



**Business  
Canterbury**  
Our Chamber of Commerce

# Media Kit

Updated: October 2024

# Paid Promotion Opportunities with Business Canterbury



**Thank you for your interest in paid promotion opportunities with Business Canterbury.**

As the home and voice of Canterbury business, we offer unique opportunities to connect and engage with Canterbury businesses through a wide range of channels, including:

- EDMs
- Social Media
- Website Blog
- Reception Area Display Reel
- Bold Company Website Digital Advertising and 'Ask an Expert' Content

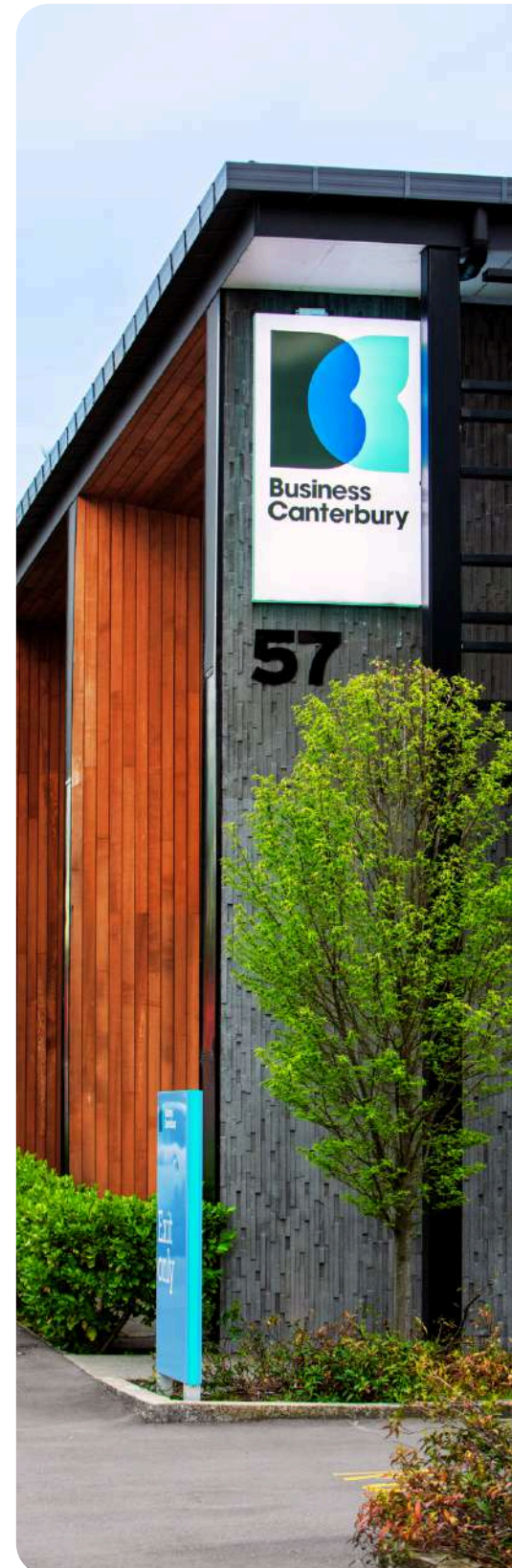
Read through our offerings and get in touch if you are interested in placing a paid promotion or would like more information.

Please note:

- All content will be reviewed by our editorial team, with any edits sent back to you for approval before publishing.
- Content will be tagged as 'Paid content.'
- Upon approval of advertising placement, an invoice will be sent to you. Payment is required within seven days to secure your booking. Payment can be made via online banking or via credit card.
- There is a minimum three-week turnaround time for all channels.

To place a booking or enquire about a customised advertising package, please contact:

Brand Marketing Specialist Hannah Weeds:  
[hannahw@businesscanterbury.co.nz](mailto:hannahw@businesscanterbury.co.nz)



# Email



We have three regular EDMs available to advertise in. Only one advertisement will be included in any edition in the form of a banner (approx. 600x300px)

## Latest Word

Latest Word is a fortnightly e-newsletter from our Chief Executive distributed to all members and contacts. It is ideal for advertisers wanting to connect with key decision-makers in the Canterbury business community.

- Audience size: 5,000+
- Average Open Rate: 44%
- Average CTR: 15%
- Average CR: 6%

\$1,000+GST (Member)

\$1,400+GST (Non-member)

## HR Insights

HR Insights is a fortnightly e-newsletter from our HR Advisor that provides an update on key HR/ER issues. It has a high level of engagement among those with an interest in HR/ER including HR practitioners, small business owners and managers.

Audience size: 500+

Average Open Rate: 51%

Average CTR: 16%

Average CR: 8%

\$750+GST (Member)

\$1,050+GST (Non-member)

## Handpicked Events

Handpicked is our fortnightly EDM that pulls together custom content based on our subscribers' areas of interest. The audience is broader than our other EDMs, but the content is highly targeted. The content is typically focused on events, training, and articles of interest from our blog that align with the subscriber's interests.

