

SNAPDRAGON
MEDIA

HER W♀ORLD
Her world is your world



HER WORLD 2020 MEDIA KIT

WHO ARE SNAPDRAGON MEDIA?

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.



With 12 years in market, Kidspot is the #1 parenting resource in NZ



With 2 years in market, Her World is one of the largest female-centric sites in NZ with women aged 26 - 38





WE ENGAGE MILLENNIAL WOMEN



Users: 71,555
Avg. Pages per UB: 1.7



Pageviews: 121,722

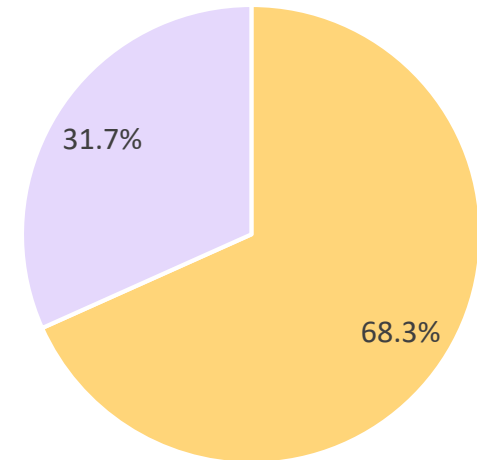


Time on site: 2:33



2,238 followers
5,579 impressions
1,286 engagements

- Kiwi content for Kiwi women
- **Core demo: women 26 - 38**
- She's online more than 5 hours a day
- She's one of the 93% of women who turn to the internet for information about new products

