st Tower Advert            | 150 x 300     | \$500.00      | Per Insert |

Get your message to our engaged subscribers with an email blast direct to their Inbox.

1 x \$3,000.  
Limited to one solus email every month.

The screenshot displays the homepage of The Register, featuring several key elements:

- Hero Ad:** A large banner at the top for "ambiente the show" (12-16.2.2016) with a "Hero ad" callout.
- Navigation:** A pink header with "THE REGISTER" logo and navigation links like "HOME", "NEWS", "CHECKOUT", "OPINION", "TECHNOLOGY", "PROPERTY", "WHO'S WHERE", "FEATURES", "SIGN UP", "ABOUT", "ADVERTISE".
- Content:** Main article "Half of New Zealanders are now shopping online" with a "Leaderboard" callout. Other articles include "The Magic 9" (fashion), "Frozen yogurt franchise taken to court over alleged false health claims", and "Don't touch that dial: Television shopping continues to expand".
- Sponsorships:** A "Gold Sponsor" callout points to a "Retail NZ" section. A "Rectangle" callout points to a "TOTALLY NEW" advertisement.
- Other Features:** "Tower/Skyscraper" callout points to a "Retail Property Listings" section. A "Tower/Skyscraper" callout also points to a "What's your business behind you" article.

**NATIVE ADVERTISING RATES**

| Ad Type                    | Single Upload | Per Insert/Time                    | 3 Uploads | Per Insert/Time                    | 6 Uploads | Per Insert/Time                    | 11 Uploads |
|----------------------------|---------------|------------------------------------|-----------|------------------------------------|-----------|------------------------------------|------------|
| Online Advertorial         | \$1,800       | Per Insert Per Month               | \$3,240   | Per Insert Per Month               | \$2,916   | Per Insert Per Month               | \$2,624    |
| Opinion Piece              | \$2,000       | Per Insert Per Month               | \$1,800   | Per Insert Per Month               | \$1,620   | Per Insert Per Month               | \$1,458    |
| Online Sponsored Content   | \$5,000       | Per Insert Per two months          | \$4,500   | Per Insert Per Month               | \$4,050   | Per Insert Per Month               | \$3,645    |
| Video Content              | \$4,000       | Per Insert                         | \$3,600   | Per Insert                         | \$3,240   | Per Insert                         | \$2,916    |
| SOLUS eDM                  | \$3,000       | Per one SOLUS to complete database | \$2,700   | Per one SOLUS to complete database | \$2,100   | Per one SOLUS to complete database | \$1,890    |
| Sponsored Editorial Series | \$5,000       | Per editorial series               | \$4,000   | Per editorial                      | \$3,000   | Per editorial series               | \$2,000    |

**WEBSITE (THE REGISTER) ADS**

| Ad Type                   | Size (Pixels) | Single Upload | Per Insert                    |
|---------------------------|---------------|---------------|-------------------------------|
| Leaderboard               | 728 x 90      | \$1,200.00    | Per Insert / Two weeks online |
| Hero Advert               | 1920 x 480    | \$250.00      | Per Insert per day            |
| 1st Rectangle online      | 300 x 250     | \$1,100.00    | Per Insert / Two weeks online |
| 2nd Rectangle online      | 300 x 250     | \$950.00      | Per Insert / Two weeks online |
| 3rd Rectangle online      | 300 x 250     | \$850.00      | Per Insert / Two weeks online |
| 4th Rectangle online      | 300 x 250     | \$750.00      | Per Insert / Two weeks online |
| 5th Rectangle online      | 300 x 250     | \$650.00      | Per Insert / Two weeks online |
| 6th Rectangle online      | 300 x 250     | \$550.00      | Per Insert / Two weeks online |
| 7th Rectangle online      | 300 x 250     | \$450.00      | Per Insert / Two weeks online |
| 8th Rectangle online      | 300 x 250     | \$350.00      | Per Insert / Two weeks online |
| Tower Advert / Skyscraper | 150 x 300     | \$750.00      | Per Insert / Two weeks online |
| Promo Feature Full page   | 1920 x 1080   | \$1,500       | Per Month                     |

Retail NZ Members – less 15%



**VIDEO ADS**

For clients with existing video content, campaigns run in the body of the editorial, rather than in standard ad zones, therefore ensuring greater viewability. POA.

Bespoke video solutions and production are also available. Potential properties: How to, Q & A, Do this, not that.

