

WOMAN

The Voice of Women

womanmagazine.co.nz

The Voice of Women

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 all women across Aotearoa 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.

Our thoughtfully curated channels, serve original, rich content from a collective of diverse, inspiring, intelligent and curious women.

We talk to women in the cities, the provinces and beyond



WOMAN

35+

Target Audience
Females



Innovators

Data source - Google Analytics Nov 22 - June 23

45K

Monthly Unique Visitors
5mins average time spent on page



Story Tellers

60K

Monthly
Page Views



Change Makers

WOMAN

4.5k

EDM Subscribers
47% Open Rate



Pioneers

8.5k

Instagram
Followers



Leaders

3.3k

Facebook
Followers



Creators

Our Pillars

Features & Profiles



Our Features & Profiles 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.

Health & Wellness



Health, wellness and sustainability are close to our hearts and our content is created by experts in their fields. From mental and physical wellness to living more sustainably and covering topics on health issues that women face throughout the various stages of life.

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.

Food



We serve our readers delicious seasonal recipes, catering to all diets and food preferences, teaching sustainable food practices, and regular lineups of top restaurants dominating New Zealand's food culture.

Our Pillars

Culture



Film, literature, music, travel and sport are essential to our Culture pillar, covering a breadth of inspiring places to visit, what to watch and things to do across the motu.

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.

Home & Living



You can expect beautiful design inspiration, practical home reno tips, sustainable living practices, and tours of some of the most beautiful homes and gardens in Aotearoa and abroad.

Fashion & Beauty



Our Fashion pillar covers new brand and collection launches, forecasting trends and creating edits on the most coveted accessible pieces for every season. We also talk to a highly engaged, beauty-curious audience that look to us for useful beauty advice.

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.



Advertising Rates

Native Content

- Topic to be supplied by Advertiser and written by Woman Editorial team.
- 1x advertiser mention within story - no approval by advertiser.
- Advertiser can roadblock content.

Sponsored Content

- Brief to be supplied by Advertiser and written by Woman Editorial team.
- Advertiser gets full approval of content.
- Advertiser can roadblock content.
- Will be badged 'sponsored'.

Sponsored Gallery

- Topic to be supplied by Advertiser and created by WOMAN Editorial team.
- Advertiser gets full approval of gallery.
- Advertiser to supply all images.
- Any extra production costs may be incurred.

Advertorial

- Material to be supplied by Advertiser and subbed by Woman Editorial team.
- Will be badged 'advertising promotion'.

*All content moves from the Homepage after one week, but lives in perpetuity across the WOMAN site.

Content

	100% SOV One Week Tenancy	Maximum 1 Month
Native Content Home page	\$5,000	
Sponsored Content Home page (x3)	\$3,000	
Advertorial Pillar Home Page	\$1,500	
Sponsored Gallery*		\$4,000
Sponsored Competition Page*		\$7,000

*Includes page build.
Bespoke Content Partnerships available on request.
All content supported with 1 x 25% SOV banner across entire site.
All content products are subject to editorial approval.

Standard Display Advertising

	25% SOV (ROS) One Week Tenancy	ROS CPM
Banner	\$2,500	
Half Page	\$1,500	
M Rec		\$20
Pre-Roll		\$35

WOMAN EDM's

	Themed Tuesday	WXW Thursday
Banner	\$1,500	\$1,500
M Rec	\$1,000	\$1,000
Sponsored Content Driver	\$1,500	\$1,500
Solus EDM	\$2,000	\$2,000

