

The background of the cover is a vibrant blue-toned photograph of a crowd at a concert or festival. Many people have their arms raised, and the scene is filled with energy. Overlaid on this are several glowing, light-blue rectangular outlines of varying sizes and orientations, some of which appear to be floating or overlapping. The overall aesthetic is modern and dynamic.

Eventfinda Media Kit

Newsletter, Mobile and Online
Advertising for Event Promoters
and Organisers




Eventfinda – Unmatched marketing reach

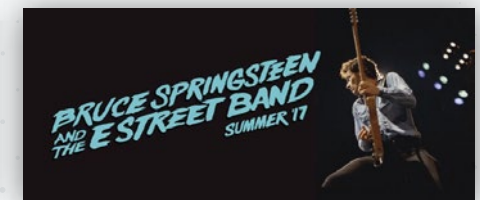
Take advantage of Eventfinda’s massive marketing reach. The Eventfinda website and multiple newsletter options are the most cost-effective, engaging and quickest ways to reach New Zealand’s huge entertainment audience.

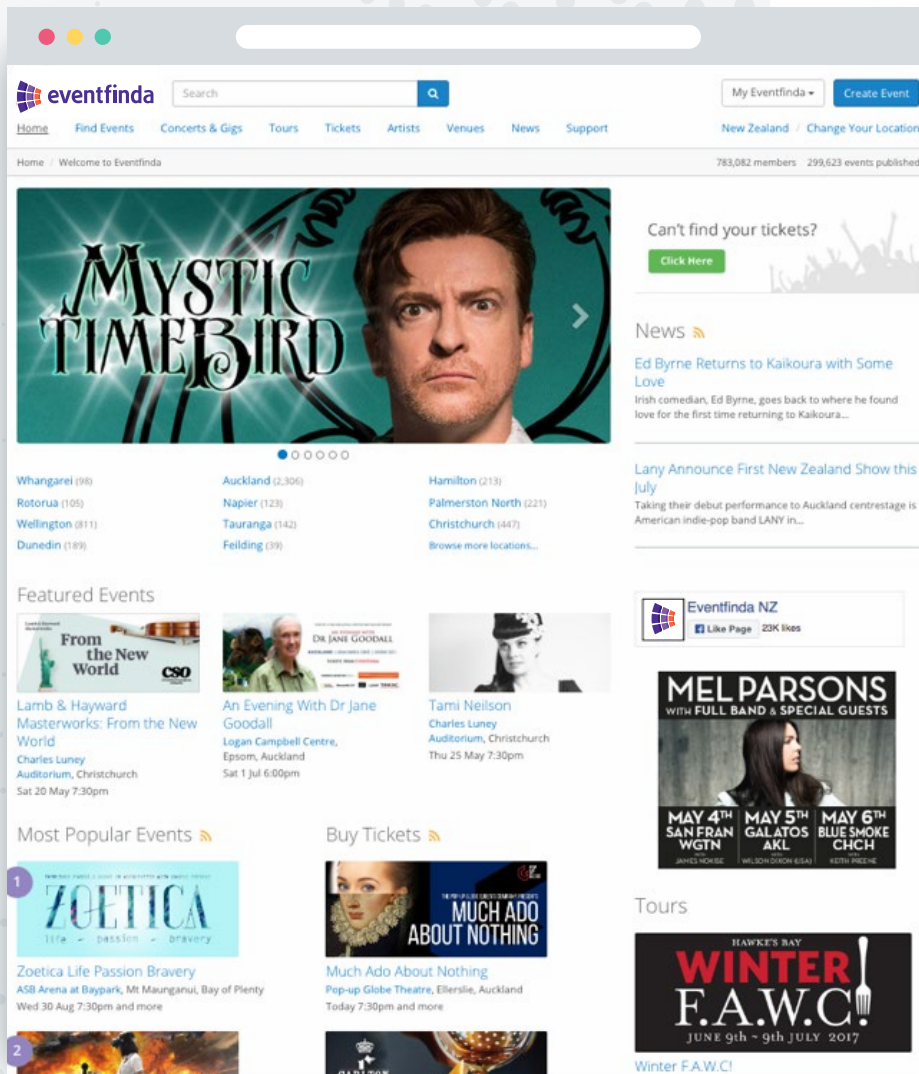
New Zealand’s #1 guide to events and live entertainment	450,000 active newsletter subscribers
4,500,000 newsletters sent monthly	1,500,000 monthly website visits
850,000 unique monthly visitors	3,500,000 monthly website & mobile page views

Source: Google Analytics

EVENT & LIVE ENTERTAINMENT MARKETING IN ALL CATEGORIES

-  Concerts & Gigs
-  Sports & Outdoors
-  Performing Arts
-  Exhibitions
-  Festivals & Lifestyle
-  Workshops & Conferences








Cost-effective event advertising


With options available to promoters at a wide range of budgets, you can reach the Eventfinda audience on desktop, mobile, and through a range of newsletter options to get in front of the largest New Zealand entertainment audience... wherever they are.


 **Newsletter** — Reach 450,000 entertainment fans with marketing solutions at a range of prices to suit every budget

 **Regional Newsletter** — Target the Eventfinda subscribers in a specific region or multiple regions

 **Regional Website & Mobile Targeting** — Capture the attention of every viewer in a specific region on the Eventfinda desktop and mobile platform

 **Category Targeting** — Target your audience by their area of interest... capture every page view in a specific category on the Eventfinda desktop and mobile platform

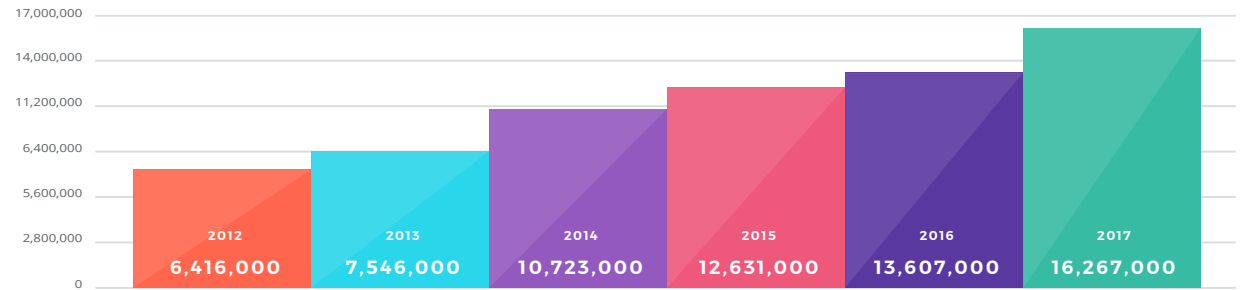
 **Mobile Marketing** — Fully integrated with corresponding desktop promotions... with 50% of the audience on mobile, don't miss grabbing their attention where they're spending their time

