



media kit

thread.co.nz



Thread.co.nz is a fashion and culture website with a special fondness for promoting upcoming local talent.

We'd love to promote you too!

Presented as an online magazine, it primarily focuses on New Zealand fashion and style with sections on local art and culture, hair and beauty, film and music.

We have been operating since 2001, covering launches and fashion shows, and a special feature on New Zealand Fashion Week each year.

We tailor campaigns to maximise your brand and product exposure.

Let's talk – and tweet

As well as articles and reviews going onto Thread.co.nz, we also post every article that goes online onto Facebook and Twitter and post additional comments regularly on social media.

We love the interactive element that sees a conversation start between a publisher and a reader.



I am a big fan of Thread.co.nz, and regard it as one of New Zealand's leading fashion websites. Editor Megan Robinson is dedicated, clever and kind – a real gem in this industry. She has attended almost every one of our parades over the years and given us countless wonderful write-ups. I always enjoy reading her quirky, heartfelt reviews.

Trelise Cooper



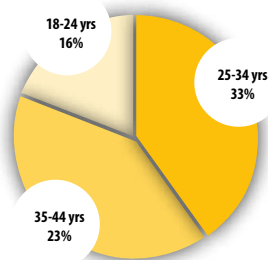
The important thing in this industry is to show up and thread are always there to see what's new and what's happening. That's what makes thread.co.nz important on the New Zealand fashion landscape.

Karen Walker

Who's watching?

Thread.co.nz is for New Zealand women aged 18-34.

- 75% New Zealand, 25% other countries.
- 80% female.
- Age demographic:



Thread is an online media that not only offers the latest media news and up-to-date beauty and fashion advice it also comes with Megan Robinson's personal assurance and style that makes this site so unique. I not only recommend this site I use it as a tool for my international cosmetic business Karen Murrell Cosmetics.

Karen Murrell

Options for brand and product promotion

OPTION
1

Advertiser

\$500 per annum

- Run of site advertising space in valuable right hand side rectangle real estate on continual rotation. It is dynamic and will rotate between advertisers.
- Articles can be loaded permanently online on Thread.co.nz with a hyperlink and posted on Facebook and Twitter for an additional \$90.
- Our weekly eNewsletter is sent out to the Thread database (currently 4568 members) and can include your article for an additional \$90.
- Competitions can be run in our Giveaways section for an additional \$50 each time.



OPTION
2

Advertorial

\$90 one off fee

Includes an article on your business, a hyperlink, copy and images. This is live permanently online on Thread.co.nz and is also posted on Facebook and Twitter.



- Our weekly eNewsletter is sent out to the Thread database (currently 4568 members) and can include your article for an additional \$90.

Promotion low-down

**BEST
VALUE**

OPTION
1

Run of site
advertising
space in
valuable right
hand side
rectangle real
estate.

\$500

(per annum)

OPTION
2

An advertorial
article on your
business, a
hyperlink, copy
and images.

\$90

(one off fee)

Price

Loaded Articles

\$90

(additional fee)

Giveaways

\$50

(additional fee)

eNewsletter Inclusion

\$90

(additional fee)



Thread.co.nz has been on my radar since I started my fashion PR business over 8 years ago. In that time, Megan and her team have never failed to report quickly and positively on fashion news throughout the country. The site is a well-rounded, efficient and robust place to read up on news and events from our industry.

Murray Bevan, Showroom22

Please contact us for prices on non-standard ad formats

Fine print...

Technical Specs

- The right column ad size is 300x250.
- Ads can be any acceptable web format .png, .gif, .jpeg, or an animated element like flash.
- Max size: 25kb

Artwork and Design

from **\$200** per ad

- Design price additional to option prices
- Includes ad design and two additional changes
- Please provide images and text.

Conditions

- All rates are in New Zealand Dollars
- Competition products to be sent out at your cost to supplied winners' addresses. Thread does not give out our database due to disclosure of personal information.
- Rates do not include any form of exclusivity
- Rates exclude any production charges
- Full technical specifications are available by contacting megan@thread.co.nz.

Payment

Pay by cheque or bank transfer.



I love Thread! it is a great little online title that seems to be at every cool event. Its pleasant analysis of all the fashion parties and launches, combined with on-the-spot photos makes it a great way to stay in touch and see what the fashion world is up to.

Paul Blomfield, Paul Blomfield PR



Impact PR has been working with Thread for several years now – our Auckland public relations agency represents a range of global fashion and beauty brands and from our clients' point of view Thread is a highly desirable and influential media title which brings an effective social media integration into their offering. As the site continues to evolve and grow in popularity we are pleased to recommend to brand managers that they consider adding this site into their marketing mix.

Fleur Revell-Devlin, Managing Director, Impact PR



Contact thread.co.nz for a unique, tailored campaign to promote your brand and product

Megan Robinson

Editor,
Thread.co.nz

megan@thread.co.nz

Mobile 021 1364 992