

Category decks.

NZME research & insights

Business category.

Kiwi consumers that make up the business category



Business Decision Makers

Those who have participated in decisions surrounding the purchase of goods and services in the last year.



SME's

Those business owners with 50 employees or less.



Corporate (C-Suite)

Those in the Top 2 Occupations (Professional/Senior Govt Official & Business Manager or Executive).

Basic demographics of the business audience



Average age
45 years



Gender
59% Male



Average HHI
\$151,112 yearly



Lifestage
29% are adults with young children

Enterprise Counts.

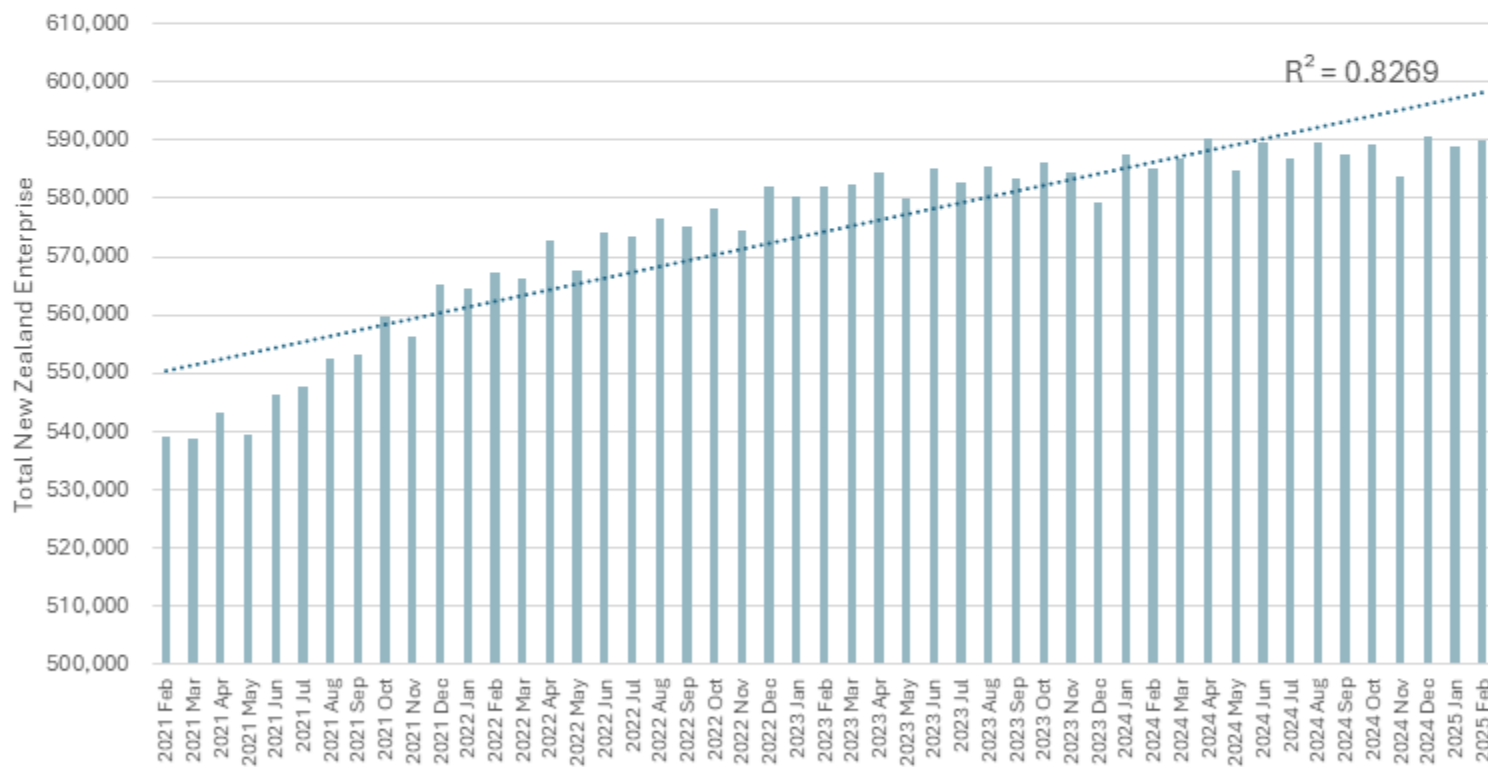
Since Feb 2021, Total NZ Enterprises have increased by 22,563.