 **Multi-Platform Marketing** — Integrate your website, mobile and newsletter placements for maximum promotional reach

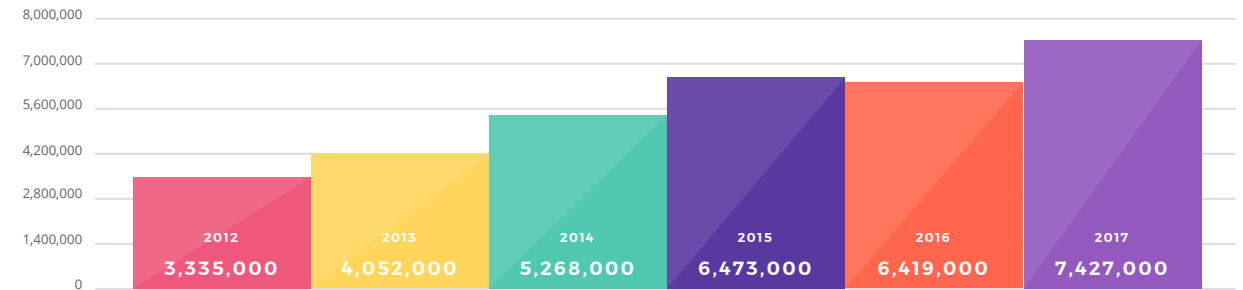
Eventfinda traffic

With consistent year on year growth, the Eventfinda website is where Kiwis go for entertainment discovery, event details, and ticketing information. Eventfinda sees more traffic than all other live entertainment guides combined.

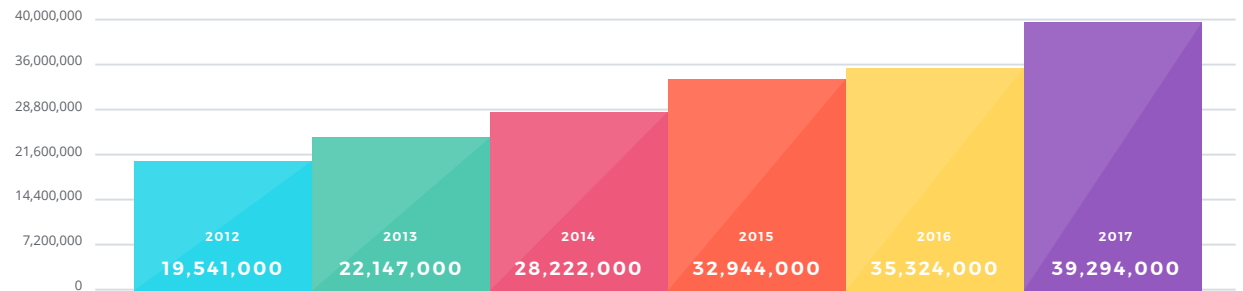
SITE VISITS



UNIQUE VISITORS



PAGE VIEWS



New Zealand's biggest entertainment audience

The Eventfinda audience includes New Zealand's most socially engaged, active, entertainment-minded people. These entertainment fans rely on and trust Eventfinda for event discovery and ticket buying information.

High average household income Heavy concentration in the 25 - 49 age range

Concentrated in key cities and towns

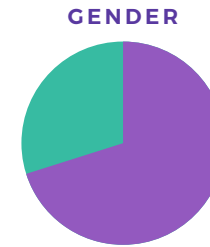
Using the internet as the primary research tool for purchases and entertainment discovery

Entertainment & lifestyle focused

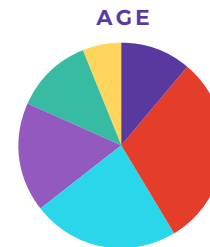
Higher than average time spent on the internet

Higher than average engagement with social networks

Strong 50+ audience

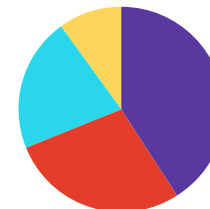


32% MEN
68% WOMEN

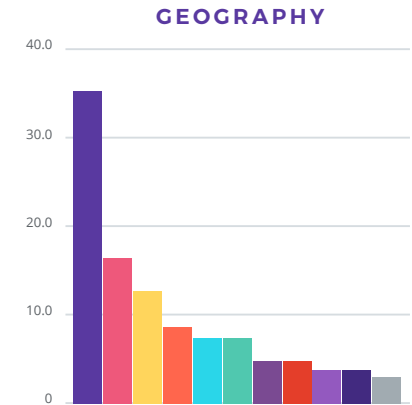


11% 18 - 24 YEARS OF AGE
30% 25 - 34 YEARS OF AGE
23% 35 - 44 YEARS OF AGE
17% 45 - 54 YEARS OF AGE
12% 55 - 64 YEARS OF AGE
6% 65+ YEARS OF AGE

