

stuff

MEDIA KIT

NEW ZEALAND'S
**#1 NEWS
#1 SITE**

2 **stuff**
**UNIQUE
AUDIENCE**
2,044,000

185,382,000
DOMESTIC PAGE VIEWS PER MONTH

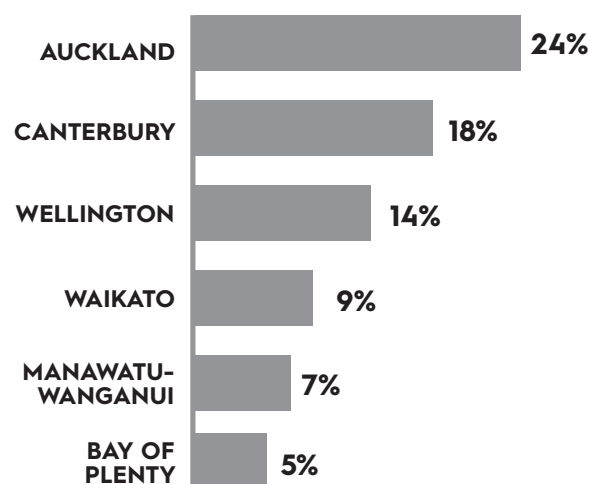
56%
DOMESTIC REACH OF ACTIVE
INTERNET USERS PER MONTH

SOURCE: NIELSEN ONLINE RATINGS MAY 2016.

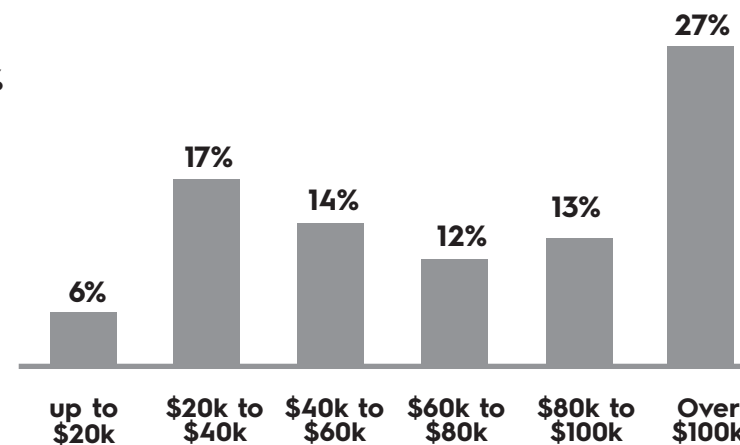
STUFF KEY STATISTICS

Stuff users are an educated audience who use the internet as an information, research and purchasing tool. Our audiences are evenly spread across the country and are likely to access Stuff from work.

