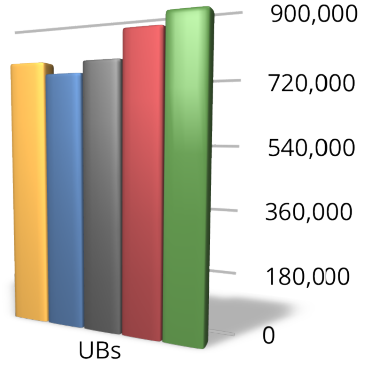


2016 / 2017 Traffic

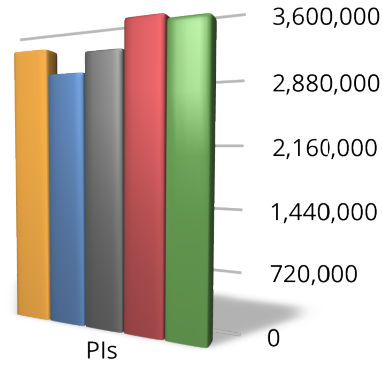
Unique Visitors

Feb	895,000
Jan	859,000
Dec	779,000
Nov	746,000
Oct	781,000



Page Impressions

Feb	3,521,000
Jan	3,577,000
Dec	3,248,000
Nov	3,014,000
Oct	3,320,000

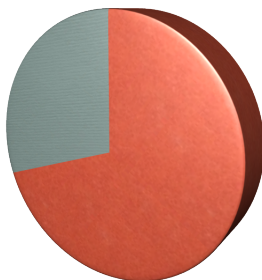


About Our Audience

Eventfinda's audience demographics outperform the New Zealand online market in key areas: women, higher income, metropolitan 18-49 year olds.

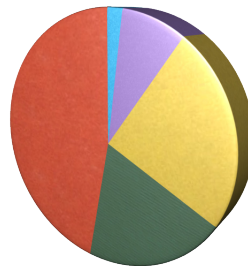
Our audience is searching for ways to spend disposable income and leisure time.

Gender: 70% Women



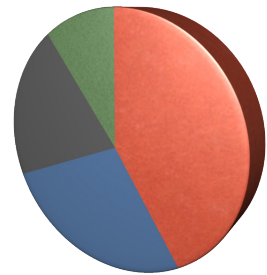
- Women
- Men

Age: 51% 18 - 49

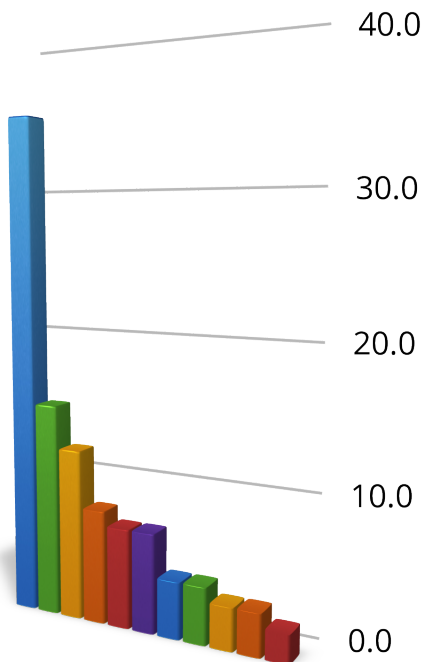


- Under 18 years of age 2%
- 18 - 24 years of age 8%
- 25 - 39 years of age 23%
- 40 - 49 years of age 20%
- 50+ years of age 47%

Income: 69% \$60k+



- \$100k+ 41%
- \$60k - \$100k 28%
- \$30k - \$60k 21%
- Under \$30k 10%



- Auckland 35%
- Wellington 15%
- Christchurch 12%
- Waikato 8%
- Bay of Plenty 7%
- Manawatu/Whanganui 7%
- Otago 4%
- Hawke's Bay/Gisborne 4%
- Nelson/Marlborough 3%
- Northland 3%
- Other 2%

Our audience:

- ▶ Higher income households
- ▶ Heavily concentrated 18-49 age range
- ▶ Active, socially engaged consumers
- ▶ Entertainment and lifestyle focused
- ▶ Concentrated in key markets
- ▶ 65% mobile / tablet

Source: Nielsen/Market Intelligence

2017 Rate Card

Position	Size (pixels)	Approx. weekly impressions / subscribers	Rate
Solus eDM		410,000	\$25,000
Medium rectangle ROS	300 x 250	650,000	\$25/CPM
Medium rectangle targeted	300 x 250	650,000	\$30 / CPM
Wallpaper (Side panels)	2560 x 900	650,000	\$20 /CPM
Medium rectangle ROS + wallpaper	300 x 250 + 2560 x 900	650,000	\$30 / CPM
Leaderboard (header)	728 x 90	550,000	\$25 / CPM
Leaderboard (footer)	728 x 90 or 760 x 120	600,000	\$8 /CPM
Newsletter Header Leaderboard	650 x 80	410,000	\$3000 / week
Newsletter Middle Leaderboard	650 x 80	410,000	\$2500 / week
Homepage Takeover	300 x 250 + 2560 x 900	18,000	\$1500 / week

Specs and tech

- ▶ Formats: GIF, Jpeg, Animated GIF
- ▶ Rich Media: HTML, Javascript, Adobe Flash (.swf) with backup GIF
- ▶ Maximum file size: 120kb (wallpaper max 200kb)
- ▶ All click-through URLs must open in a new browser window or tab
- ▶ All ads are delivered evenly ROS across campaign duration (unless targeted)
- ▶ Please contact us to discuss any other formats

Terms & conditions

- ▶ Rates are effective 1 March 2017 until further notice
- ▶ All creative is due no later than 3 working days before campaign start date
- ▶ Advertising starts Monday morning and finishes Sunday night
- ▶ Rates are in New Zealand dollars and exclusive of GST
- ▶ Rates do not include or imply any form of exclusivity
- ▶ Rates do not include any third party ad serving charges

- ▶ Rates are based on demand, actual page impressions and forecast page impressions
- ▶ Traffic estimates and forecasts are based on actual Nielsen Market Intelligence traffic data and Google Analytics data
- ▶ Eventfinda reserves the right to reject any advertising content for reasons of suitability and relevance

Payment

- ▶ Eventfinda Ltd. will invoice for advertising served upon completion of the campaign
- ▶ Payment is due by the 20th of the following month
- ▶ Banking information will be provided on placement of advertising order



Eventfinda New Zealand Ltd.
 4 Leek Street, Newmarket, Auckland 1023
 Phone: 09 365 2342
 Email: advertising@eventfinda.co.nz