For February 2025, there were 4,167 new entries and 3,207 exits.

Auckland makes up 34.8% of NZ enterprises (218,415), followed by Canterbury, with 78,921 (12.6%).

+0.8% Increase in Business Counts Compared to 2024 February

Total Enterprise Counts – New Zealand (Monthly)



Business Spend.

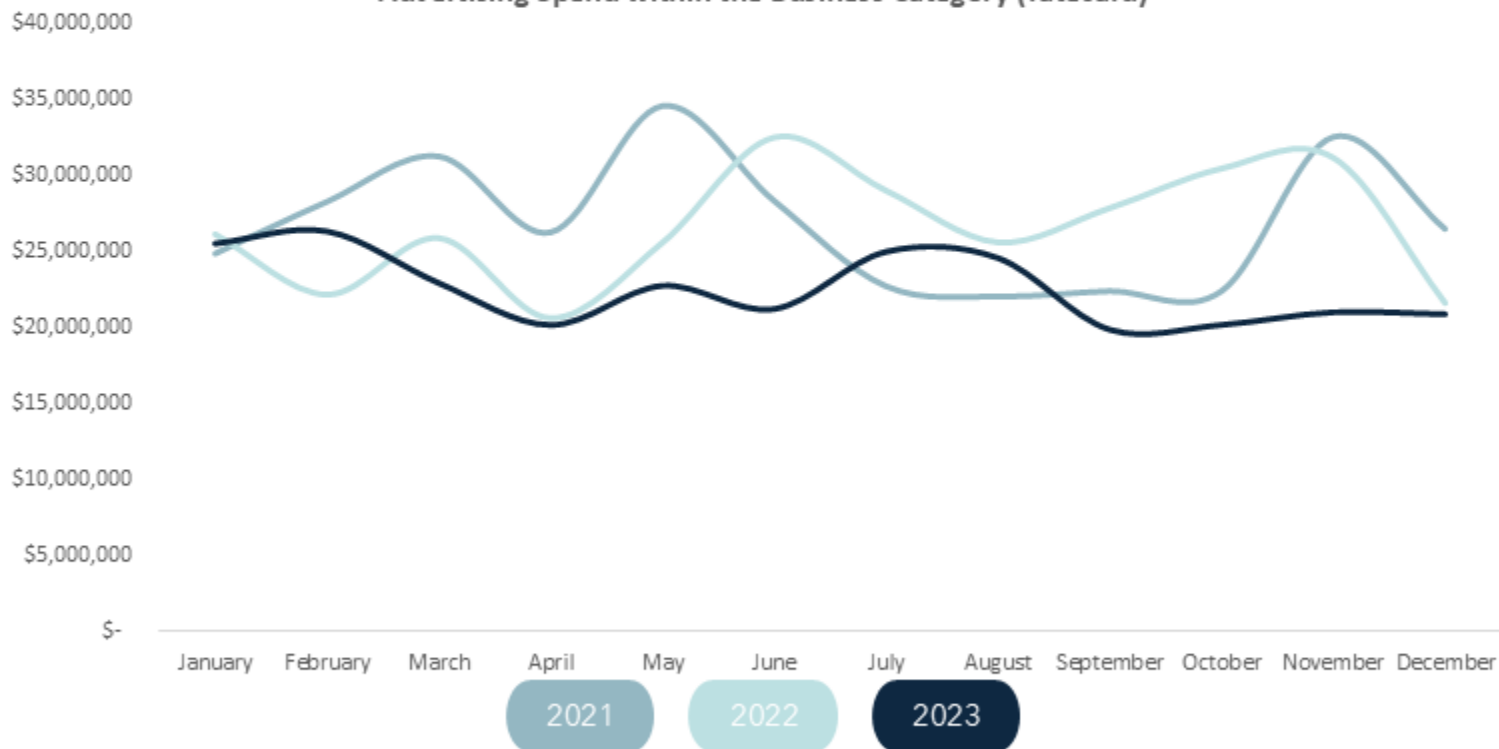
Over the last three years

Business advertisers spent more than \$270 million rate-card on advertising in 2024 and that's almost \$48 million less than 2023.

40% of Business category spend in 2024 has been on Outdoor media, 16% on Social.