HOUSEHOLD INCOME







41% \$100K+
28% \$60K - \$100K
21% \$30K - \$60K
10% UNDER \$30K

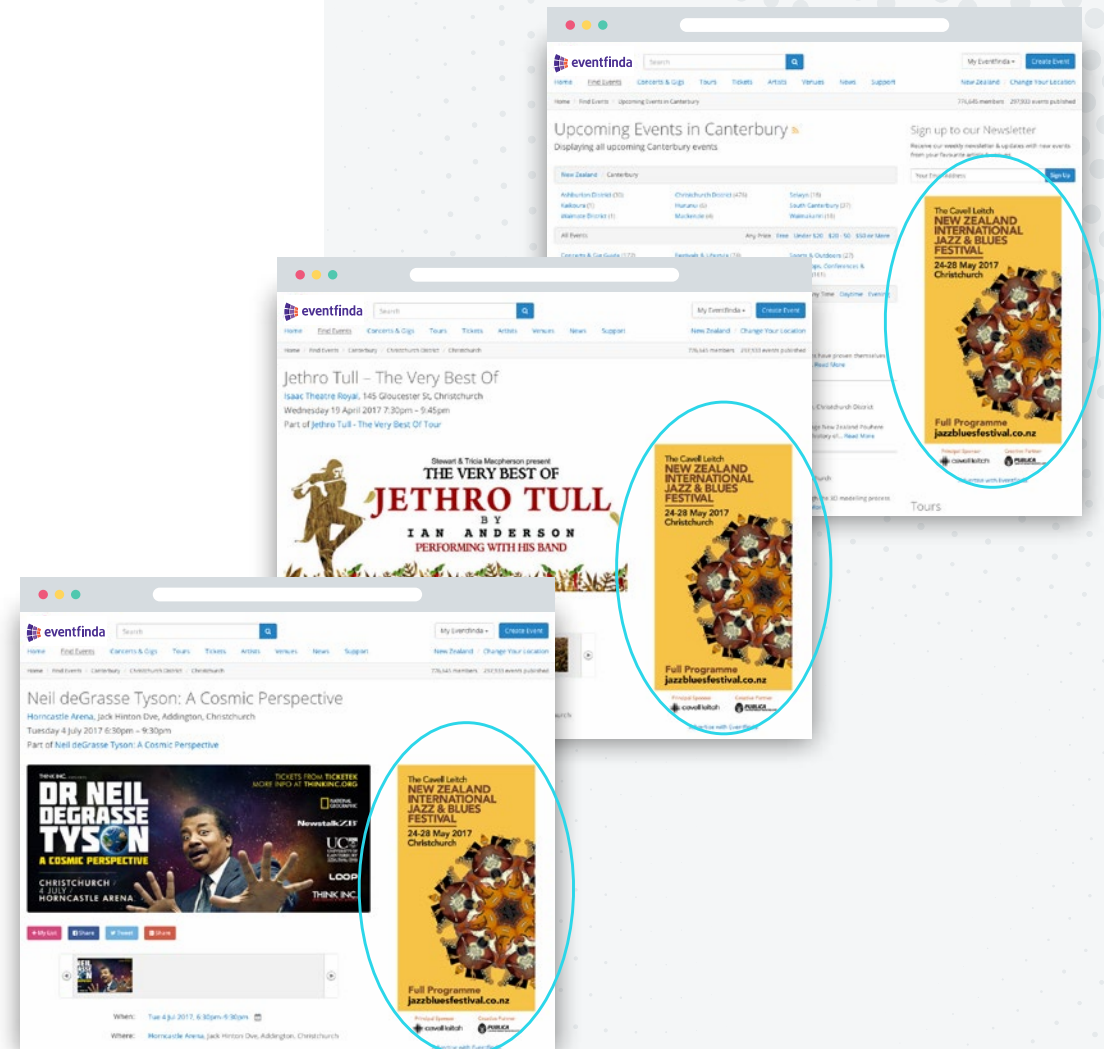


35% AUCKLAND
15% WELLINGTON
12% CHRISTCHURCH
8% WAIKATO
7% BAY OF PLENTY
7% MANAWATU / WHANGANUI
4% OTAGO
4% HAWKE'S BAY / GISBOURNE
3% NELSON / MARLBOROUGH
3% NORTHLAND
2% OTHER

Regional targeted Roadblock banners

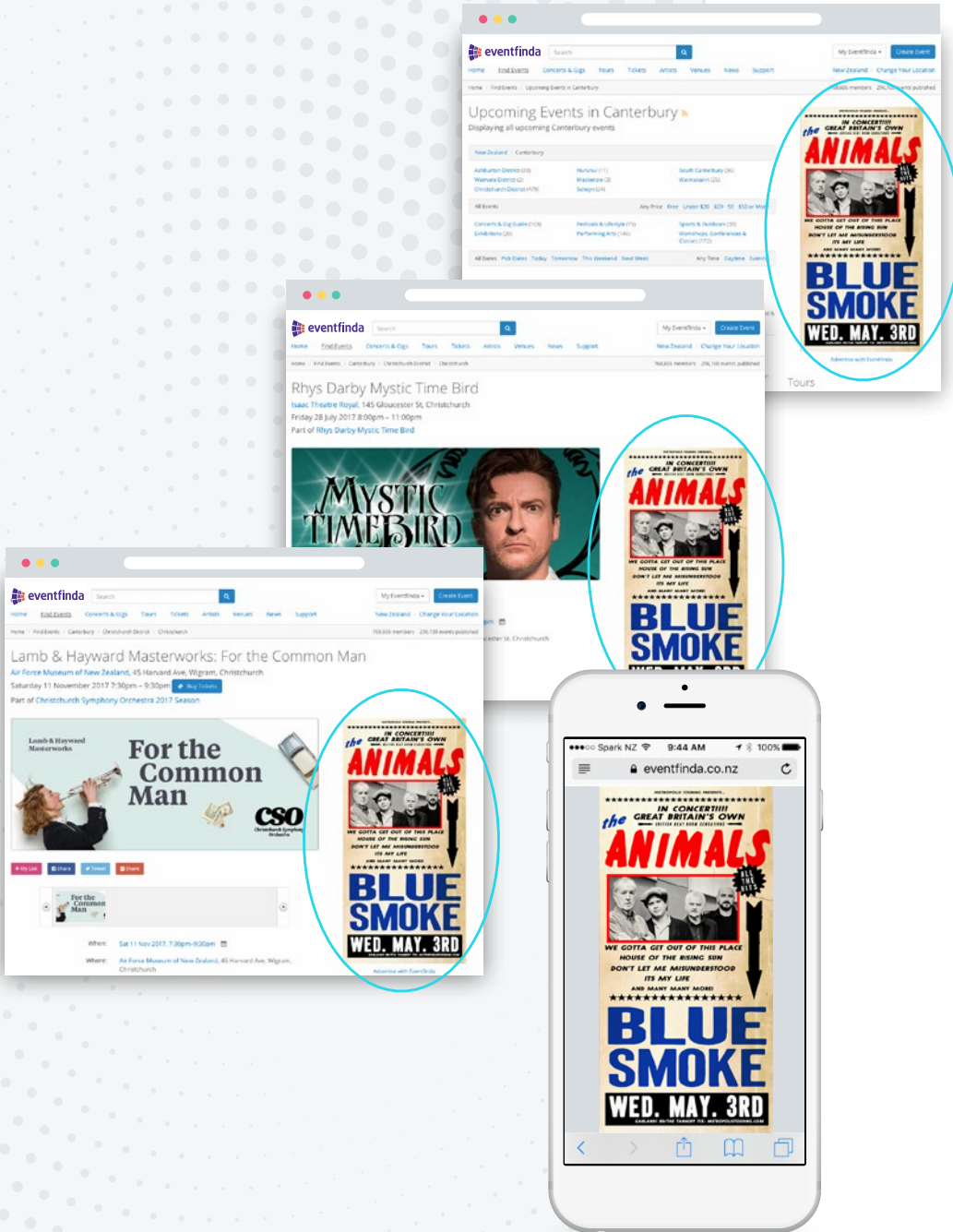
Target a regional audience by capturing every Eventfinda desktop and mobile page view in a specific region for a full week. Focus your message to the local audience... and link directly to your event, festival or ticketing site.