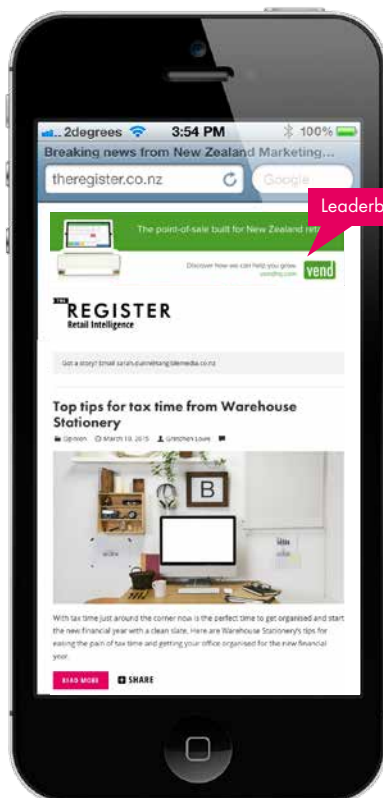
**BRANDED CONTENT**

*Case studies:*

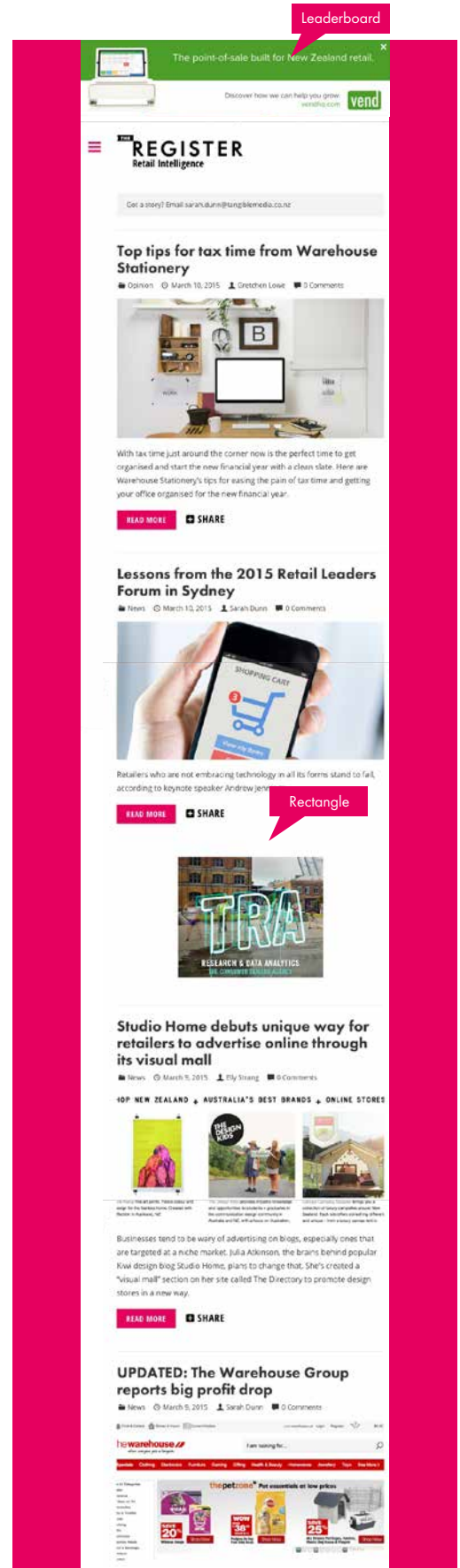
Paid-for case studies, either prepared by the advertiser or, for extra cost, prepared by one of Tangible Media's stable of writers, allow advertisers to tell their story in detail. Special deals available for running case studies in print in NZ Retail magazine and online on theregister.co.nz. POA.

*Themed features:*

Anything from the rise of e-commerce to the current thinking on retail fit-outs and everything inbetween, our range of special features will delve deep into a topic or sector, giving advertisers scope to be associated with relevant content. Overall sponsorships of specific themes are available.



Newsletter



Online

## TECHNICAL SPECIFICATIONS FOR ADVERTISING IN E-NEWSLETTERS

- All *.gif* and *.jpg* files are acceptable and file sizes should be as small as possible (30k max).
- Resolution should be 72dpi
- 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 arise with your email adverts, it is best to use a static *.gif* or *.jpg* file.
- We no longer support *swf/flash* files.

## SPECIFICATIONS FOR ADVERTISING ON THEREGISTER.CO.NZ

### VIDEO

- Please email Tina Graham for details : [tina.graham@tangiblemedia.co.nz](mailto:tina.graham@tangiblemedia.co.nz)

### MEGA HEADER

- 1920px wide x 480px high
- File size less than 250KB
- Resolution should be less than 72dpi
- Formats should be *.gif*, *.jpeg*, or *animated.gif*
- We no longer support *swf/flash* files.

### FOR GENERAL ADS AND ANIMATION

- 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 72dpi
- Formats should be *.gif*, *.jpg*, or *animated .gif*.
- We no longer support *swf/flash* files.
- Third Party HTML banners (supplied embed code) are acceptable. Creative files must be included with third party tags (all assets hosted externally). You must use a {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

### SOLUS EDM

Just HTML. 600 px wide max.

### HTML5 BANNERS/ADS

HTML5 banners (supplied HTML5 code) can be accepted, providing all assets (including CSS, Javascript, Images) are hosted externally.

## TERMS AND CONDITIONS

### CONDITIONS

- Effective 1 February 2016
- 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
- Unique Visitor and Page Impression numbers are estimates sourced from Google Analytics traffic data

### CONTACTS

#### ADVERTISING ENQUIRIES

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