Social

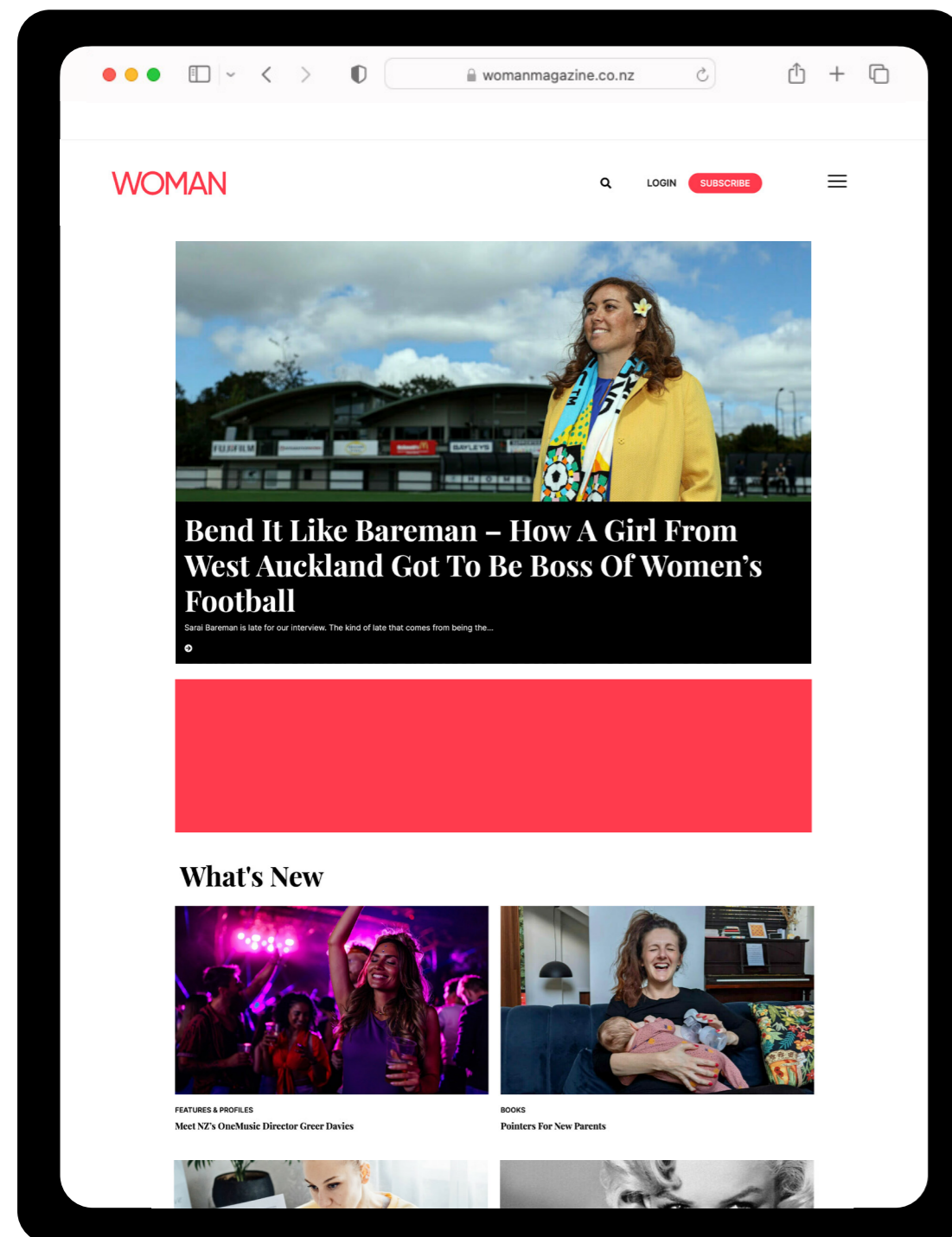
	Instagram	Facebook
Post	\$1,200	\$1,200
Story	\$800	\$800

\$200 boosting included in above rates.
All posts and stories are subject to editorial approval.