-  Target your promotion and grab the attention of the local audience viewing events in their region
-  Targeted 300x600 banner placement on every Eventfinda desktop and mobile event and browse page in a specific region for a full week
-  Great for tours, seasons, festivals, or single events
-  Banner can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site



*at least 50% share of voice

Regional targeted Roadblock banners



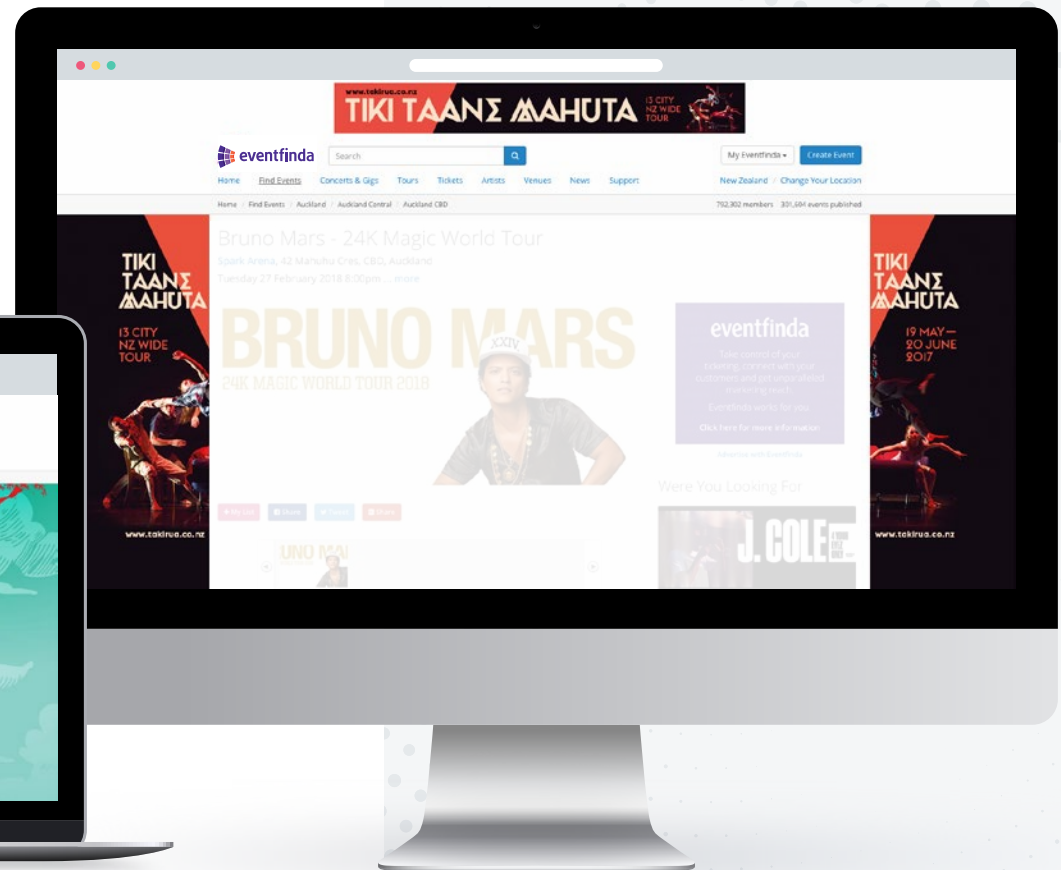
Auckland	\$1,600
Wellington	\$850
Canterbury	\$600
Bay of Plenty	\$400
Waikato	\$350
Manawatu / Whanganui	\$300
Hawke's Bay	\$250
Otago	\$250
Taranaki	\$250
Northland	\$200

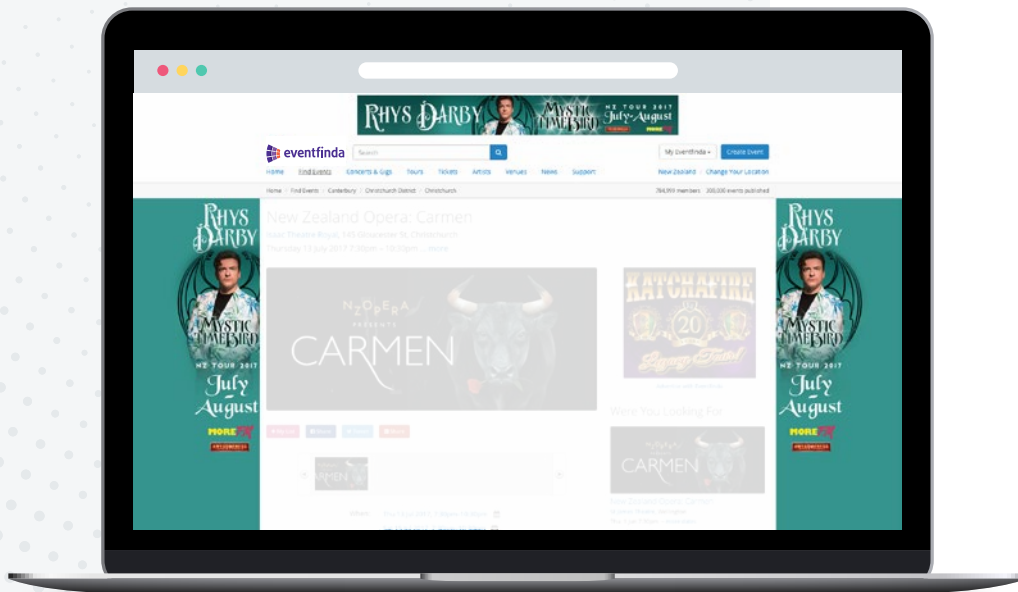
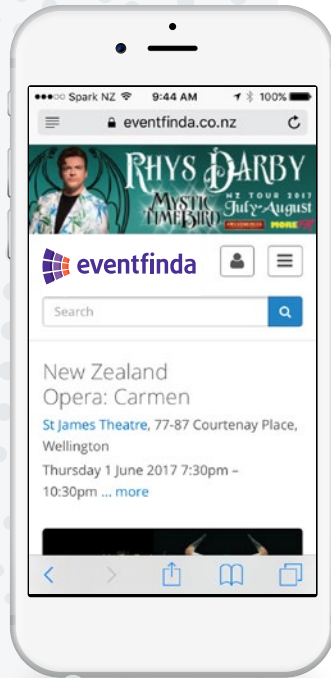
All costs per week + GST

*at least 50% share of voice

Category takeovers

Target the specific audience you want to reach and take control of an entire section on Eventfinda for a full week. Grab the audience's attention with a big full graphic takeover for your event, festival, season or tour.





Category takeovers

Full graphic takeover of every desktop event page and browse page in one of our six categories

Also includes 320 x 100 leaderboard banner at the top of all mobile event and browse pages for the category

Includes 728 x 90 leaderboard banner at top of every page plus full graphic wallpaper

Banner and wallpaper can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site

Festivals & Lifestyle	\$1,600
Concerts & Gigs	\$1,250
Performing Arts	\$700
Sports & Outdoors	\$500
Workshops & Conferences	\$300
Exhibitions	\$200

All costs per week + GST

Spotlight newsletter

Get in front of Eventfinda's 450,000 entertainment fans with our most focused national newsletter. Spotlight Newsletters deliver a message entirely focused on your event, festival, season or tour.



eventfinda

TEDxWellington 2017

Registrations on sale
12 noon Wednesday 10 May

What's your perspective?