REGION OF READERS



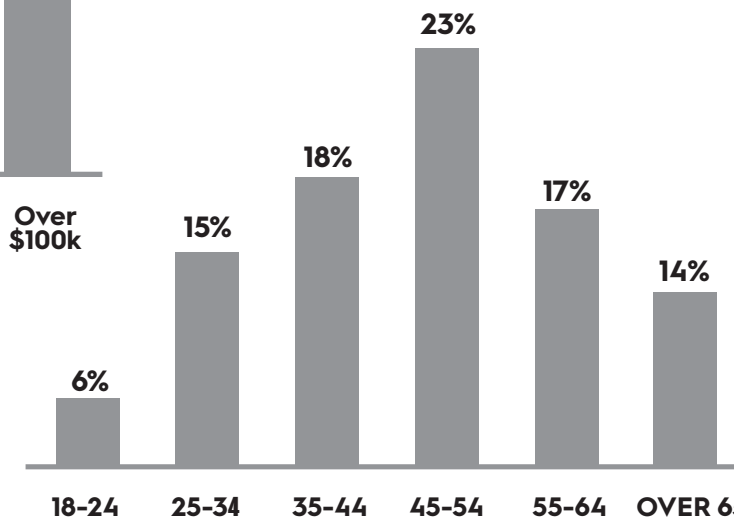
ANNUAL HOUSEHOLD INCOME



GENDER

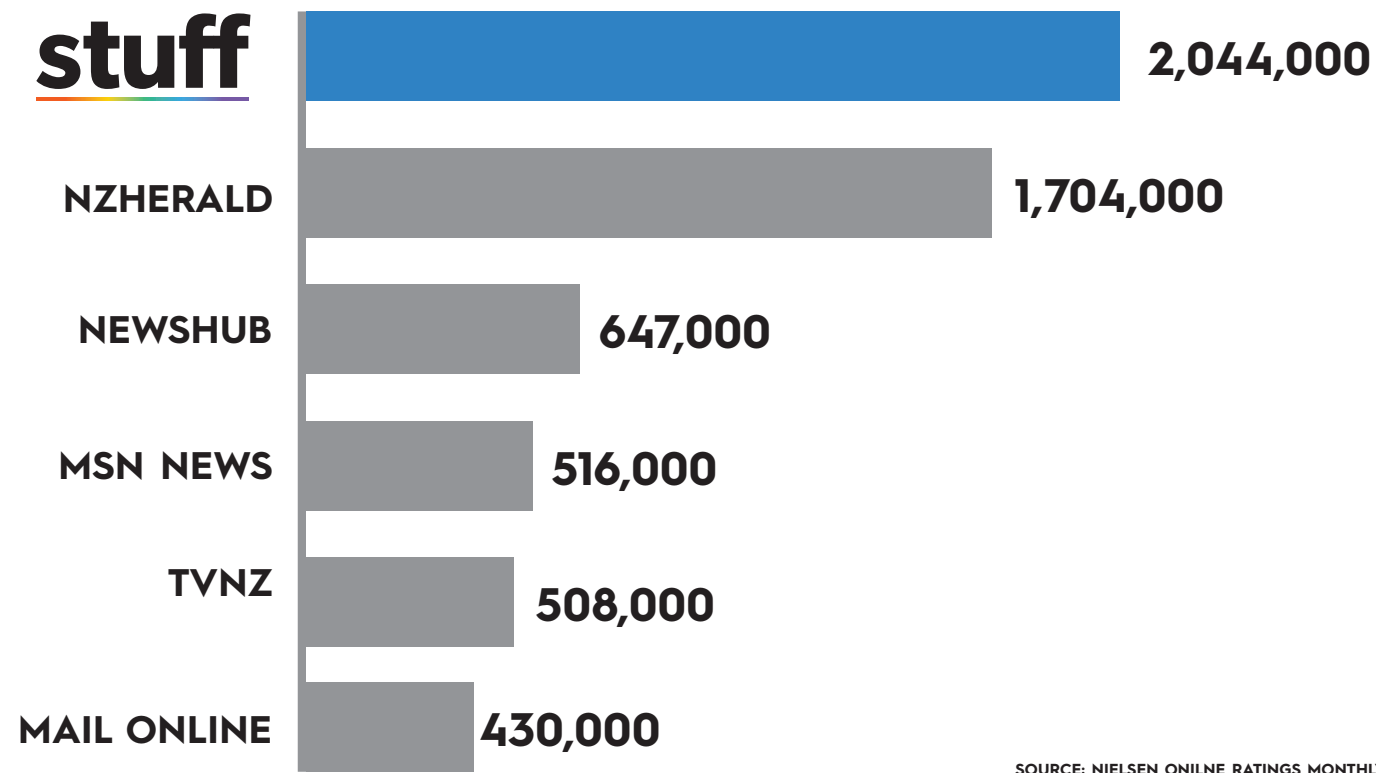


AGE OF READERS



NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

UNIQUE AUDIENCE



SOURCE: NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, MAY 16.