Spend among Business advertisers is down slightly (-15% YOY)

Advertising Spend within the Business Category (ratecard)

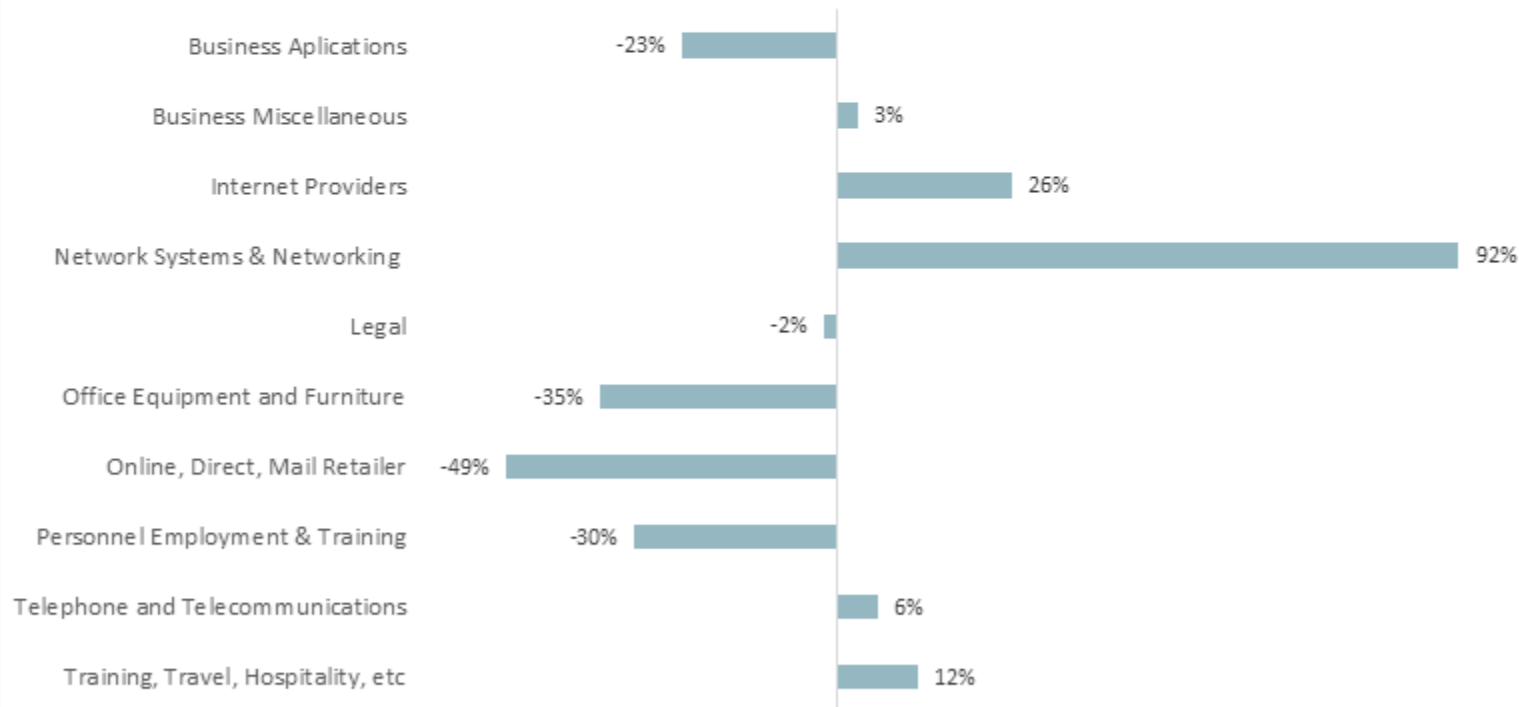


Business Spend.

Category movement

Spend among Business advertisers is down
(-15% YOY)

Business sub-category % change in ad spend YOY



The greatest sub-category decreases can be attributed to a 49% YOY decrease in *Online, Direct, Mail Retailer*, followed by -35% YOY in *Office Equipment and Furniture*.

There has also been a significant increase in ad spend of 92% YOY for *Network Systems & Networking*, followed by a 26% increase in *Internet Providers*.

Business spend advertisers.