18/06
St James Theatre

On Sunday 18 June, the capital's brightest, boldest, and most thought-provoking speakers and performers will take the stage at St James Theatre for the 2017 TEDxWellington conference. It's a day guaranteed to make you think, feel, and maybe even change your perspective!

While this year's speakers and performers are yet to be announced, the 2016 talks covered everything from the dangerous myth about libraries to changing the world with cake. Just imagine what awaits you behind the theatre curtain this June...

There will also be surprises in store beyond the stage, with audience interactions taking place during the breaks between speakers - it's set to be an incredible day from start to finish!

Get in quick tomorrow!

Last year's conference sold out in just two minutes, so don't miss your chance to be in the audience of the biggest-ever

Ideas Worth Spreading

Take Your Pick and Book Your Seat

This year, you can choose from a range of exciting registration categories:

- discounts for age 25-and-under (you'll need to bring ID on the day): \$62.50
- group discounts (when buying 10 seats \$750 (\$75 per seat)
- standard registrations: \$125
- 'pay it forward' registrations: \$175
- three special VIP packages: \$500 (which include an exclusive one-night stay (Sunday 18 June) in a QT Museum Wellington suite for two people, two VIP seats at the conference, and entry to the TEDxWellington after-party)

Purchasing a 'pay it forward' registration will get you a seat for yourself, plus you'll be supporting one of five Wellington charities: Change Makers, Dress for Success, Kava Club, Seniornet, and Young Enterprise Scheme. For



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Wine and Food Celebration in Auckland

W&F WINE AND FOOD EVENT
19 - 21 August 2017

Over three days from August 19 - 21, discover the latest food trends, wine releases, transform your skills in the kitchen and nourish your palate with mouth-watering fare at the New Zealand School of Food & Wine premises in Auckland's Viaduct.

General Admission: Wine Tasting, Cookery Demonstrations & Wine Classes

- Sunday 20 August: 1pm - 6pm
- Monday 21 August: 3pm - 7pm

\$60 per person. Admission includes ALL wine tastings, demonstration sessions and complimentary gourmet nibbles and snacks.

Buy Tickets

Practical Sessions

- **#Foodgraphy Dinner - bring along a friend to sip, style and snap.** 4pm Saturday 19 August. \$150 for two people - includes workshop and six course meal
- **Sharpen Up: Knife Skills - learn how to sharpen, care for and use your knives.**

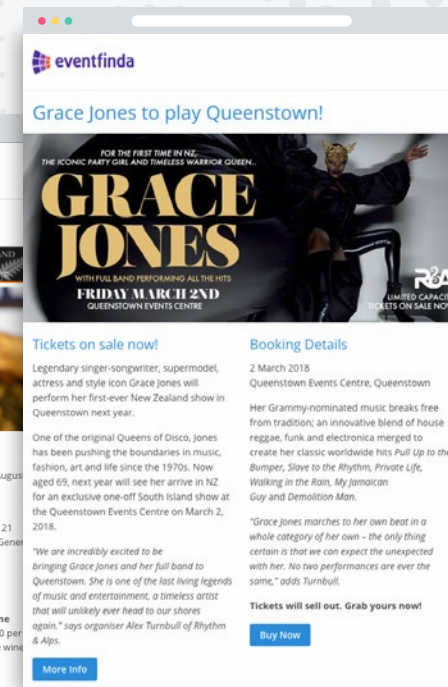
Masterclasses

- **Discover Sake.** 5pm Monday 21 August. \$60 per person. Includes General Admission Monday entry
- **Bob Campbell MW.** 6pm Monday 21 August. \$75 per person. Includes General Admission Monday entry

Buy Tickets

Celebration Dinner
Lebanese Celebration Dinner & Wine Tasting. 6pm Sunday 20 August. \$110 per person - includes exclusive Lebanese wine tasting and four course dinner

Buy Tickets



eventfinda

Grace Jones to play Queenstown!

FOR THE FIRST TIME IN NZ.
THE ICONIC PARTY QUEEN AND TIMELESS WARRIOR QUEEN.

GRACE JONES

WITH FULL BAND PERFORMING ALL THE HITS
FRIDAY MARCH 2ND
QUEENSTOWN EVENTS CENTRE

Tickets on sale now!

Legendary singer-songwriter, supermodel, actress and style icon Grace Jones will perform her first-ever New Zealand show in Queenstown next year.

One of the original Queens of Disco, Jones has been pushing the boundaries in music, fashion, art and life since the 1970s. Now aged 69, next year will see her arrive in NZ for an exclusive one-off South Island show at the Queenstown Events Centre on March 2, 2018.

"We are incredibly excited to be bringing Grace Jones and her full band to Queenstown. She is one of the last living legends of music and entertainment, a timeless artist that will unlikely ever head to our shores again," says organiser Alex Turnbull of Rhythm & Alps.

Booking Details

2 March 2018
Queenstown Events Centre, Queenstown

Her Grammy-nominated music breaks free from tradition; an innovative blend of house reggae, funk and electronica merged to create her classic worldwide hits *Pull Up to the Bumper*, *Slave to the Rhythm*, *Private Life*, *Walking in the Rain*, *My Jamaican Guy* and *Demotion Man*.

"Grace Jones marches to her own beat in a whole category of her own - the only thing certain is that we can expect the unexpected with her. No two performances are ever the same," adds Turnbull.

Tickets will sell out. Grab yours now!

Buy Now

More Info



Whitianga Scallop Festival - Pre-Sale Offer



Eventfinda Pre-Sale Offer

The Whitianga Scallop Festival is one of New Zealand's iconic seafood events and is returning to The Esplanade in the picturesque village of Whitianga.

Whitianga Scallop Festival is a celebration of all things seafood and cuisine. Once again the festival will play host to 60 cuisine stands producing mouth-watering dishes alongside some of New Zealand's most popular wineries.

Live seafood cooking demonstrations from some of New Zealand's top chefs, plus entertainment over 3 music stages from some of New Zealand's best performers will round off another unique Whitianga Scallop Festival 2017.

Do not miss out on a fantastic day in the stunning Mercury Bay, and treating yourselves in a day of scrumptious seafood and fine wine on the water's edge.

[Scallop Festival Website](#)

Four Days Only: 2 - 5 May

As an Eventfinda subscriber, the Festival would like to give you a special opportunity to buy \$45 Adult Admission tickets (\$10 off the \$55 gate price) with **no booking fees or delivery charges** for online ticket purchase.

This special Pre-Sale offer is valid for four days only -- **Tuesday 2 May through Friday 5 May at 5pm** -- and will guarantee that you get tickets to this year's Scallop Festival.

Tickets go on sale to the general public (with standard booking fees) at 8am Saturday 6 May.

[Click here to buy Presale tickets now](#) or go to the Whitianga Scallop Festival page on Eventfinda and enter the promo code WHITIFEST to access pre-sale tickets.

