
**A good education
changes people.
A good teacher
changes the world.**

**Education
Central** | **.co.nz**
Informs. Inspires. Educates.

2018 MEDIA KIT

NZME.
EDUCATIONAL MEDIA



NZME Educational Media is all about niche audiences: New Zealand audiences who want a sector-specific perspective on what's going on locally, as well as globally, with a window to what's coming next. NZME Educational Media is New Zealand's leading education and health multi-platform publisher, producing more than 53 publications annually. Every year we write and sub more than one million words across 2,600 pages, maintain and update six industry websites, manage more than 100,000 active subscribers, and create and send more than 150 EDMs.

We are passionate about publishing, and have proven competencies in print management, commercial content, website development and management and project management. We work with a variety of education, health and government organisations to produce magazines, websites, prospectuses, annual reports, strategic plans, newsletters and various promotional items.

EducationCentral.co.nz is the independent and impartial go-to news source for New Zealand educators, politicians, policy makers and parents

- The latest news
- Thought-provoking feature content
- Opinion pieces from sector thought leaders
- Teaching and learning resources
- Professional development initiatives and sector success stories
- Policy updates
- Conference information
- Forum for discussion and debate

EducationCentral.co.nz harnesses the collective depth and breadth of NZME's education content from market-leading and award-winning websites and publications, such as the NZHerald.co.nz, *Education Review*, Education Focus and Newstalkzb.co.nz.

In addition, EducationCentral.co.nz provides unique opinion pieces from some of New Zealand's most high-profile thought leaders, including educational researchers and commentators, policy makers, charter schools advocates and opponents, authors of NZ Initiative reports, teacher education experts, sector leaders and influencers from unions, principals' associations, ECE and tertiary peak body organisations.

NZME. Educational Media is passionate about New Zealand's education sector and engaging Kiwi educators in a new and innovative way.



Digital advertising 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) | 728px(w) x 90px(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) | 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"> • Full page print advertising in <i>Education Review</i> • Sponsored article on EducationReview.co.nz and EducationCentral.co.nz with link to ticket sales page • Event listing on EducationCentral.co.nz • Boosted Facebook post promoting the event | | \$3,500 |

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. Educational Media. www.nzme-ed.co.nz/about.

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Digital statistics since launch in July 2017

Website

- Unique page views: 107,052
- Page views: 122,516
- Average time on page: 2:18
- Users: 58,035
- Sessions: 80,821

EDM newsletters

- 1,138 subscribers
- 37.7% open rate
- 15.5% click through rate

Facebook

- Likes 3,405

Twitter

- 461 followers
- 63% female
- 37% male
- Tweets impressions averaging 44.2K per/month over four months



Find out more

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 educationcentral.co.nz

Or contact your local NZME media specialist

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