Audience size: 3,400+

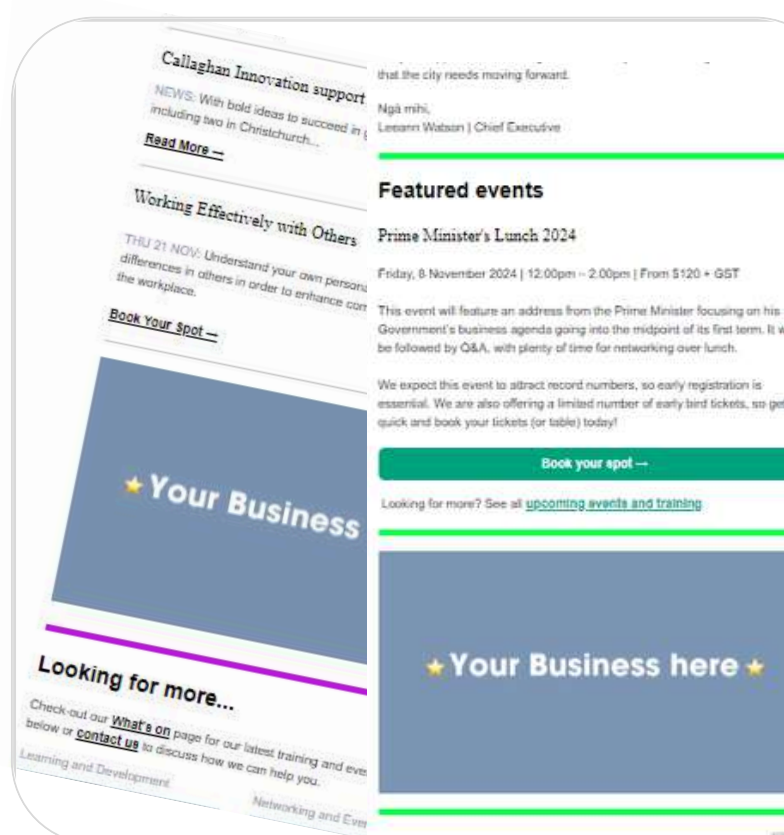
Average Open Rate: 42%

Average CTR: 18%

Average CR: 8%

\$750+GST (Member)

\$1,050+GST (Non-member)



# Other Opportunities



## Business Canterbury Blog

Our Business Canterbury blog covers a range of topics for a business audience. There is an opportunity to share editorial content, which is then also shared as a post on our Facebook page.

Editorial content needs to be 400-500 words, have a 'news' angle, be non-advertorial, and target a business audience. Please include a short headline and image (landscape orientation without text).

\$1,200 + GST per blog article + FB post (Member)

\$1,680 + GST per blog article + FB post (Non-member)

## Reception Video Reel

Our reception video reel plays on a continuous loop and is located at eye level directly in front of our reception waiting area. This reel is also included during in-house training, events, and the TV in our breakout space. Paid promotion placements are for a full calendar month.

Ad dimensions 1,920 x 1,080 pixels

\$450+GST per month (Member)

\$630+GST per month (Non-member)

## Social Media

Get the attention of our followers on LinkedIn and Facebook with paid promotion on our social channels. You supply the text and an image. We will post and tag your organisation on both LinkedIn and Facebook.

Audience: LinkedIn: 4,800+, Facebook: 4,700+

\$950 + GST per combo (Member)

\$1,330 + GST per combo (Non-member)



# Bold Company: Introductory Offer



We're excited to announce that we have launched [boldcompany.co.nz](https://boldcompany.co.nz) – a website that shares what's happening in the Canterbury business community and showcases local businesses.

We are off to a great start with a growing audience. As our followers continue to grow, we are offering introductory rates on digital ads throughout the site and content for our 'Ask the Expert' section. Ads feature on random rotation (maximum of five ads) and run for a full calendar month. You provide the finished ad in the specified dimensions along with a link.

Audience: Average 1,000+ views/month, 200+ podcast downloads/month

## Homepage footer medium 300 x 250 pixels (rotating):

\$1,000+GST (Member)  
\$1,400+GST (Non-member)

## Ask the Expert post

Supplied copy for a Q&A section, including up to five questions. The subject needs to be relevant to the local business community and non-advertorial. Image to be supplied.

\$1,200+GST (Member)  
\$1,680+GST (Non-member)



## Bold Company Podcast

Our newly launched podcast is about telling the stories of Canterbury businesses and the people behind them - tales of innovation, determination, success and lessons learned.

10 episodes per season.

## Please enquire about sponsoring the Bold Company Podcast season 2.