[Buy Tickets Now and Save](#)



#ATasteOfTheWild - Hokitika Wildfoods Festival



Come along and have #ATasteOfTheWild at the iconic **Hokitika Wildfoods Festival** Saturday 10th March 2018 at Cass Square, Hokitika.

2018 will see the 29th annual Hokitika Wildfoods Festival which will continue to captivate all of your senses with its unique mix of tastes, sights, smells, sounds and touches, which are all a key part of the famous West Coast hospitality.

We have over 50 stalls offering up every element of Wildfoods from the gourmet to the not so much and everywhere along the spectrum in-between. Every realm of Wildfoods will be explored and catered for those at the Festival, from the West Coast icons of Whitebait and Venison to the edible icons of Aotearoa and abroad. This is an event for every foodie's bucket list, offering from delicacy to disgusting, we have oyster to mountain oysters and everything in between. Stallholder Applications are open via [Wildfoods.co.nz](#).

Not to forget a range of other things going on around the site to keep every member of your family or group entertained. Entertainer Applications are open via [Wildfoods.co.nz](#)

Make sure to dress up or down for the famous Feral Fashion competition with a great range of prizes to be won from friends of the Festival for those that #WearYourWild. Other events over the Wild Weekend include things to do on Friday (Wild Warm Up) and Saturday (Official Afterparty) nights, along with a weekend long market in Hokitika Township.



Get in touch with the team at the Hokitika i-site to sort out your accommodation and other activities for your time on the wild side. We look forward to showing you some of the world famous West Coast hospitality and culinary delights over the Wildest Weekend on the calendar.

For more information and to stay up to date with #WhatsWild check out:

W [www.wildfoods.co.nz](#)
 F Hokitika Wildfoods Festival
 T @wildfoodHQ
 I hokitikawildfoods
 S tastewildfoods
 Y Hokitika Wildfoods Festival

[Buy Now](#)

In the past two years we have had Salmonella Dub and The Black Seeds headline our event and 2018 will see yet another prominent New Zealand act grace our stage. Our headliners will again be supported by a range of other locally, nationally and internationally renowned demonstration chefs, buskers, roving entertainers, MCs, comedians and stage acts.

Spotlight newsletter

A very special EDM dedicated to one event, tour, festival, or season

Sent to the entire 450,000 Eventfinda subscriber database

Includes direct links to each event's ticketing purchase page

Unlimited editorial opportunity to tell your story in depth

Multiple outbound links go directly to the promoter's site, the event site, Facebook, or the event's YouTube video

Great for special offers, promotions & pre-sales

\$7,500 + GST



Regional spotlight newsletter

A very special regionally-targeted EDM dedicated to one event, tour, festival, or season

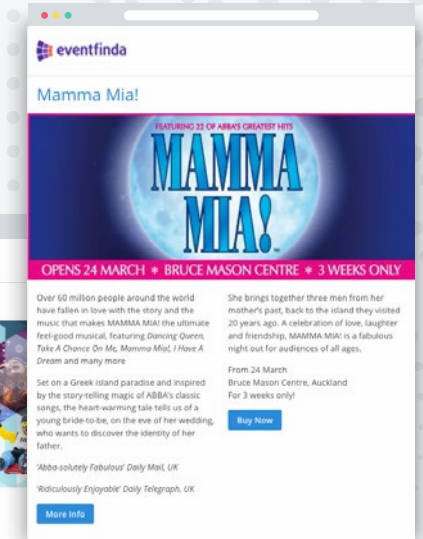
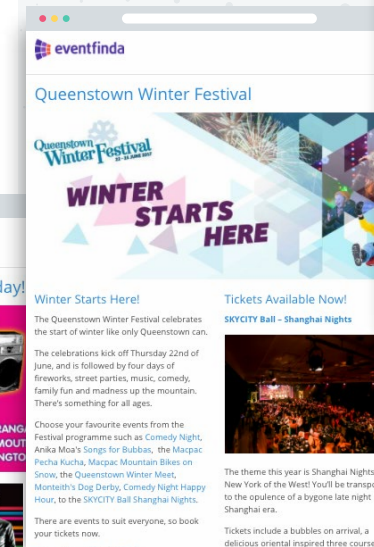
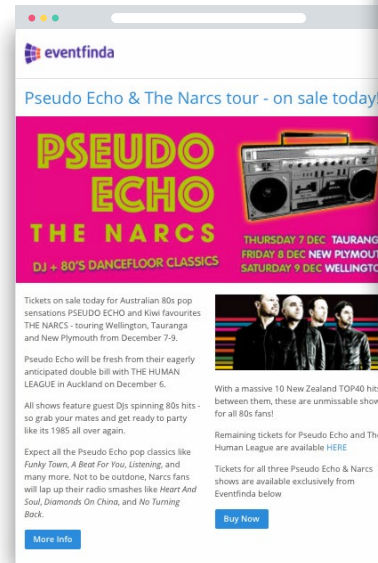
Multiple outbound links go directly to the specific ticketing page(s), promoter's site, the event site, Facebook, or the event's YouTube video

Sent to the Eventfinda subscriber database for the selected region(s)

Huge editorial opportunity to tell your story in depth

Auckland	\$4,000
Wellington	\$2,000
Canterbury	\$1,800
Bay of Plenty	\$1,000
Waikato	\$900
Manawatu / Whanganui	\$750
Hawke's Bay	\$600

All costs + GST



Newsletter superfeature

Get your event, festival, season or tour at the top of Eventfinda's popular weekly newsletter. With a big image, big editorial, and Facebook feature, it's a great way to grab the attention of our 450,000 subscribers.

The Eventfinda Newsletter is sent to our 450,000 active subscribers every Thursday