Top advertisers among each sub-category

Business Applications	2024
Grammarly Inc	\$13,203,260
Xero Limited	\$11,751,677
Smarty	\$2,820,300
Zapier Inc	\$1,890,013
Employment Hero Pty Ltd	\$1,656,973

Business Miscellaneous	2024
VIOOH	\$60,216,641
JCDecaux NZ Trading Ltd	\$5,267,430
Singer Electric	\$3,912,821
Link Business Broking Ltd	\$3,912,821
My New Start Ltd	\$1,044,615

Internet Providers	2024
NetSpeed Ltd	\$4,064,893
One NZ	\$3,615,532
2 Degrees Mobile Limited	\$3,562,656
Spark NZ Ltd	\$3,259,179
Mercury	\$2,612,125

Network Systems & Networking	2024
Logitech	\$1,216,020
Microsoft NZ Ltd	\$842,531
Fandango Media LLC	\$97,606
Remote Technology	\$85,438
Cable News Network, Inc.	\$83,793

Legal	2024
Corcoran Law Office Limited	\$957,867
JB Morrison Lawyers	\$835,463
Moore Law	\$269,444
Morrison Kent Lawyers	\$252,337
Linwood Law Ltd	\$232,533

Office Equipment & Furniture	2024
Warehouse Stationery	\$4,088,564
Fiasco Limited	\$595,317
Secretlab NZ Ltd	\$336,649
Office Furniture Warehouse	\$124,484
Int. Workspaces	\$79,141

Online, Direct, Mail Retailer	2024
Whaleco Technology Ltd	\$4,147,768
Trade Me Limited	\$2,547,733
Zorali	\$1,737,917
Alibaba.com	\$938,709
SoTrends	\$888,380

Personnel Training & Employment	2024
Seek Employment	\$5,447,660
NZ Post Ltd	\$5,264,195
Tradestaff	\$1,84,219
Trade Me Limited	\$1,785,485
Drake New Zealand Limited	\$1,476,251

Telephone & Telecommunications	2024
Spark NZ Ltd	\$29,643,262
Chorus	\$12,913,173
2 Degrees Mobile Limited	\$3,708,971
Epay NZ Ltd	\$1,779,655
Now New Zealand Ltd	\$426,502

Training, Travel, Hospitality, etc	2024
Domestika	\$1,552,514
New Zealand Skills & Education	\$940,235
Fiction Profits Academy	\$870,376
Media Design School	\$749,733
Servilles	\$684,161



BE SEEN. BE HEARD. EVERYONE'S HERE.

Media engagement Business audience

How the business audience interacts with multiple media

Weekly media usage



Business Audience

Source: Nielsen CMIQ1 24 - Q4 24 Jan 25 Fused AP 15+
Target: Business Audience (n=1,458,000). *Total users of each media



33%* find news on NZ news apps or website helps them form opinions and think differently



32%* of the business audience are put in a good mood by online (streaming) audio.



27%* of newspaper readers find the information they get trustworthy/ credible.



40%* find broadcast FM/AM radio good entertainment value, with 32% of those who listen at least daily finding it a good media for finding out what's new



28%* find podcasts help them to form opinions and think differently

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

Business audience across NZME.

With NZME's **unique mix of digital, print and audio** channels you can **reach more than 1.3 million (87%) of business audience.**

Access additional audiences through NZME's leading podcast network and scalable social media channels.

 **NZME Print**
642,000 (44%)

Why include print? **Print is credible**, it can change the way audiences feel about something or someone.
Recommended Product: The New Zealand Herald; HOS

 **NZME Radio**
664,000 (45%)


Why include radio? **Radio is engaging**, and it puts audiences in a good mood.
Recommended Product: Newstalk ZB, ZM, The Hits

 **NZME Digital**
956,000 (65%)

Why include digital? **Digital is relevant**, audiences feel its good for finding out what's new.
Recommended Product: nzherald.co.nz, OneRoof.co.nz

Source: Nielsen CM1Q1 24 - Q4 24 Jan 25 Fused AP15+ Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (Gfk 53/24). Note: Fused data has potential for duplication. *Triton NZ Metrics Jan-Mar 2025 ^Triton NZ Podcast Metrics Mar 2025.

Access to the NZME network:

 **iHeartRADIO**

925,000
Kiwis listen
monthly*

NZME.
PODCAST NETWORK

Reaching more
than 652,000
New Zealanders^



Connect with
millions of Kiwis
via NZME socials

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

Business audiences.



BDMs are always on the clock, spending an average of 43 hours working per week, with 48% having to respond to work emails after hours.

- 36% find it difficult to switch off from work.
- Average decision value - \$48,409



SMEs are navigating a volatile market, with 81% concerned about the NZ economy, and 54% having to budget carefully for the future.

- 42% are concerned about their financial future
- 54% own a credit card, likely to have a personal loan with their bank



For C-Suite members, work is more than just a job, 48% want to get to the top in their career and 64% feel positive about the future.

