

SNAPDRAGON  
MEDIA

kidspot  
Thousands of Mums. One Spot.

HER WORLD  
*Her world is your world*

We're Snapdragon Media, the female-led and New Zealand owned media company driving expertise in digital marketing.

As women who help bring resources to other women, we know how to achieve high-cut through marketing and put your brand in front of household shoppers.

With two key online-publishing brands established under her name, the team at Snapdragon Media can tailor branded or native campaigns to suit your budget, your target market and your objectives.



# ***WE KNOW***

KIWI WOMEN

THOUSANDS OF MUMS. ONE SPOT

**kidspot**.co.nz

WWW.KIDSPOT.CO.NZ



## #1 FAMILY INFLUENCER

ENGAGING OVER 207K KIWI PARENTS

- After being in the digital space for over 14 years, Kidspot has become the #1 influencer for parents looking for information for their family
- Strong social growth as parents try to drown out the 'noise' of social media and find reliable resources for their advice and information

**207,545**

MONTHLY UNIQUE  
VISITORS

**498,108**

MONTHLY PAGE  
VIEWS

**3:36**

AVERAGE TIME  
ON SITE

**30,137**

FACEBOOK  
FOLLOWERS

**272,300**

FACEBOOK REACH

**17,506**

FACEBOOK  
ENGAGEMENTS

# SPOTLIGHT ON RECIPES

**In May, our recipe section received nearly 211,000 page views from parents seeking our recipe ideas.**

With busy schedules, fussy eaters and a desire to provide their kids with the healthiest of dishes, Kidspot parents actively seek out new recipe ideas that the whole family will love.

- **Searches for winter friendly recipes i.e. slow cookers, soups, winter desserts began appearing more prominently in May**
- Grab n go lunchbox options are highly sort after along with under 30 minute dinner ideas – mums are time poor at the best of times so look to find products and services that aid them in creating quick and healthy meal options
- There is still a perception that eating healthily costs more, and many mums are willing to make savings in other areas in order to provide healthy options for their children
- The key for marketers lies within the ‘three ingredients’ of food choices – cost effective, honestly healthy options, that are convenient
- 64% make health a priority
- 35% make time a priority
- 27% make budget a priority



## Dinner

44,000 views



## Lunchbox

37,000 views



## Cakes & Baking

30,000 views



## Breakfast

29,000 views



## Baby Food

15,000 views

Our ‘Around the table’ recipe content zone is the most popular traffic driver for Kidspot. Parents search daily for easy recipes that work well for their family. FMCG clients benefit from this traffic with above average time on content, higher CTR on media and increased engagement (shares and clicks to print recipes).

Our top 5 categories remain the same throughout the year however during key seasonal periods, we see a spike in traffic to:

- **Winter months:** soups, slow cooker recipes, oven bake meals
- **Summer months:** BBQ, Christmas, salads
- **Back to School:** snacks, lunchbox, quick-breakfast options
- **July – September:** birthday cakes, party food



# TRENDING



## RECIPES

211,600+ page views



## ACTIVITIES

70,200+ page views



## FAMILY HEALTH

48,400+ page views



## PREGNANCY

45,900+ page views



## SCHOOL RESOURCES

35,200+ page views

# MAY 2020

## MONTHLY OVERVIEW

**Kidspot has cornered the parenting scene and actively engaged 207,000 Kiwi mums in May.** In comparison, stuff.co.nz actively engages 143,000 Kiwi mums throughout their Parenting/Essential Mums section.

- Our time on site increased to over 3:30 - the highest in 12-months
- Searches for winter focused content increased i.e. health and recipes
- Searches for domestic getaways and things to do with the family increased

## WHAT'S TRENDING / ARTICLE HIGHLIGHTS



## QUICK DINNER IDEAS

### RECIPES

19,000+ page views



## PRINTABLE HOME LEARNING

### SCHOOL / CLIENT PARTNER

14,000+ page views



## SOUTH ISLAND ROADIE

### FAMILY HOLIDAYS

9,200+ page views

# JUNE 2020

## THIS MONTH'S FOCUS

- **Winter wellness** content launching with focus on health, recipes and at-home
- **Focus on local tourism** - launch of Backyard Breaks and NEW Family travel deals page

# CONNECT

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