

SCOOP

MEDIA KIT

FEBRUARY 2019

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SCROLL MEDIA

ABOUT

For over 19 years Scoop has been a crucial source of direct, unbiased and uncensored opinion. They have over 500,000 monthly readers who are highly educated, engaged opinion-formers, working for businesses, government departments, charities and law firms.

This stream of readers comes to Scoop daily to get the latest media releases, reports and press conference footage. Scoop's role is thus doubly empowering: it enables all the participants in our national debate to both be heard *and* to access the information they need.

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INSIGHTS

- 500,000 monthly uniques
- 53% desktop v 47% mobile
- 18% of users aged 14 – 24 years
- 53% of users aged 25-49 years
- 29% of users aged 50+ years
- 66% of users are white collar, professionals or managers

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ADVERTISING OPTIONS

ADVERTISING FORMATS:

- Standard Display – 728x90 / 300x250 / 300x600 / 970x250
- Outstream Video
- Gold, Silver or Bronze section sponsorships

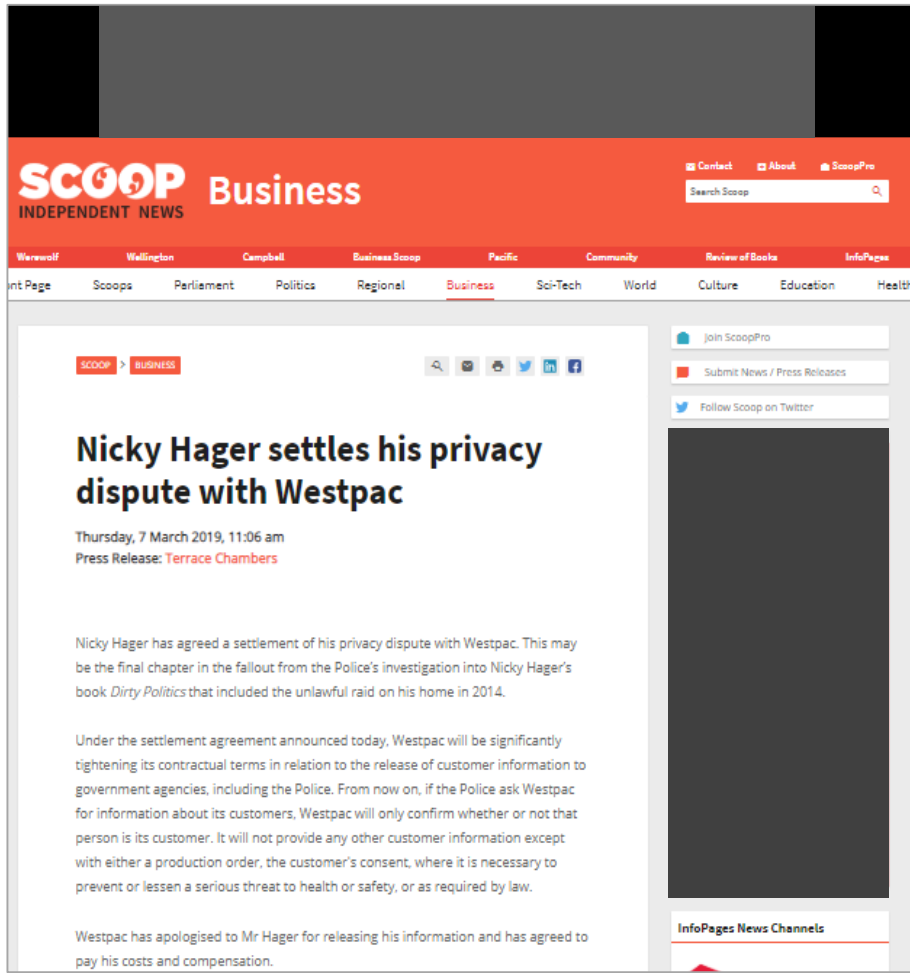
CAMPAIGN DETAILS:

- Minimum spend - \$1,000
- Available via PG or IO

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DISPLAY FORMATS



← 970x250

← 300x250 /
300x600

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OUTSTREAM VIDEO

SCOOP Top Scoops
INDEPENDENT NEWS

Wairarapa Wellington Campbell Business Scoop Pacific Community Review of Books InfoPages
Front Page Scoops Parliament Politics Regional Business Sci-Tech World Culture Education Health