Includes placement at the top of Eventfinda's Facebook page for the week

Hero image & headline at the top of the weekly Eventfinda newsletter

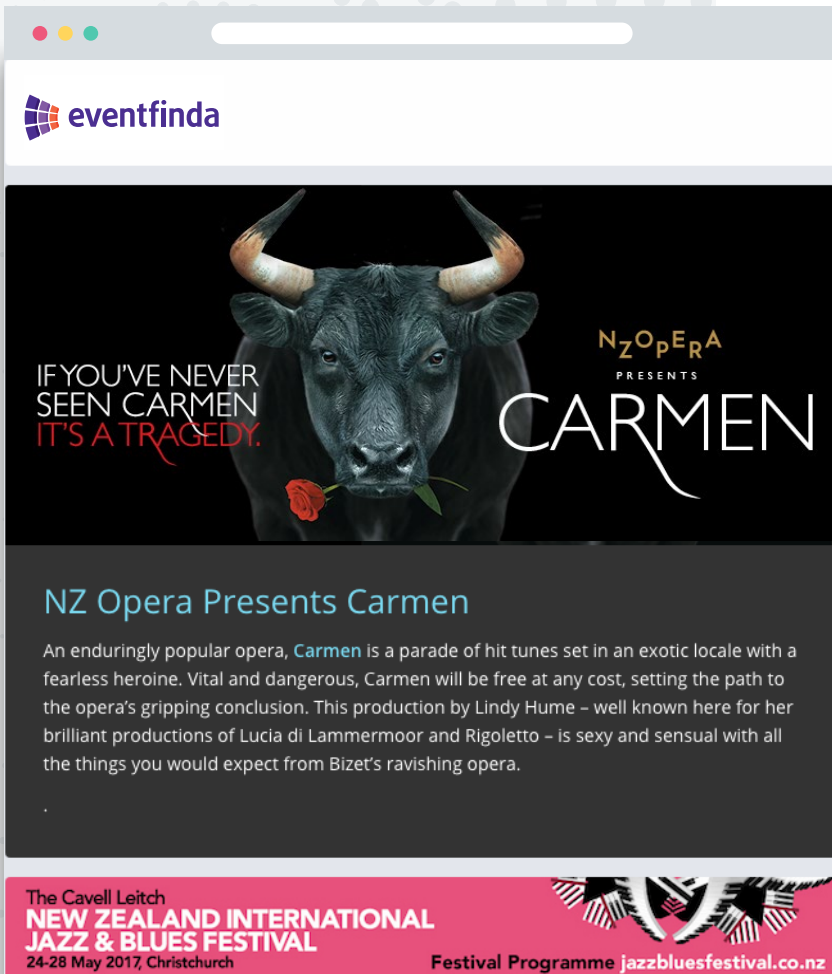
Includes full-motion "Video Hero" YouTube or Vimeo embedded video on all associated event pages

Includes 75 words of editorial

Great for tours, seasons, festivals, or single events

Text & image link to tour, season, festival collection or event detail page on Eventfinda

\$4,000 + GST



The screenshot shows a browser window with the Eventfinda logo in the top left. The main content area features a large, dark image of a bull's head with a red rose in its mouth. Text on the image reads "IF YOU'VE NEVER SEEN CARMEN IT'S A TRAGEDY." and "NZ OPERA PRESENTS CARMEN". Below the image, the text "NZ Opera Presents Carmen" is displayed in a light blue font. A paragraph of text follows: "An enduringly popular opera, *Carmen* is a parade of hit tunes set in an exotic locale with a fearless heroine. Vital and dangerous, *Carmen* will be free at any cost, setting the path to the opera's gripping conclusion. This production by Lindy Hume – well known here for her brilliant productions of *Lucia di Lammermoor* and *Rigoletto* – is sexy and sensual with all the things you would expect from Bizet's ravishing opera." At the bottom, a pink banner contains the text: "The Cavell Leitch NEW ZEALAND INTERNATIONAL JAZZ & BLUES FESTIVAL 24-28 May 2017, Christchurch Festival Programme jazzbluesfestival.co.nz".



The screenshot shows a promotional banner for "TIKI TAANA". On the left, the website "www.takirua.co.nz" is written vertically. The main text reads "TIKI TAANA" in large, bold, white letters. To the right, it says "13 CITY TOUR 19 MAY – 20 JUNE". The background features a photograph of the performers in a dynamic, acrobatic pose.

Homepage hero banner

Command the top of the Eventfinda homepage

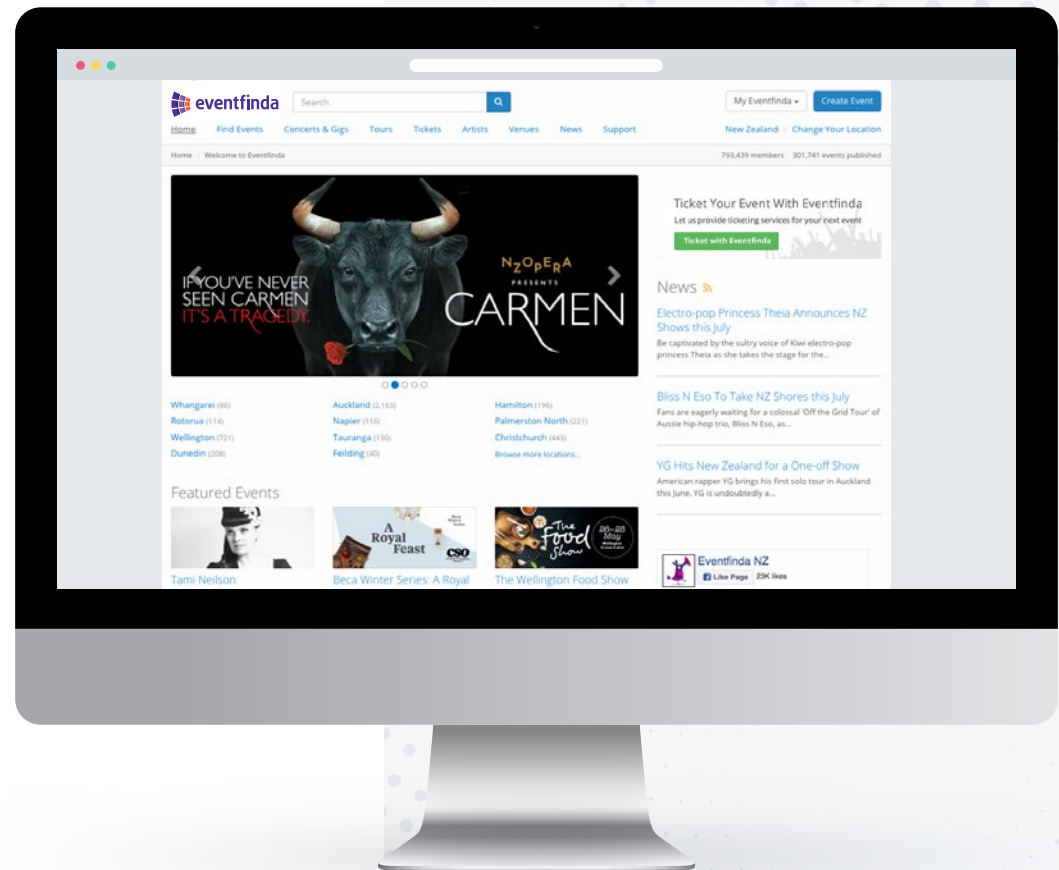
Three full weeks in the Homepage Hero image rotation

Includes full-motion "Video Hero" YouTube or Vimeo embedded video on all associated event pages

Great for tours, seasons, festivals, or single events

Links directly to tour, festival, season collection or single event page on Eventfinda

\$1,500 + GST
FOR 3 WEEKS



Newsletter billboard

Multiple Billboard promotional options are available in our popular weekly newsletter. With a big banner and editorial in key positions, our audience won't miss seeing your message.

