

MEDIA KIT 2023

ADVERTISING / STORY TELLING

NEW ZEALAND

WOMAN+

WOMANMAGAZINE.CO.NZ

WELCOME TO WOMAN+

**approachable
accessible
always on**

WOMAN+ is the ultimate digital destination, celebrating all women of Aotearoa. A thoughtfully curated space, serving original, rich content from a collective of diverse, inspiring, intelligent and curious women.





VISION

WOMAN+ exists to provide a platform where all women feel seen and celebrated for who they are. We inform, entertain, inspire, educate and advocate for them through the stories we tell. Exploring the light and shade of what it means to be a woman, in its full spectrum, in today's world.

1.35M+

Total Monthly Reach

JAN 20 2023 - 19 FEB 2023

40-50%
OPEN RATE ON
WEEKLY
NEWSLETTERS

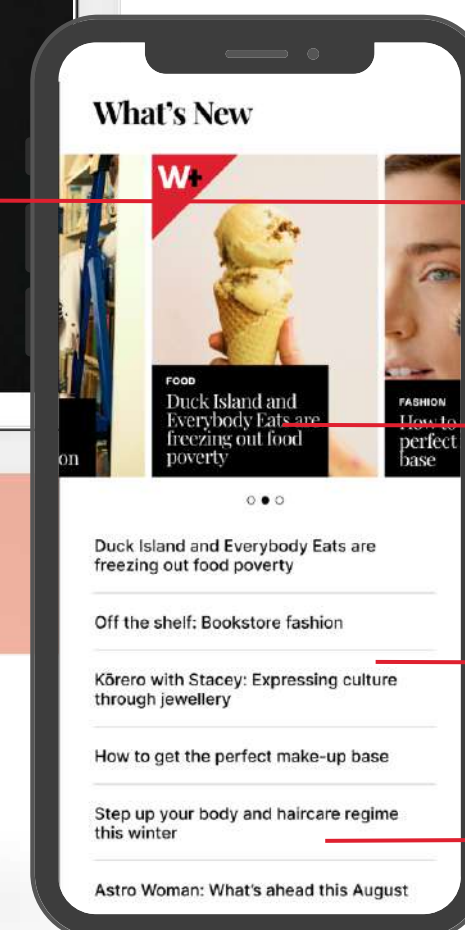
CORE AUDIENCE
25-34 (23.8%)
35-44 (33.1%)
45-54 (22.9%)

AVERAGE TIME
SPENT ON PAGE
3 MINUTES

SOCIAL MEDIA
7600+ INSTAGRAM
2500+ FACEBOOK

80%
AGED 25 TO 54 YEARS

94.6% WOMEN
5.3% MEN



EMAIL MARKETING

WOMAN+ sends out 10,858 newsletters each week to an ever-increasing opt-in database. Newsletters allow us to drive exposure to a brand campaign instantly and drive traffic to nominated websites. Advertising is available across all our newsletters.



5K+

SUBSCRIBERS

MAILED THURSDAYS

50.64%

OPEN RATE



5K+

SUBSCRIBERS

MAILED TUESDAYS

42.64%

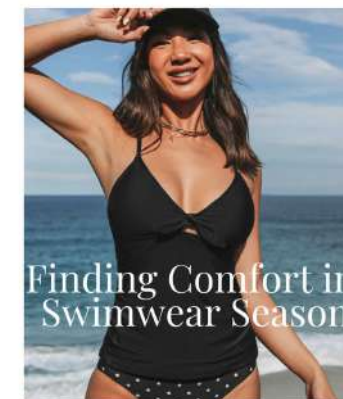
OPEN RATE



WxW Edition 3

Ready for the weekend? We have a couple of ideas up our sleeve for you to get started on a great note. Our favourite podcasts, exterior inspos and restaurants are now at your disposal.

Enjoy!



10,000+

E-NEWSLETTERS
SENT EACH WEEK

5K+

SUBSCRIBERS

46.6%

TOTAL AV. OPEN RATE

SCHEDULE

TUESDAY

THEMED EDM

THURSDAY

WEEKEND X WOMAN

FEATURES



Our Features pillar is dedicated to storytelling. We collaborate with respected journalists, writers and creators to cover in-depth, topical feature stories and profiles on the incredible women of Aotearoa and beyond.

Features

Fashion & Beauty

Thrive

Food

Culture

Home & Living

Finance & Career

Innovation

FASHION & BEAUTY

Our writers are active in the fashion space, reporting on new launches, forecasting trends and creating edits on the most coveted pieces for every season.

We talk to a highly engaged, beauty-obsessed audience that look to us for the latest beauty advice.



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THRIVE

Health, wellness and sustainability are close to our hearts and our content is created by experts in their respective fields. Encompassing many topics around mental and physical wellness to shopping, dressing and living more sustainably as well as shedding light on the health issues that women face throughout the various stages of life.



Features

Fashion & Beauty

Thrive

Food

Culture

Home & Living

Finance & Career

Innovation

FOOD



We serve our readers plates of delicious meals, teaching sustainable food practices, and regular lineups of top restaurants dominating New Zealand's food culture.

Our regular recipe curators, Nici Wicks, Cherie Metcalfe, Christall Lowe and Amberley Kennish, are here to energise your kitchen and save the day with their range of meals that will please the masses.



Features

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Thrive

Food

Culture

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CULTURE

WOMAN+ collaborates with respected art galleries, theatres, and museums to provide readers with exclusive content from New Zealand and worldwide. Film, literature, music, travel and sport are essential to our Culture pillar, covering a breadth of inspiring stories both locally and internationally.



Features

Fashion & Beauty

Thrive

Food

Culture

Home & Living

Finance & Career

Innovation

HOME & LIVING



We feature outstanding designers who are transforming the way we think about our homes and how we live in them. You can expect all design-related content from innovative and sustainable inspiration to tours of some of the most beautiful homes and gardens in Aotearoa and abroad.

Features

Fashion & Beauty

Thrive

Food

Culture

Home & Living

Finance & Career

Innovation

FINANCE & CAREER

Our Finance and Career pillar offers practical expert advice and industry innovations as well as in-depth thought leadership content. This space is designed to inform, educate and celebrate all women striving for success in business, across industries.



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Finance & Career

Innovation

INNOVATION



In a world of disruptors, change makers and AI, our Innovation pillar is dedicated to exploring the world of tech and what that means for women in 2023 and beyond. Covering everything from in-depth think pieces to global tech trend forecasts and interviews with incredible trail blazers.

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IN-HOUSE CONTENT PRODUCTION STUDIOS

We are story tellers. Our diverse team of experienced and respected writers and journalists are core to our offering. We also have a full suite of in-house content production studios, equipped with the latest photography, videography and post production tools and equipment as well as a dedicated team of skilled creatives to bring each project to life.