- 66% find that flexible working arrangements has made life easier
- 71% believe it's important to make investments now for the future

AGE
Average age
45 years

Gender
59% Male

Average HHI
\$148,824 yearly

AGE
Average age
49 years

Gender
58% Male

Average HHI
\$139,134 yearly

AGE
Average age
44 years

Gender
62% Male

Average HHI
\$182,937 yearly



BE SEEN. BE HEARD. EVERYONE'S HERE.

NZME reaches 87% of the Business audience.

- We reach 1,278,000 of the Business audience
- That's 374,000 more than Mediaworks (+41%), and 73,000 more than Stuff (+6%).

NZME.

Northland
*NZME Business reach 94%

Bay of Plenty
NZME Business reach 96%
BDM - 96%

Auckland
NZME Business reach 93%
BDM - 94%
SME's - 93%
Corporate C-Suite - 94%

Rotorua
*NZME Business reach 100%

Waikato
NZME Business reach 88%
BDM - 86%

Otago
NZME Business reach 86%
BDM - 88%

Wellington
NZME Business reach 83%
BDM - 82%
Corporate C-Suite - 86%

Canterbury
NZME Business reach 78%
BDM - 77%

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

SOURCE: Nielsen CMI Q1 24 - Q4 24 Jan 25 Fused AP 15+ Monthly coverage for Daily & Community titles. Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio 53 2024; Mediaworks comparison excludes Outdoor as not available. Stuff comparison includes monthly coverage for print & digital (incl. neighbourly). *Please exercise caution as these regions have a very limited sample size.

BE SEEN. BE HEARD. EVERYONE'S HERE.

NZME Business audience.

Reaching 1,278,000
of the business audience



nzherald.co.nz
2,134,000

Business Audience:
845,000

iHeartRadio[^]
807,000

Business Audience:
346,000

NZH
1,005,000

Business Audience:
400,000

ZM
432,000

Business Audience:
158,000

Travel Tuesday
406,000

Business Audience:
160,000

Newstalk ZB
652,000

Business Audience:
223,000

**Herald On
Sunday**
302,000

Business Audience:
121,000

**Weekend
Herald**
623,000

Business Audience:
237,000

Hauraki
208,000

Business Audience:
95,000

**Reset/ Sunday
Travel**
182,000

Business Audience:
74,000

The Hits
407,000

Business Audience:
157,000

Canvas
251,000

Business Audience:
87,000

OneRoof
761,000

Business Audience:
268,000

Driven
155,000

Business Audience:
61,000

**Regional Daily
Newspapers**
244,000

Business Audience:
84,000

**Community
Newspapers^{*}**
83,000

Business Audience:
30,000

Coast
276,000

Business Audience:
94,000

GOLD FM
75,000

Business Audience:
30,000

**BusinessDesk.co.
nz**
212,000

Business Audience:
64,000

Viva Weekly
208,000

Business Audience:
83,000

SOURCE: Nielsen CMI Q1 24 - Q4 24 Jan 25 Fused AP 15+ Monthly coverage for Daily & Community titles*, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio. *Includes Waikato Herald and Weekend Sun, ^those who claimed to have listened to iHeart Radio in the past month.

BE SEEN. BE HEARD. EVERYONE'S HERE.

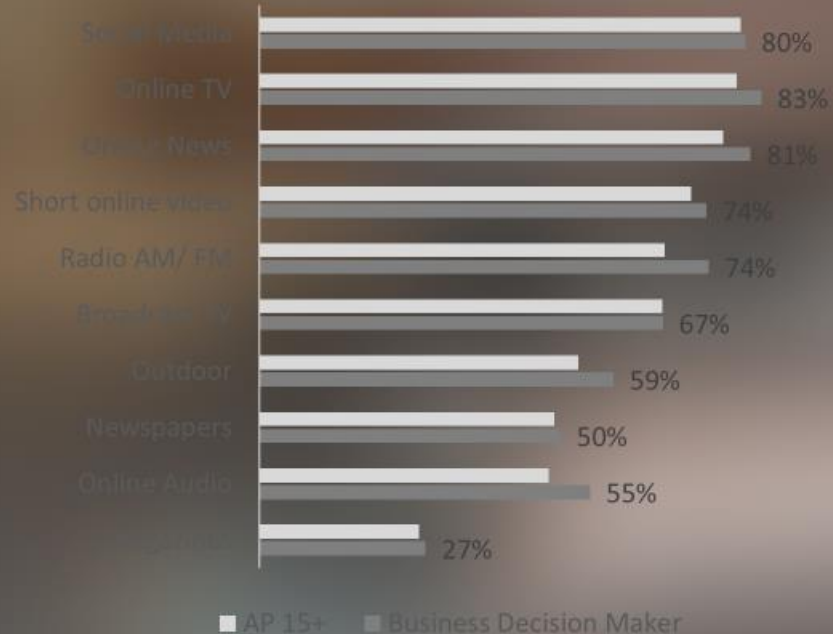
**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

Appendix.

