

# Real Estate Today

## New Zealand

# Advertising Rates

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2024

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## About Real Estate Today - New Zealand

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**Founded in 2023 by media & marketing expert Nic Fren of Bespoke Media, after recognising a gap in the market for an industry focused publication. Nic set out to create the only dedicated online publication for the real estate industry in New Zealand.**

Celebrating its first anniversary in April 2024, RETNZ has firmly established its position in the industry, thanks to the remarkable popularity it has garnered.

Initially starting with one bulletin per week distributed to our database of circa 15,000 people within the real estate industry to gauge the level of interest, a second bulletin was added to accommodate the level of feature stories coming in.

In late 2023 our monthly podcast 'The Chat' was released with rave reviews. Each month we have a special guest who shares their journeys & experiences with our listeners.

As we step into 2024, RETNZ remains committed to its role as a leader in the industry, known for its ethical standards, reliability, and fairness.

We have strategically placed ourselves at the forefront of delivering news that not only informs but also educates and inspires our audience, ensuring they are up-to-date with the latest industry trends and developments.

We actively identify and explore stories that have previously resonated with our readers, using these insights to curate a diverse mix of content.

This includes the latest news as well as in-depth features on industry practices and innovators, aimed at keeping our audience engaged and informed.

**Be seen where real estate agents are hanging out.**



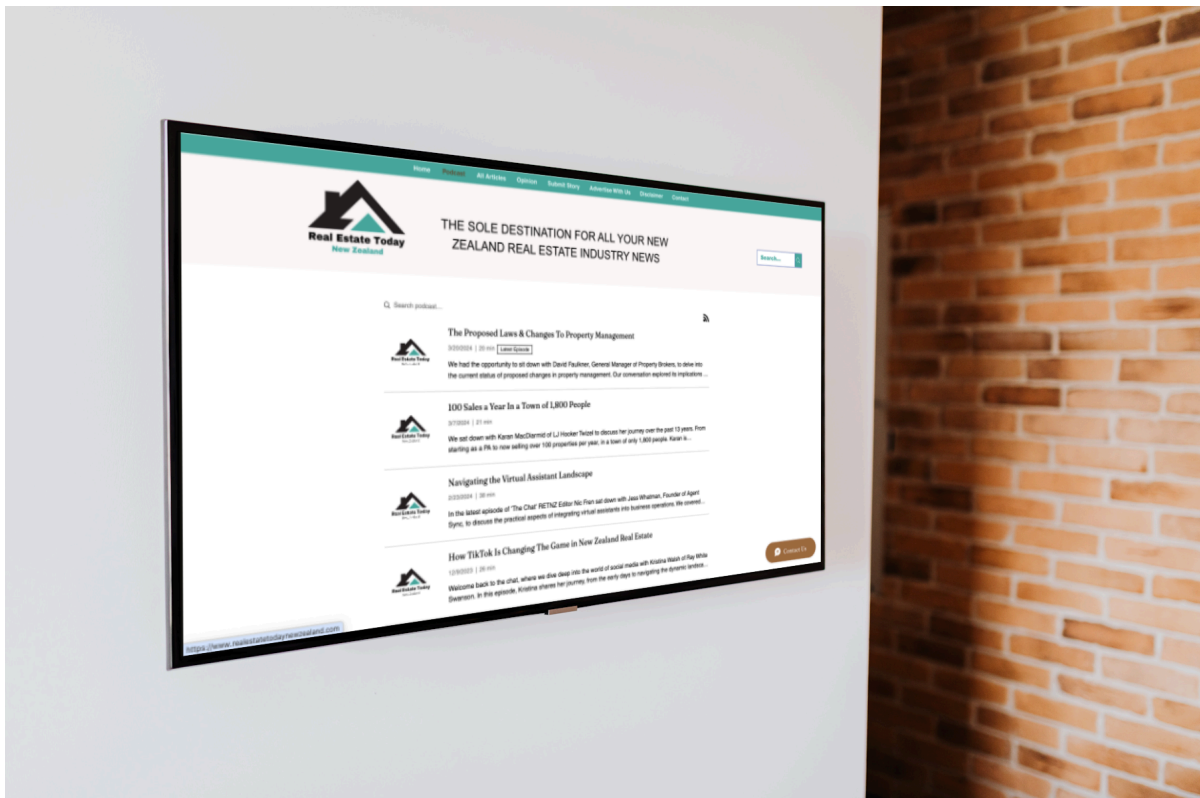
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## How we can help brand your business?