Great for tours, seasons, festivals, or single events

Sent every Thursday to Eventfinda's 450,000 newsletter subscribers

Big image & headline plus up to 35 words of editorial

Text & image link to tour, season, festival collection or single event detail page on Eventfinda

FIRST BILLBOARD:
\$2,000 + GST

SUBSEQUENT BILLBOARDS:
\$1,500 + GST



NZ Opera Presents Carmen

An enduringly popular opera, *Carmen* is a parade of hit tunes set in an exotic locale with a fearless heroine. Vital and dangerous, *Carmen* will be free at any cost, setting the path to the opera's gripping conclusion. This production by Lindy Hume – well known here for her brilliant productions of *Lucia di Lammermoor* and *Rigoletto* – is sexy and sensual with all the things you would expect from Bizet's ravishing opera.

The Cavell Leitch
**NEW ZEALAND INTERNATIONAL
JAZZ & BLUES FESTIVAL**
24-28 May 2017, Christchurch Festival Programme jazzbluesfestival.co.nz

TIKI TAANE MAHUTA

13 CITY TOUR
19 MAY –
20 JUNE

www.tikirua.co.nz

Tiki Tane Mahuta

Tiki Tane Mahuta is a story about love and tragic loss. Both the show's narrative and soundtrack emerge from award-winning Tiki Taane albums *Past*, *Present*, *Future* and *In The World of Light*.

HAWKE'S BAY
WINTER!
F.A.W.C!
JUNE 9th ~ 9th JULY 2017

Winter F.A.W.C!

Make your way to Hawke's Bay this June/July for *Winter F.A.W.C!* for five fabulous weekends of 'out of the box' food and wine events set in some of Hawke's Bay's most stunning locations.



NZ Opera Presents Carmen

An enduringly popular opera, Carmen is a parade of hit tunes set in an exotic locale with a fearless heroine. Vital and dangerous, Carmen will be free at any cost, setting the path to the opera's gripping conclusion. This production by Lindy Hume - well known here for her brilliant productions of Lucia di Lammermoor and Rigoletto - is sexy and sensual with all the things you would expect from Bizet's ravishing opera.

The Cavell Leitch
**NEW ZEALAND INTERNATIONAL
JAZZ & BLUES FESTIVAL**
24-28 May 2017, Christchurch Festival Programme jazzbluesfestival.co.nz



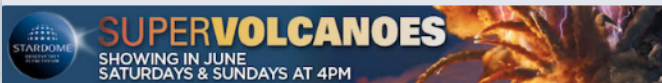
Tiki Tane Mahuta

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Winter F.A.W.C!

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Featured Events

Newsletter

leaderboard banner

Eventfinda Newsletter Leaderboards cut across the weekly newsletter with eye-catching graphics... and best of all, leaderboards can link directly to your event, tour, festival or ticketing site.

Two key placement options in the weekly newsletter

450,000 active newsletter subscribers

Great for tours, seasons, festivals, or single events

Leaderboard banners can link to Eventfinda page or to your choice of the event website, promoter's site or ticketing site

Top Leaderboard is just below the Newsletter SuperFeature

Middle Leaderboard is just below the Billboard Features

**TOP LEADERBOARD:
\$2,000 + GST**

**MIDDLE LEADERBOARD:
\$1,500 + GST**

Featured event tile

Promote your single event – either on the Eventfinda homepage as well as in our popular weekly newsletter, or only in the weekly newsletter. A great way to make sure your event is seen by a huge audience at a budget-friendly price.

One of three Featured Event tiles in the weekly newsletter and on the Eventfinda desktop and mobile homepage

Full week homepage visibility

Three additional Featured Event Tiles in the weekly newsletter only

450,000 newsletter subscribers

Includes key image, event title, location and date details

Single events only

Links to event detail page on Eventfinda

NEWSLETTER & HOMEPAGE:
\$750 + GST 3 AVAILABLE PER WEEK

NEWSLETTER ONLY :
\$500 + GST 3 AVAILABLE PER WEEK



Homepage takeover

Make a huge impact by splashing your event graphics across the Eventfinda homepage. Take control of the look and feel of our homepage and grab our audience's full-screen attention.

Full graphic takeover of the Eventfinda homepage

Displayed on every desktop homepage view for a full week

Includes 300 x 600 banner plus full screen wallpaper

Great for tours, seasons, festivals, or single events

Banner and wallpaper can link to your event or tour page on Eventfinda or directly to your choice of the event site or the ticketing site

**\$900 + GST
PER WEEK**



Advertising summary & specs

Placement	Cost	Image size	Max file size	Format(s)
Spotlight Newsletter	\$7,500	780 x 336	80kb	jpg, gif, png
Regional Spotlight Newsletter	As noted	780 x 336	80kb	jpg, gif, png
Newsletter SuperFeature	\$4,000	780 x 336	80kb	jpg, gif, png
Homepage Hero	\$1,500	780 x 336	80kb	jpg, gif, png
Newsletter Billboard Feature	\$2,000	780 x 336	80kb	jpg, gif, png
Newsletter Subsequent Billboard Feature	\$1,500	780 x 336	80kb	jpg, gif, png
Featured Event Tiles - Homepage & Newsletter	\$750	780 x 336	80kb	jpg, gif, png
Newsletter Featured Event Tiles	\$500	780 x 336	80kb	jpg, gif, png
Newsletter Top Leaderboard	\$2,000	650 x 80	80kb	jpg, gif, animated gif
Newsletter Middle Leaderboard	\$1,200	650 x 80	80kb	jpg, gif, animated gif
Homepage Takeover	\$900	300 x 600 + Wallpaper	80kb	jpg, gif, animated gif, html
Category Takeover	As noted	728 x 90, 320 x 100 + Wallpaper	80kb	jpg, gif, animated gif, html
Regional Roadblock Banners	As noted	300 x 600	80kb	jpg, gif, animated gif, html
Wallpaper	Included in Takeovers	2560 x 900**	200kb	jpg, gif

*Billboard Features and Featured Event images are cropped by the system to the display size for the promotion

**Wallpaper images should leave the 1170 content panel blank with a solid colour at the bottom; key image/message should be within 160 pixels on each side of content panel to accommodate the greatest range of browsers



P +64 9 365 2342

E advertising@eventfinda.co.nz

4 Leek Street, Newmarket, Auckland 1023

TERMS & CONDITIONS

Rates are effective Jan 2018 until further notice

All materials are due no later than 3 working days before campaign start date

Rates are in New Zealand dollars and exclusive of GST

Eventfinda reserves the right to reject any advertising for reasons of suitability or relevance

Advertising is subject to availability

PAYMENT

Eventfinda will invoice for advertising served upon commencement of the campaign

Payment is due by 20th of month following invoice

Cancellations within one week of booked campaign date bear a 50% penalty fee

Banking information will be provided with campaign invoice