Reaching business decision makers.

Weekly media usage


Weekly media usage



AP15+

Business decision makers

980,000 (87%) reached across NZME's channels .

 **NZME Print**
553,000 (49%)

Recommended Product:
NZ Herald

 **NZME Radio**
509,000 (45%)

Recommended Product:
Newstalk ZB

 **NZME Digital**
711,000 (63%)

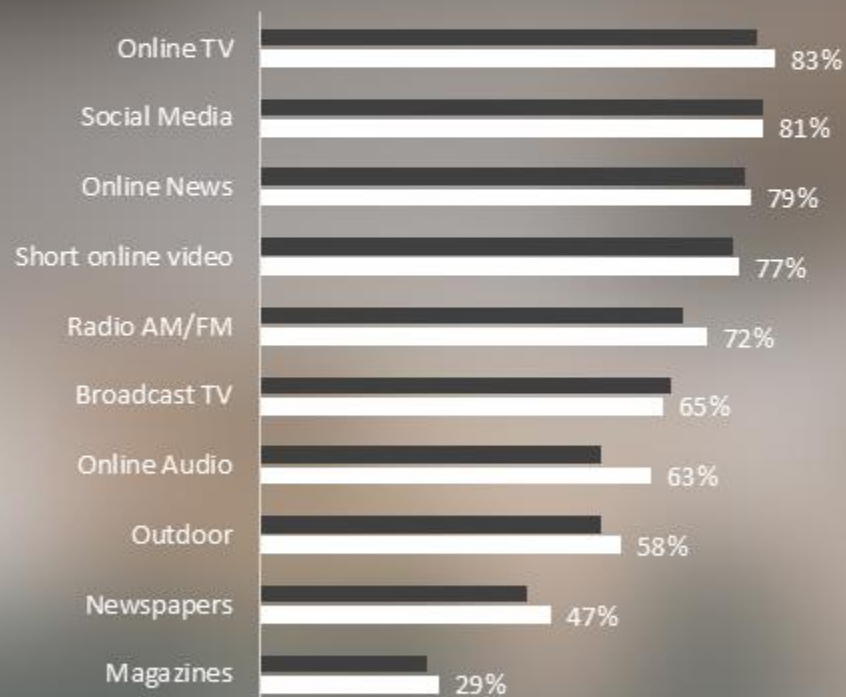
Recommended Product:
nzherald.co.nz

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

Reaching small & medium enterprises (SME's).

Weekly media usage



AP15+

SME's

253,000 (85%) reached across NZME's channels.