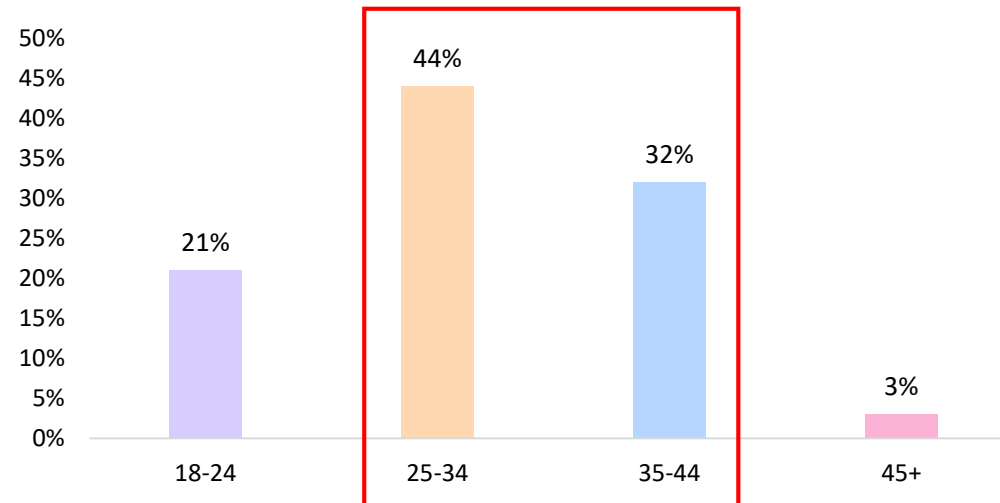


■ New visitors ■ Returning visitors

January 2020

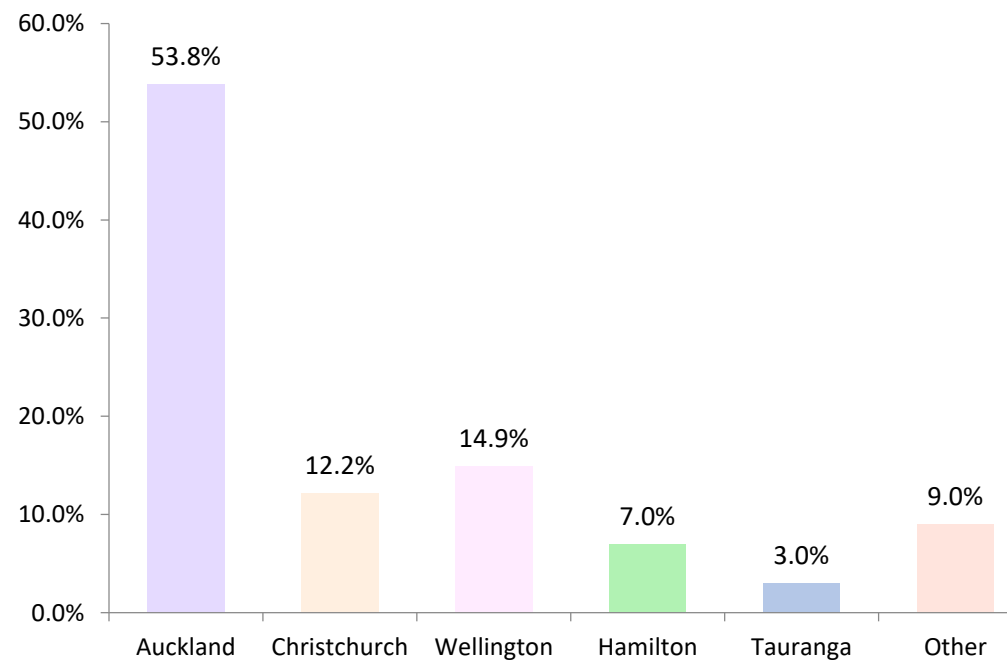


WE ENGAGE MILLENNIAL WOMEN



**What
is your age?**

**Women aged 26 – 38 is
our core demo**



**Where
do you live?**

**53.8% reside in
Auckland**



THEY HAVE THEIR OWN **STYLE**

As their days get busier, women actively search for ways to cut down their morning routines and love engaging with 'hack' style listicles.

Our site search shows they are on the hunt for tips on how to get the perfect fit for their body shape, easy shoppable content and products that integrate flawlessly into their lives.

We've also seen an increase in searches for eco-friendly and vegan beauty products with our recent survey supporting that women will invest more into products that align with their own beliefs.

Average 18,000 views per month



Top content

- 5-minute make-up routines
- Shop the look fashion spreads
- Early morning beauty hacks
- Foods that help your skin
- How to fit a bra properly
- Size guides: finding the perfect fit for your body



THEY WANT **RECIPE** INSPO

63% of women spend time online searching for recipes and cocktail ideas on a regular basis – this number increases during peak entertainment seasons such as Christmas and summer

A recent Her World survey found that women are happy to invest more money into food products that are:

- Healthy and easy to prepare
- Meet their dietary requirements such as gluten free or vegan
- Grab'nGo or ready-to-eat products such as salads or work snacks



Average 17,000 views per month

Top content

- Healthy meal substitutes
- Meatless Monday meal options
- Under 30 minute dinners
- Vegan meal options
- Cocktail recipes
- Winter soups and superfoods



THEY LOVE TO TRAVEL

Work hard, play hard is a motto our women live by, so to make sure they're balancing the important things in life, our audience makes travelling with their friends and partners a priority.

A recent Her World survey found that **41.3%** of our audience plans on **taking a trip around New Zealand** with **53.4%** of our audience stating they are looking at **travelling to Australia**.

Our site search stats have revealed that our **women are interested in engaging** with content that gives them inspo for planning accommodation ideas, packing tips and long weekend getaways.



