



view
Auckland.co.nz®

The Aucklanders' Guide To Auckland

MediaPack

About Us

www.ViewAuckland.co.nz is Auckland's leading city guide, specifically catering to Aucklanders. Established in 2005, ViewAuckland.co.nz has become the most widely used information website on the Auckland region and delivers comprehensive, up to the minute on New Zealand's entertainment capital.

Over the last 12 months, site traffic has increased by a staggering 110 percent (Nielsen NetRatings Figures – Jan 2008 - Jan 2009). With a further 6 regions scheduled for launch in May 2009, the View Network will soon be one of the largest online publisher networks operating in New Zealand.

Why You Should Partner With Us

- **Audience** - Visitors to ViewAuckland.co.nz are using the site to make decisions, whether it is to book a restaurant, watch a movie, attend a concert and much, much more. This is an ideal time to reach people whilst they're in the decision-making process
- **Results** - Because our audience is so highly targeted, we are in the position to offer maximum cut-through and a tremendous ROI.
- **Service** - We pride ourselves on providing the highest level of service in the industry! Ad campaigns are fully measurable and our delivery reports give you fast and accurate results.
- **Targeting** - Each section of our site draws a different demographic. We can target banner campaigns to a particular audience in our site depending on your brand and desired demographic.
- **Integration** - With a large weekly newsletter, spotlight features, advertorial, flash features and seasonal features ViewAuckland.co.nz offers fantastic value- add integration to your next campaign!

Total Traffic & Circulation

Unique Visitors	212,584
Page Impressions	1,028,335
Domestic Traffic %	80
Frequency	1.48

*per month, based on total sourced from Nielsen/NetRatings as at 31 January 2009

Demographics

Sex

Female	56%
Male	44%

Age

18-25	28%
26-40	37%
41-50	21%
50+	14%

Salary

\$0-\$30000	24%
\$30000-\$60000	47%
\$60000+	29%

*based on profile of 27,014 registered members – 92% Auckland based



For further information please contact:

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