Journalism Has a Problem - It's Called Capitalism!
Tuesday, 5 March 2019, 4:28 pm
Article: Joseph Cederwall

Much has been written of late about the 'problems' of the Journalism industry and in I would propose that to the extent that Journalism does in fact have a problem, that problem is simply an extension of the market failures of Capitalism. And to the extent that solutions exist, they must be solutions that allow journalism to move outside of the broken system that has caused this situation. For this reason, a resurgence in more engaged and community focused local journalism offers hope for a way out of this situation. Nobody with any sense really wants to go back to the 'golden age' of corporate 'objective' journalism which simply made a few magnates and shareholders wealthy while promoting a status quo editorial line. The future opportunity is rather to build something new and exciting outside of this paradigm, as we are trying to do with the [Scoop 3.0 plan](#).

Jane Elizabeth, the managing editor of McClatchy Newsroom *The News & Observer*, [tweeted in February](#) in response to mass redundancies:

Democracy will last as long as journalism does, not the other way around. And if we don't figure out a way to pay for journalism, journalism, especially local journalism, will die. "...I'd like to be as optimistic as Elizabeth: People want journalism, so

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that

PublicAddress Pundit Kwiiblog
Legal Beagle: The climate strike and the voting ag...
12:15 PM | Graeme Edgeler
Hard News: The korero we've been waiting for 03
Mar | Russell Brown
Hard News: Māori Māhū P. Hōrewa (03/31/19) 4:50 PM
03/29/19
Hard News: Always asking the wrong questions
about... 19 Feb | Russell Brown
Hard News: We have to rethink the annual cannabis
... 05 Feb | Russell Brown
Hard News: Music: Three Festivals 11:02 AM |
Russell Brown
Hard News: Splore Listening Lounge 2019: Keeping
L... 23 Jan | Russell Brown

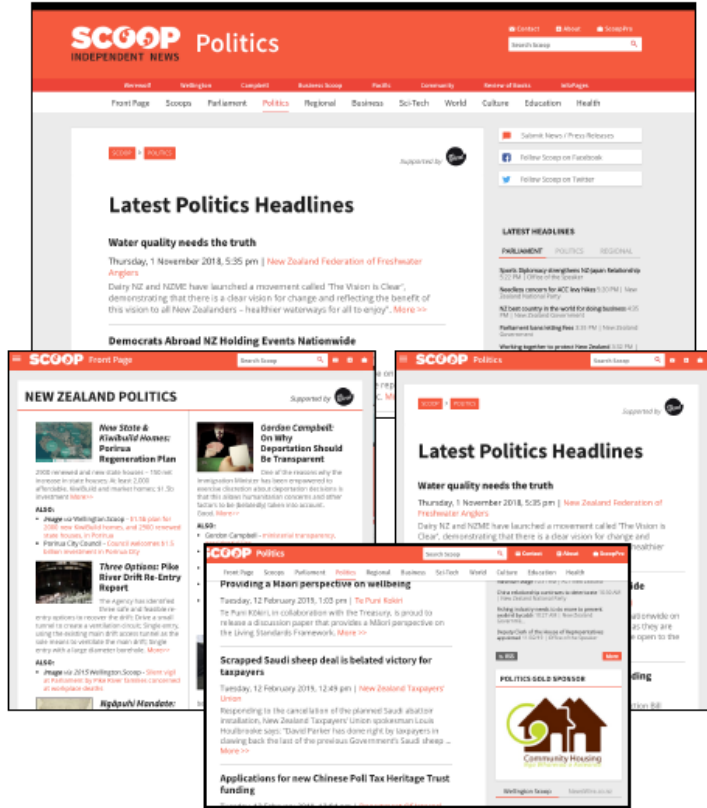
COMMENT SECTION BLOGROLL
Black Box Voting
Buzz Flash
The Brad Blog
Democracy Now

Outstream Video



SECTION SPONSORSHIP - GOLD

- Section naming rights on Scoop including prominent Sponsorship Logo placement and text in the section e.g. "Sponsored by [Insert your logo]"
- Your Sponsorship Logo and text on Scoop's Front Page.
- Section Sponsorship Logo placement - Large size on the sections side bar
- Up to 100,000 Premium ads per month (300x250 size) or a Premium Editorial placement per month
- As our Gold Sponsor each story published in your section will feature a custom Sponsor's footer message of your choosing with a link to your home page.



