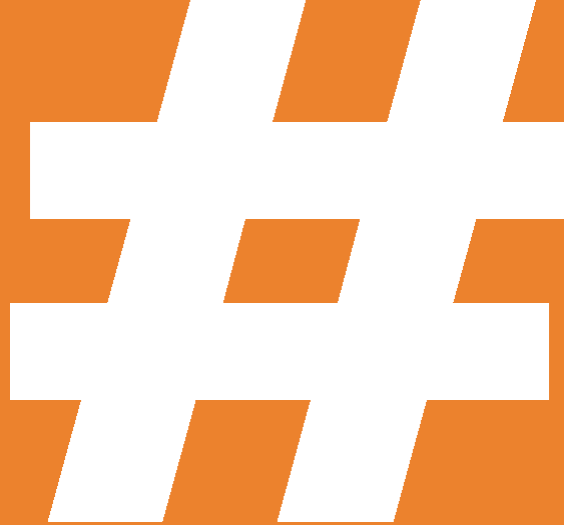


► 2025 MEDIA KIT

The most engaged audience
in New Zealand Media

THE SPINOFF



The most engaged
audience in New
Zealand media.

- ▶ **Dwell Time**
#1 in market
- ▶ **Engaged Minutes**
#1 in market

Source: Nielsen Q2 2025

► Key insights

Page views

4.2M Q2 page views with
17.03 minutes per session

Engaged minutes

17.03 average engaged minutes per session

13 more minutes than Herald,
10 more than Stuff

Partner content

Industry-leading engagement on partner content with an average of 5.8k page views per post and 1:58 mins on page

Podcasts

150.6k downloads in Q1
across the network

Publisher of the Year (runner-up) at NZ Podcast Awards 2024

Newsletters

69.1k newsletter subscriber base with 60% open rate

27 pt higher than industry standard

Community

Hyper engaged social audience with over 356k followers

► Not just any old audience

High-earning

Influential



Early adopter

50% under age 44



15K+ paying Members
40% growth since Oct 2024

56% have HHI over \$100k,
66% \$75k-plus and
36% \$150k-plus

The Spinoff Audience

30% live in Auckland and
28% live Wellington

58% are under the age of 44,
with **38%** 18-34

Equal numbers
women and men



**93% of our audience
say they trust
The Spinoff**

more than 20pt above competitors

Source: Talbot Mills Research May 2025

► You will not reach them elsewhere

Source: Talbot Mills Research Sept 2024

39%

never or only
occasionally
read **RNZ**

52%

never or only
occasionally
read **Stuff**

73%

never or only
occasionally
visit **NZ Herald**

79%

never or only
occasionally
visit **Newsroom**

79%

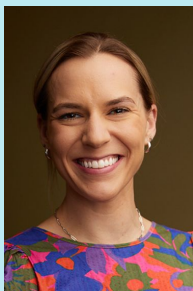
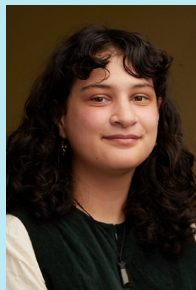
never or only
occasionally
visit **Re: News**

79%

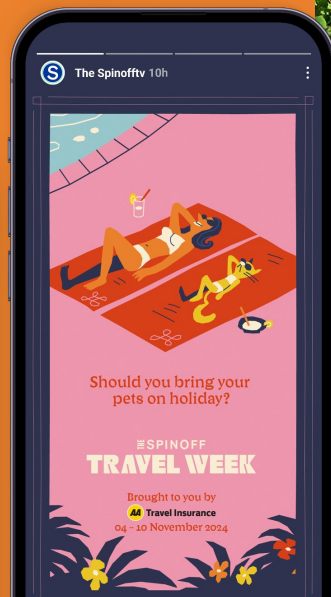
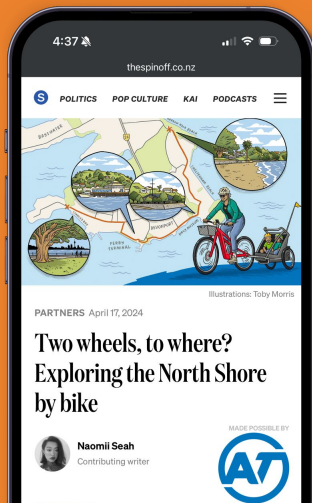
never or only
occasionally
visit **1News**



The Spinoff offers a full-service
content studio with some of
the best **creative talent in**
New Zealand.