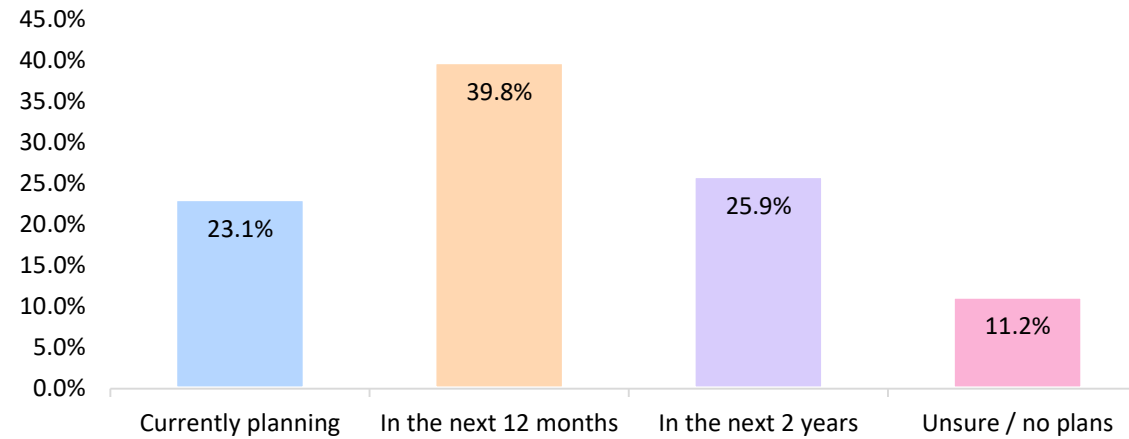
Average 18,000 views per month

Top content

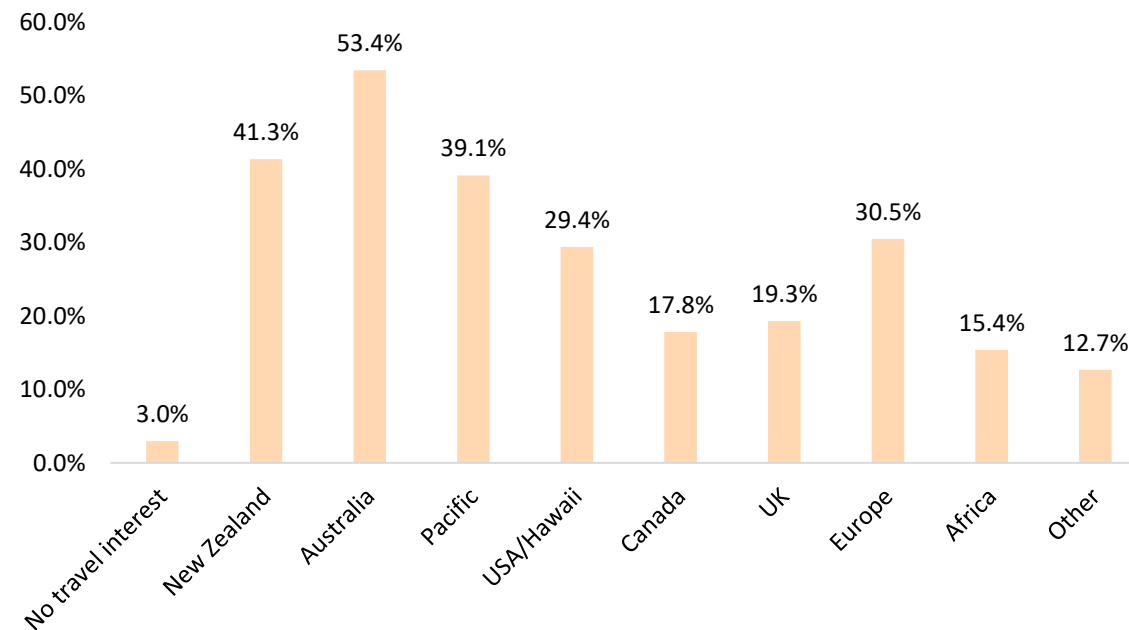
- Trips around NZ
- Easy packing tips
- Ways to save for an overseas trip
- Destination guides
- Road trip ideas: checklists, playlists, location
- Travelling solo



THEY LOVE TO TRAVEL



Are you planning a holiday?



Where would you like to travel to in the next 2 years?
(select all that apply)



THEIR HOME IS THEIR HUB

Women take pride in creating warm, inviting and personal spaces in their home that reflect their personality and create a hub for entertaining.

They actively search out décor inspiration and tips to help them manage their finances. Also, as we all make changes to become more environmentally friendly in our homes, we've noticed an increase in searches for information about eco-products, tips for making eco-lifestyle changes and plant-based diets.



Average 10,000 views per month

Top content

- DIY decor ideas
- Making plastic-free/eco changes
- Tips for warming your home
- Using plants to liven you your home
- Budgeting and finances
- Kitchen must-haves

THEY PRIORITISE THEIR HEALTH

Whether they're at the beginning of their fitness journey or hitting the gym is part of their daily routine, our women make their health and fitness a priority.

As such, each month we see an increase in searches for information on how they can get the most out of their exercise, tips to help them lead healthier lifestyles and direct searches for gyms, health foods and exercise equipment.



Average 22,000 views per month

Top content

- Practicing mindfulness
- Fitspo
- Women's health
- Menstrual cups and period products
- Nutritional swaps
- Medical screenings all women need



THEIR **RELATIONSHIPS** MATTER

Whether they're newly dating, in a long-term relationship or they're trying to work through things with their friends, our women prioritise their relationships.

Their love life: They actively search for advice to spice up their sex life and continue to engage with content that aids them in being a more compassionate and communicative partner. They enjoy planning date nights and engage with content that brings them fun, out of the box and budget friendly ideas.

Their squad: Like any relationship, those with friends are the most rewarding and at times, the most frustrating. As such we see spikes in searches for tips for detaching from toxic friendships, fun ways to host a girls night and how to help your BFF out of a sticky situation.