SECTION: Business [and Technology] / Politics / Culture [and Education, Health]

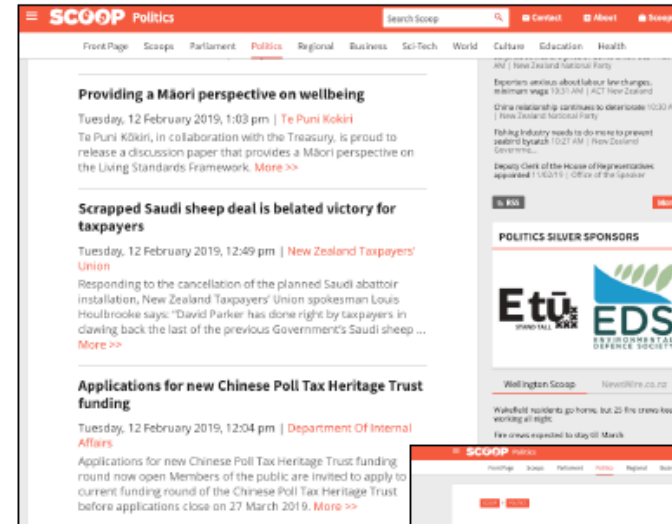


SECTION SPONSORSHIP - SILVER

- Section Sponsorship Logo placement - Medium size on the section's sidebar
- Up to 100,000 Premium ads per month (300x250 size) or a Premium Editorial placement per month

SECTION:

1. Business [and Technology]
2. Politics
3. Culture [and Education, Health]

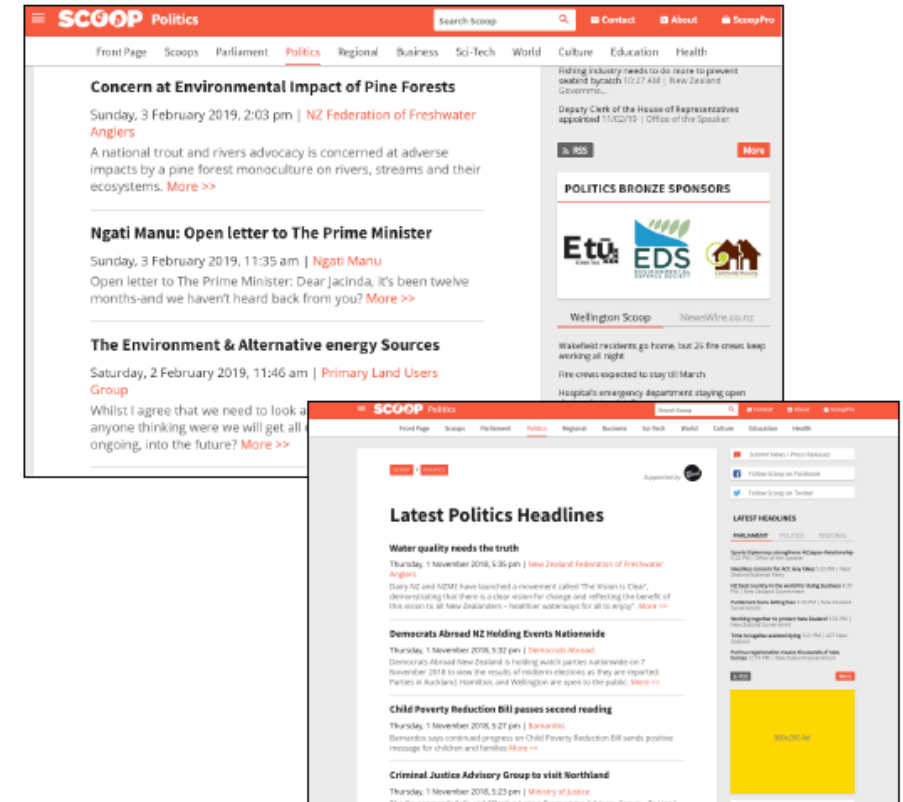


SECTION SPONSORSHIP - BRONZE

- Section Sponsorship Logo placement - Small size on the section's sidebar
- Up to 30,000 Premium ads per month (300x250 size) per month

SECTION:

1. Business [and Technology]
2. Politics
3. Culture [and Education, Health]



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MORE INFORMATION

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