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### Captivated & engaged audience

Our platform has successfully captivated and engaged an audience within the real estate sector, establishing itself as a prominent and respected media channel. This prominence ensures your brand receives unparalleled visibility and elevation above competitors. Demonstrated by consistently high email open rates and podcast listenership, our audience's engagement is undeniable. Advertisers, both current and past, have witnessed significant boosts in website traffic and inquiries, a testament to our effective marketing strategies. We pride ourselves on understanding our audience's preferences, optimising the timing of our bulletins to maximise engagement without resorting to spam. This strategic approach guarantees sustained high levels of engagement, substantially enhancing your brand's profile.



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# Our packages

**1st of July 2024 - 31st of August**

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## Platinum Package - 3 Months

24 X Top Tier banner ads - Appearing in weekly Bulletins.

2 X Priority placement banner ads on our website

3 X Podcast naming rights (official episode sponsor with your company mentioned prior & during the podcast)

Email reach - approx 15,000 people per bulletin weekly.

Social media reach - approx 100,000 people weekly.

**Each campaign runs for 90 days and must be booked & paid for 30 days in advance. Artwork is to be supplied by client.**

**\$2995 + GST (\$AUD)**



**SOLD**

## Gold Package - 3 Months

24 X Second Tier banner ads - Appearing in weekly Bulletin

2 X Priority placement banner ads on our website

Email reach - approx 15,000 people per bulletin weekly.

Social media reach - approx 100,000 people weekly.

**Each campaign runs for 90 days and must be booked & paid for 30 days in advance. Artwork is to be supplied by client.**

**\$1995 + GST (\$AUD)**



**SOLD**

## Silver Package- 3 Months

12 X Third tier banner ads - Appearing in weekly Bulletin

1 x Priority Banner ad - website

Email reach - approx 15,000 people per bulletin weekly.

Social media reach - approx 100,000 people weekly.

**Each campaign runs for 90 days and must be booked & paid for 30 days in advance. Artwork is to be supplied by client.**

**\$1,495 + GST (\$AUD)**



**AVAILABLE**

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## Our packages

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### Bronze Package - 30 days

2 X Fourth tier banner ads - Appearing in weekly Bulletin

1 x Banner ad - website

Email reach - approx 15,000 people per bulletin weekly.

Social media reach - approx 100,000 people weekly.

**Each campaign runs for 90 days and must be booked & paid for 30 days in advance. Artwork is to be supplied by client.**

**\$495 + GST**

**SUBJECT TO  
AVAILABILITY AT  
THE TIME OF  
REQUEST**

### Solus Email Alert

A stand alone email promoting your business, services or offering to the industry.

An email alert that goes out separate from our weekly alerts, so as your message cuts through.

An opportunity to directly market to your desired audience.

**Please note, as not to spam our readers, we will only publish 2 EDMs per month.**

**Price - \$1,495 (\$AUD)**

**TWO  
AVAILABLE**

### Podcast Package - 3 months

Join industry leaders and influencers shaping the real estate sector through our exclusive podcast series. This package offers comprehensive exposure for your brand, ensuring maximum visibility and engagement.

Package Inclusions:

- Solus Email Alerts: Receive three dedicated email alerts highlighting your company as the podcast sponsor.
- Opening Sponsor Mention: Your brand will be acknowledged within the opening seconds of each episode.
- Ad Break Feature: Include a 15-second video or audio advertisement during the episode's ad break.
- Brand Visibility: Your logo will be prominently displayed across social media, in our weekly bulletins, and on our website, aligning with the podcast episodes.

**Price - \$1,495 (\$AUD)**

**SOLD**

# Real Estate Today

## New Zealand

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