Average 12,000 views per month

Top content

- Date night ideas
- Ways to spice up your sex life
- Detaching from toxic friendships
- Sex advice
- Wedding inspiration
- Better communication in relationships



CREATE PEER-TO-PEER INFLUENCERS

Products reviewed by real Kiwi women who provide honest feedback on your brand encouraging positive WOM and peer-to-peer discussions

Large number of women turn to the internet and their friends for information about a product

Word of mouth plays a big part of this with the average women sharing her happiness/unhappiness about something with approx. 26 people

- Product trial group recruiting up to 50 trialists
- Trial group registrations and review amplification supported by editorial drivers package
- Reviews amplified by a custom created 300x600 ad unit that runs across our network (Her World & Kidspot)
- Star rating out of 5 added to group
- Reviews can be used as testimonials in marketing materials and on your website/social platforms



STAY 'ALWAYS ON'

Our Her World directory is unique to the NZ market and is an engaging tool to help you reach women aged 22 – 38 who largely search and shop online.

Women spend on average 5 hours online per day browsing social media, consuming entertainment and researching/purchasing products.

Our women can access your business via two key search points:

1. Site search
2. Directory search

The streamline directory features a large image for visual appeal and includes integrated social media and video options. All listings drive traffic directly to your website

[Visit our directory](#)



STAY 'ALWAYS ON'

Each listing is customizable and messaging is tailored to reflect your brand and products

Main Categories
Beauty
Style
Travel
Health & Fitness
Restaurants, Cafes & Food
Entertainment & Events

Main Locations
Auckland
Hamilton
Wellington
Christchurch
Dunedin
Palmerston North
Napier/Hastings
Tauranga



Business Name

Direct link to website

Integrated social media tools

Contact info & brand snippet

Specifications

Image: 1024W x 800H

Copy: max 50 words

Phone & email: optional

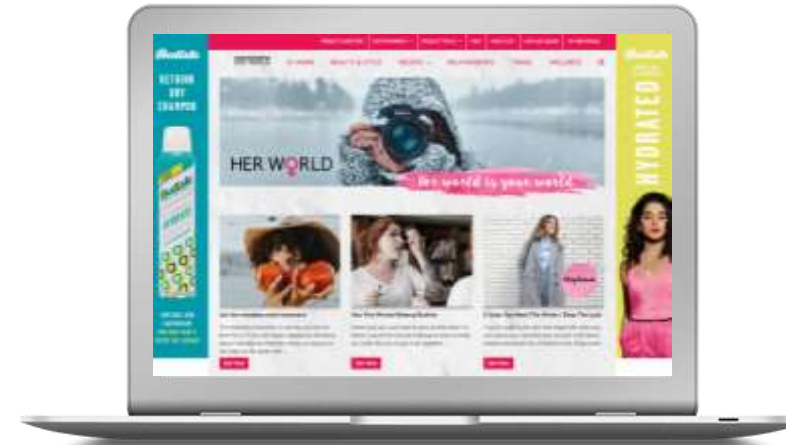
Buttons: social media

WE CREATE NEW WAYS TO AMPLIFY YOUR BRAND

Her World can tailor any campaign to match your budget and your branding needs.

We have expertise in targeting Kiwi women and understand what engages them the best

- Branded destination hubs
- Content integration
- Recipe integration
- Recipe slideshows
- Movie, event and book reviews
- Brand ambassador and blogger content
- Mass reach media
- High-impact display
- Product trials
- TVC amplification
- Social media
- Outbrain
- Pre and Post campaign surveys
- Branded surveys
- And more!