 **NZME Print**
123,000 (41%)

Recommended Product:
NZ Herald, Canvas

 **NZME Radio**
138,000 (46%)

Recommended Product:
ZM

 **NZME Digital**
188,000 (63%)

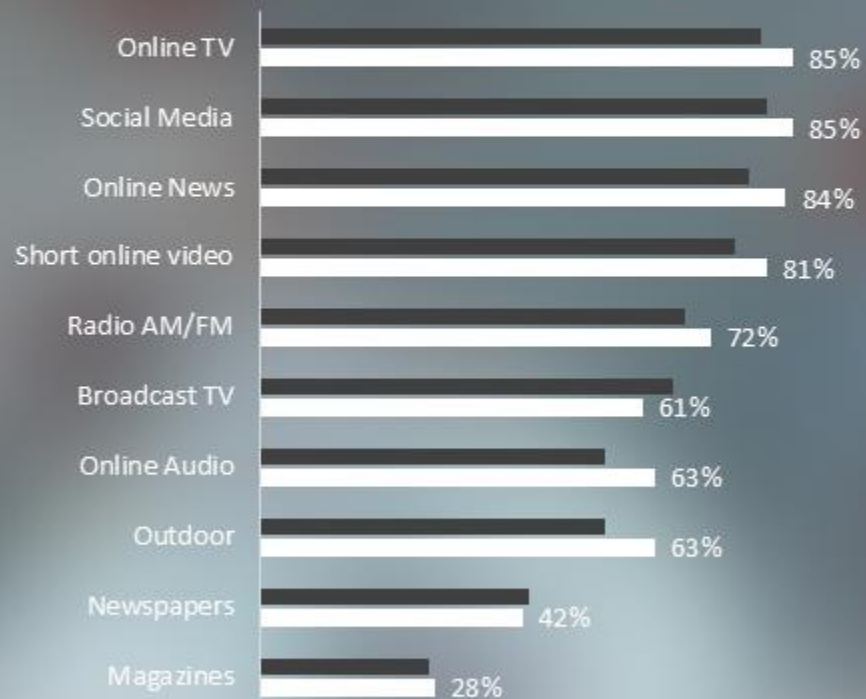
Recommended Product:
nzherald.co.nz

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

Reaching corporate c-suite.

Weekly media usage



AP15+

Corporate c-suite

497,000 (89%) reached across NZME's channels.

 **NZME Print**
266,000 (48%)

Recommended Product:
NZ Herald Business

 **NZME Radio**
241,000 (43%)

Recommended Product:
Newstalk ZB

 **NZME Digital**
386,000 (69%)

Recommended Product:
businessdesk.co.nz

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

SOURCE: Nielsen CMIQ1 24 - Q4 24 Jan 25 Fused AP15+ Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio.

Why print.



Print drives action

Typically, 66% of NZME's newspaper readers will take immediate action as the result of reading a newspaper - make a purchase, visit a website, share with others, attend an event. Give readers something to act on.



Bigger is better

Readers spend 50% longer on full page ads than half pages~ - more space for key messages and product catalogues. More space to make an impact. Bigger ad. Bigger impression.



Print is trusted

The daily newspaper in print (alongside online news) are in the top 3 most trusted media channels for New Zealanders.



Print delivers

Incremental reach; 580,000* of NZME's print audience don't use Instagram.



Print readers are focused

Newspaper is the least distracted media, with 56% engaging with no other media whilst reading^.



BE SEEN. BE HEARD. EVERYONE'S HERE.

Print incremental reach.

580,000



580,000 who don't use Instagram

850,000



850,000 who don't use TikTok

964,000



964,000 who don't use LinkedIn

653,000



653,000 who don't use WhatsApp

944,000



944,000 who don't use Snapchat

1,019,000



1,019,000 who don't use X (formerly Twitter)

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

Why radio.

Radio is personal and engaging

Well-known talent can increase attitude, memory processes and engagement by up to 10%*. Radio ads get stuck in people's heads, playing a large part in the unconscious ad recall+.

Radio follows people throughout their day

It's portable and they take it with them. Kiwis can wake up with it, work with it, travel with it, take it to the gym, relax with it and fall asleep with it, meaning that advertising messages are with consumers right up to the point of purchase.

Radio is trusted & informative

Radio is one of the most trusted media platforms in New Zealand. 80% of people think the human voice can establish trust like nothing else**. It's a fun & exciting environment, but also informative with 36% tuning in to get the latest news & updates+.

Radio delivers

Adding an audio component to a campaign creates a +37% uplift across engagement, attention & recall metrics demonstrating audio's ability to increase ROI~.

Number one for multi-tasking

Radio is Kiwis' favourite media for doing other things whilst engaging with. It's easy to become absorbed in this media whilst doing other things, yet audio still delivers a 30% cut-through even with low consumer attention~.



BE SEEN. BE HEARD. EVERYONE'S HERE.

Why podcasts.

Podcasts listeners are focused

1 in 5 listeners give podcast advertisements their full attention and 51% of listeners are engaging with no other media while listening[^].

Podcasts are trusted

25% have learnt about a product/brand after hearing an ad on a podcast and 16% are then likely to trust that product/brand.

Relevance

Over a third (33%) will pay attention to an ad that the host mentions or is relevant to the podcast topic

Podcasts drive consideration

After hearing an ad on a podcast, a quarter (25%) have searched for information on a product/brand.*

Listeners advocate for podcasts

65% have recommended a podcast to a family member or friend.



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

Why NZ digital news.

((•)) Wide-reaching

Digital news has wide and frequent engagement. Kiwis pick up news stories as they wake in the morning, and follow news websites and Apps across the day for regular updates.