Digital Specs

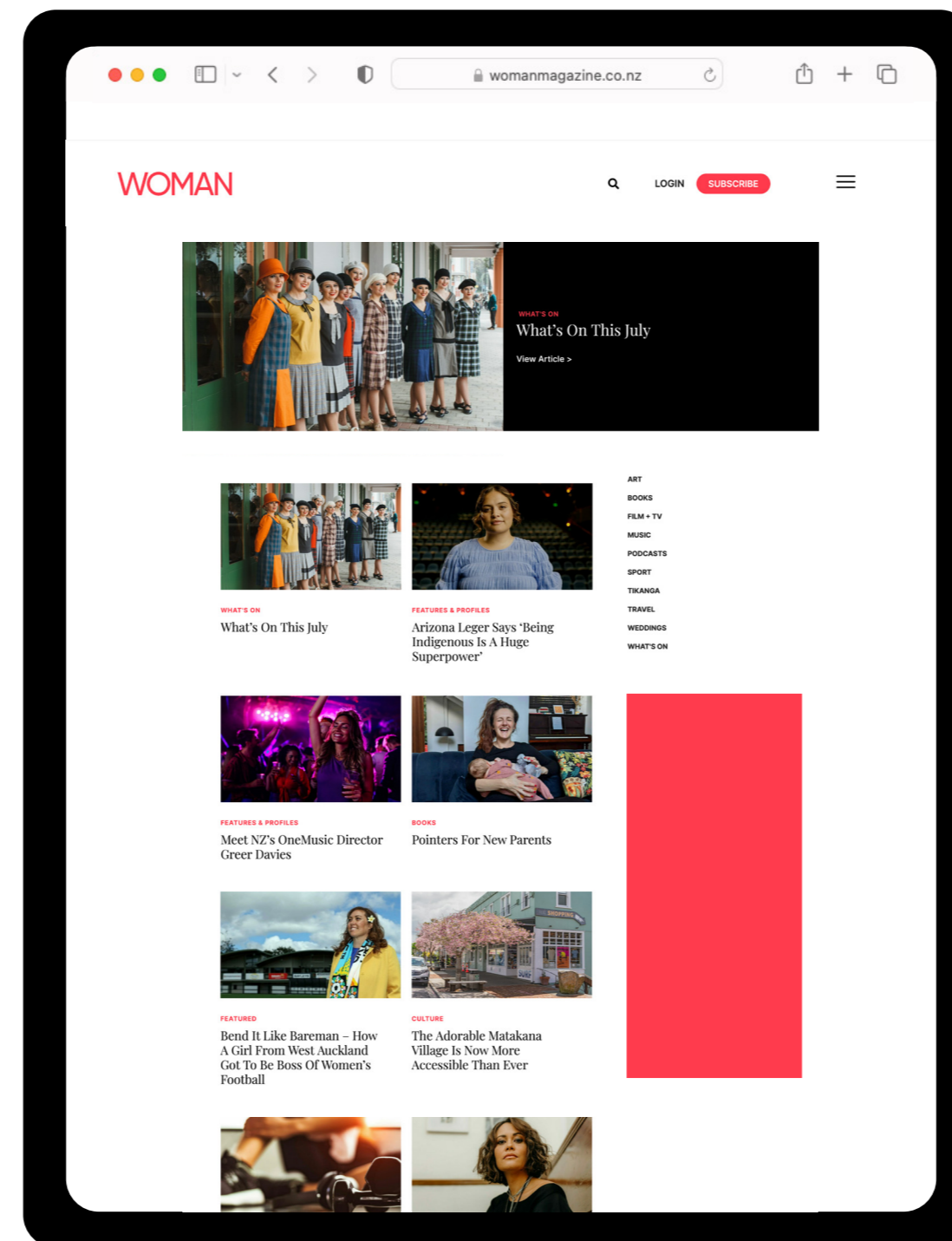
Banner

970x300px



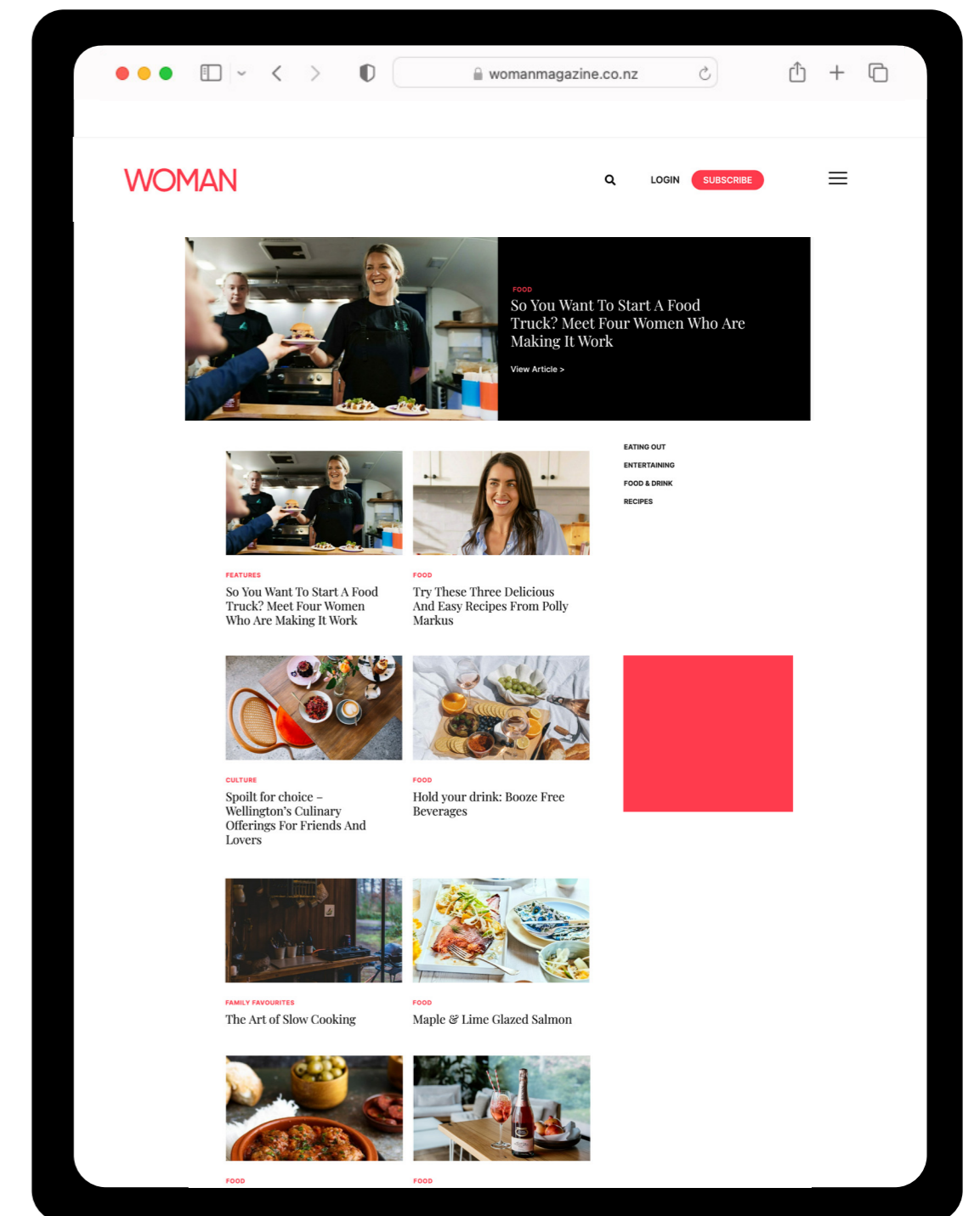
Half Page

300x600px



MRec

300x250px



*All artwork to be supplied as a PNG or JPEG file.

WOMAN

Contact Us

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