CREATE

Website content

Destination pages

Native content

Branded media

Brand ambassadors &
earned media

AMPLIFY

Instagram

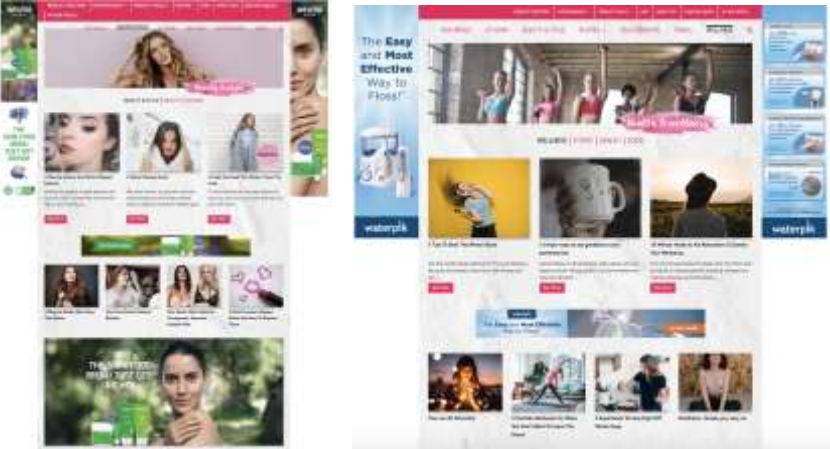
Media drivers

Facebook incl. boost

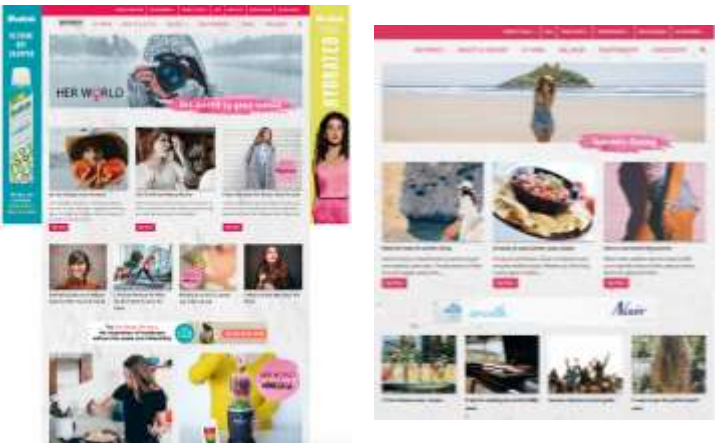
Outbrain

Blogger's social media
channels

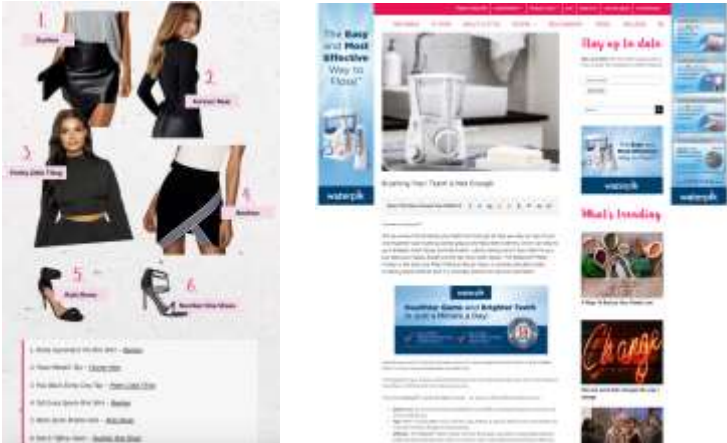
Category takeover



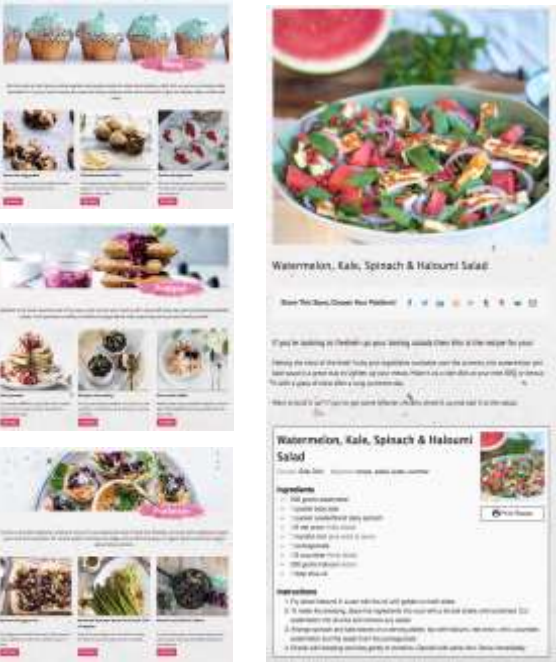
Display media



Content integration



Printable recipes



Social media



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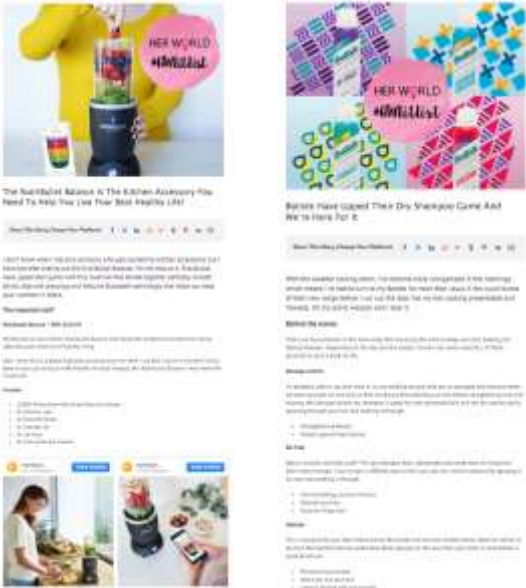
Q&As



Shop the look

Advertorial

#HWLitList review



SNAPDRAGON MEDIA



Get in touch

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