📱 Multi-platform presence

With presence across desktop, mobile and tablet devices, digital news maximises the frequency of messaging and opportunities to reach target audiences in any given day, regardless of the device they are using.

👤 Delivers highly targeted audiences

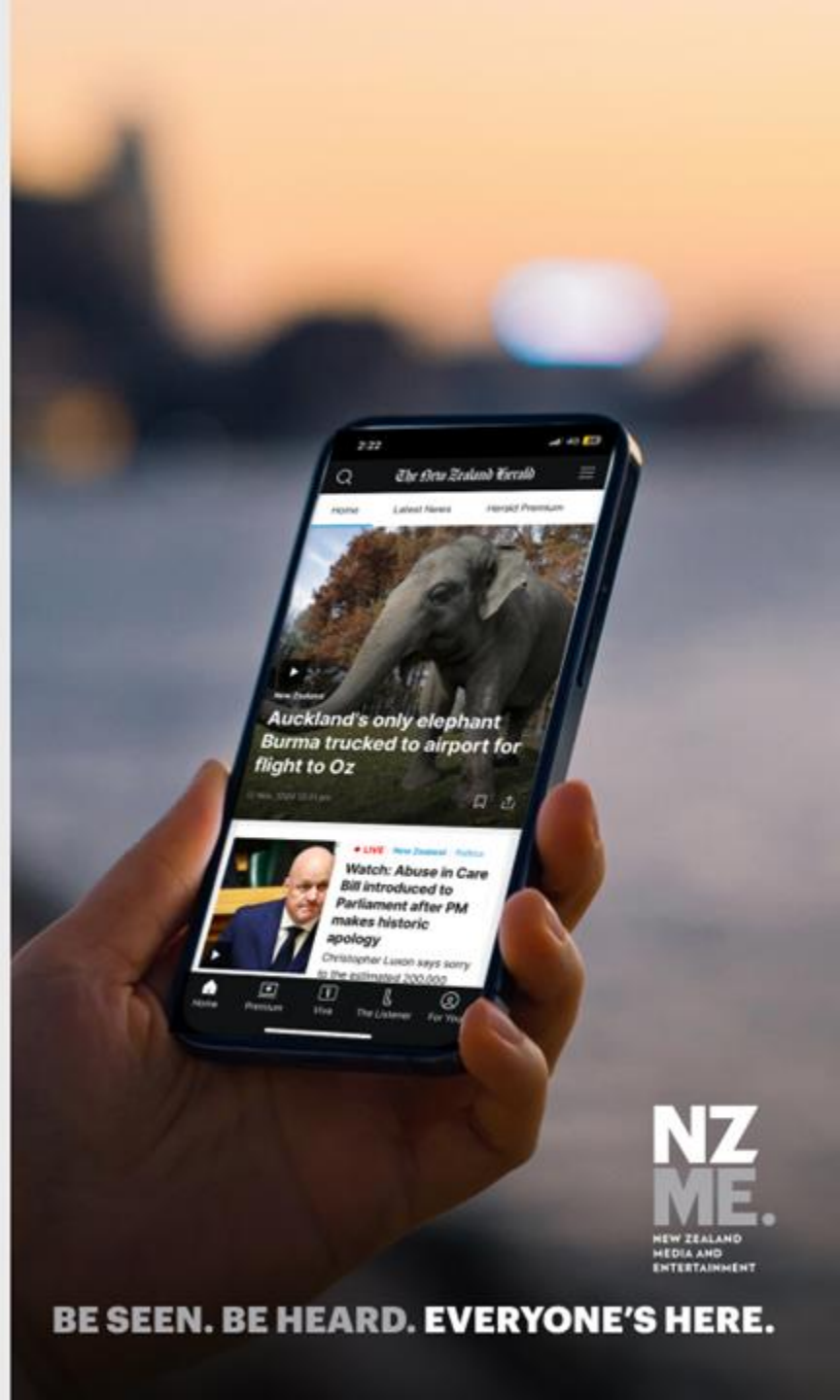
Digital news enables brands to deliver a highly personalised and targeted experience, with reduced wastage.

📊 Measurable results

Detailed analytics and reporting of campaigns allow clients to track the performance of their ads to optimise marketing strategies.

❤️ 6.4x more trustworthy & credible than Social Media

NZ news Apps/websites are the top choice for Kiwis when it comes to being a media they consider trustworthy and credible; more trusted than Broadcast TV, and five times more trusted than Social media.



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.