

# Case study:

*Kiwibank x The Spinoff Business*

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# Kiwibank x The Spinoff Business



**200k+ monthly reads**  
On business content



**100k+ monthly UBs**  
Visiting The Spinoff Business



**8+ minutes**  
Section avg. time on page

**Kiwibank's partnership with The Spinoff Business is facilitating in-depth coverage of the New Zealand economy from a perspective not seen in other media.**

The section has a broad remit, covering everything from agribusiness to the high-growth tech sector, but its key focus is smaller and younger businesses. We also shine an occasional light on more controversial business stories – recent examples include an award-winning deep dive into World Clothing's origin labelling processes and an expose of big tobacco's efforts to gain a foothold at New Zealand Fashion Week.

By having the brand and its message present in all business stories, including wraparound display media on all stories published in the section, we've worked to cement Kiwibank's position as the natural bank for New Zealand's SMEs and high-growth startups.

# Let's make something.

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