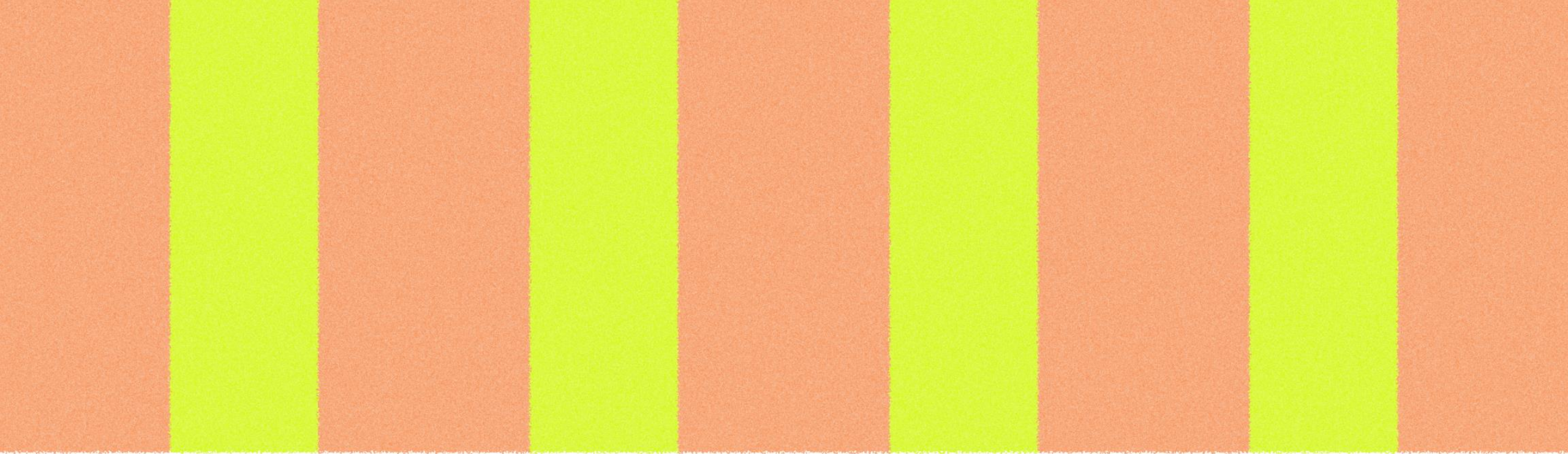




Multichannel opportunities.

**NZME
SUMMER
● SERIES**

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NZ Herald Summer Photo Competition.

The New Zealand Herald's annual **Summer Photo Competition** invites photography enthusiasts to submit their best NZ summer-themed photos for the chance to win great weekly prizes and a grand prize of \$5000 cash!

Top submissions are published both online and in print, celebrating the unique moments that define Kiwi summers.

This promotion is supported by the NZ Herald across print and online and amplified on Newstalk ZB and via NZME's full suite of marketing assets including print, digital, radio, and OOH.

Media investment \$80,000+gst NET (includes grand prize and social boosting)

Production investment \$10,000 (plus 3 x \$1,000 weekly prizes)

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Canvas Best of Summer Flip Magazine

Your Guide to the best of NZ Summer

21 December Canvas (last issue before the Xmas & summer break).

Concept: A 5 or 7-page flip section of Canvas, with an extended summer version of the weekly planner: 'Your Guide to the Best of the NZ Summer'. A keepsake issue, with the guide covering key pillars of interest to Canvas readers: Food & Wine events, Festivals, Theatre/Arts, Family events.

Flip section to be integrated as "presented with..." or "supported by..." on the cover plus 1 x full page brand ad and 2 x 1/8th page sponsorship banners.

Investment:

~\$20k NET print partnership

Digital Extension

\$3k NET radio extension on Coast

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For more information about brand story extension, please speak to Liezl Hipkins-Stear



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