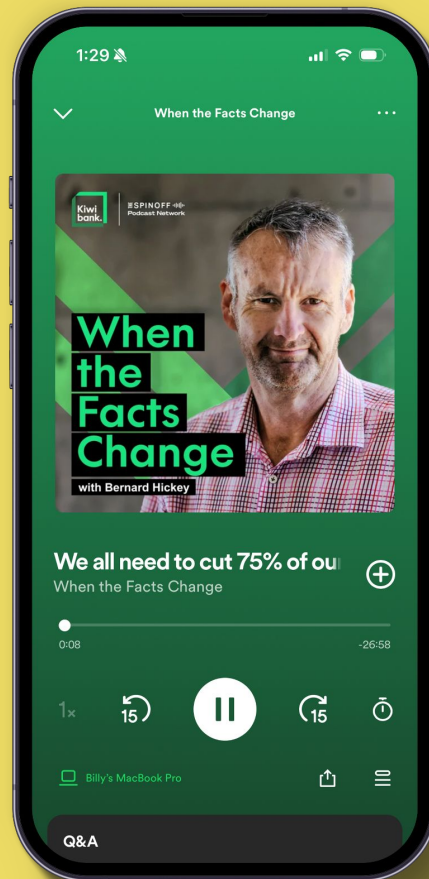


Innovative, market-leading
content partnerships that
cut through the noise,
amplify brand voice and
fill the top of funnel

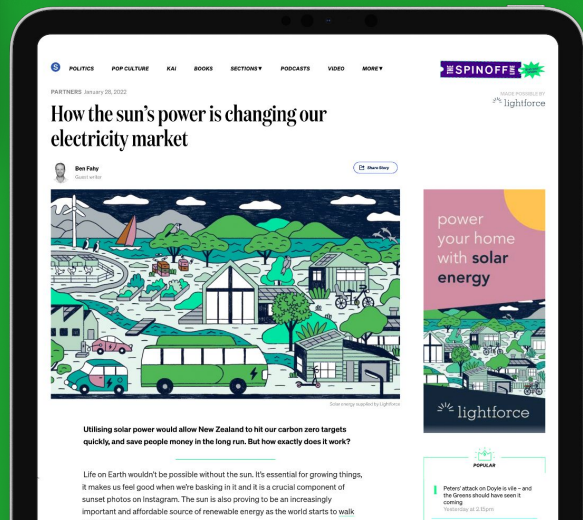
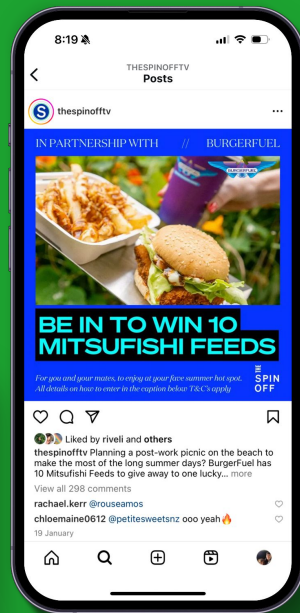
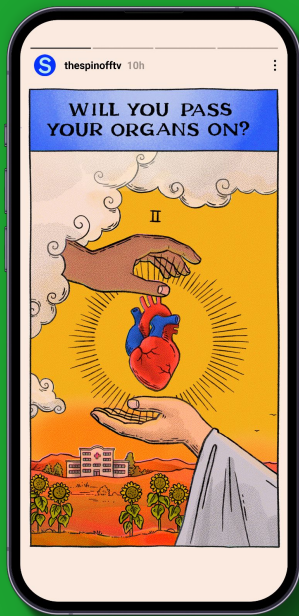




Compelling, rich
and thought
provoking partner
content crafted to
drive mid-funnel
engagement



Tailored placements
across multiple
platforms to
drive action
and conversion



► Brands we work with



ASB



**Auckland
ZOO**

**Boring®
Oat
Milk**

BOSCH



BRITOMART



daylight.

JNTO



NEON



NZOPERA



Resene
the paint the professionals use



Spark^{nz}

SAMSUNG



STUDIOCANAL
FILMS Limited

UNITY BOOKS



WellingtonNZ

Woolworths

YOOBEE COLLEGE
OF CREATIVE
INNOVATION



THE SPINOFF

A forward-thinking,
dynamic digital
publisher, but also ...



... we are right here.

In a global environment, local brands struggle to **remain relevant.**

■ ▶

Local stories matter in a local market,
if they can come from a trusted local source.

► Our team

Elisa Rivera
Head of Commercial
///

elisa@thespinoff.co.nz



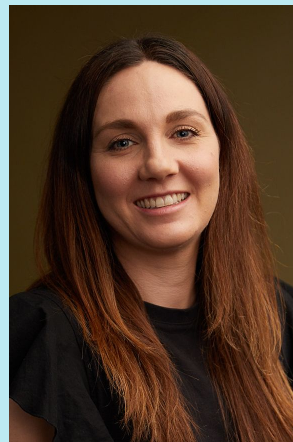
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Send us a brief and we can get topline ideas back to you by the next day – sooner if you need.