STUFF SOCIAL

365,905
FOLLOWERS

131,000
FOLLOWERS



OVER 11,000
FOLLOWERS



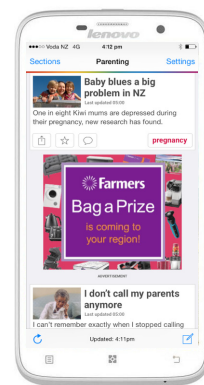
OVER 80,000
COMMENTS PER MONTH

STUFF MULTIMEDIA



2,716,858
AVERAGE WEEKLY VIDEO VIEWS

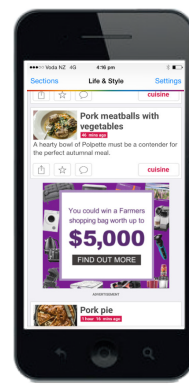
STUFF MOBILE PLATFORMS



MOBILE WEB

445,351
DAILY UNIQUE VISITORS

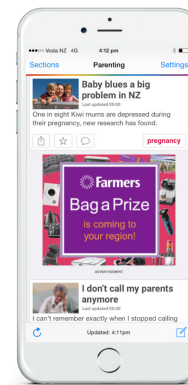
1,749,189
DAILY PAGE VIEWS



ANDROID APP

96,946
DAILY UNIQUE VISITORS

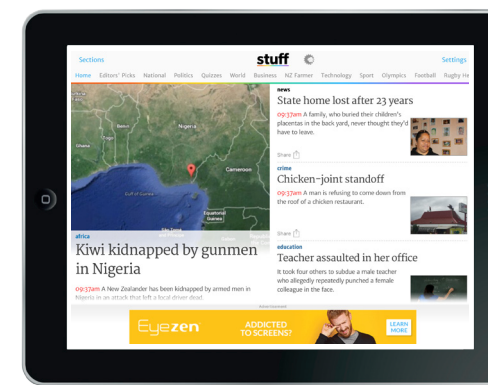
709,263
DAILY PAGE VIEWS



IPHONE APP

108,092
DAILY UNIQUE VISITORS

716,048
DAILY PAGE VIEWS



TABLET

43,173
DAILY UNIQUE VISITORS

417,283
DAILY PAGE VIEWS

SOURCES: NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16, ADOBE ANALYTICS FEB 16.

stuff

NZ's NO.1 NEWS SITE



1,253,000
Monthly Audience
NATIONAL
NO.1 NATIONAL NEWS SITE



793,000
Monthly Audience
TRAVEL
NO.1 TRAVEL NEWS SITE



992,000
Monthly Audience
ENTERTAINMENT
NO.1 ENTERTAINMENT NEWS SITE



403,000
Monthly Audience
MOTORING
NO.1 MOTORING NEWS SITE



1,056,000
Monthly Audience
LIFESTYLE
NO.1 LIFESTYLE NEWS SITE



1,086,000
Monthly Audience
BUSINESS
NO.1 BUSINESS NEWS SITE



844,000
Monthly Audience
WORLD
NO.1 WORLD NEWS SITE



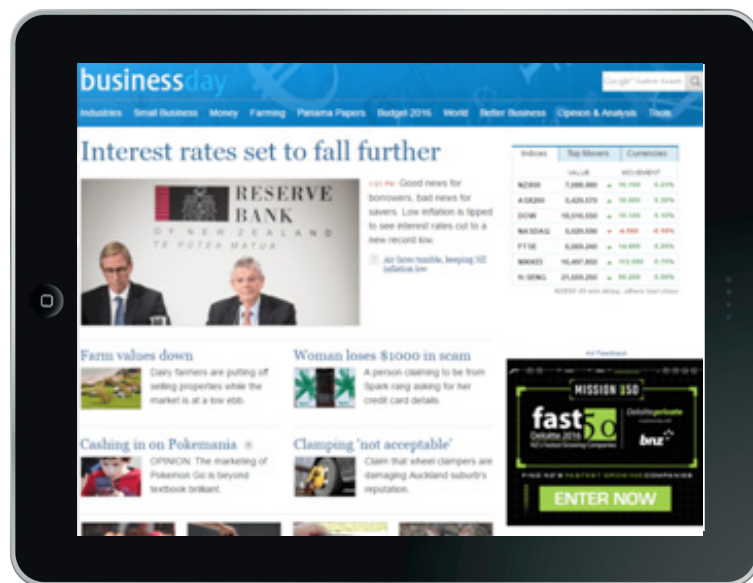
378,000
Monthly Audience
TECHNOLOGY
NO.1 TECHNOLOGY NEWS SITE



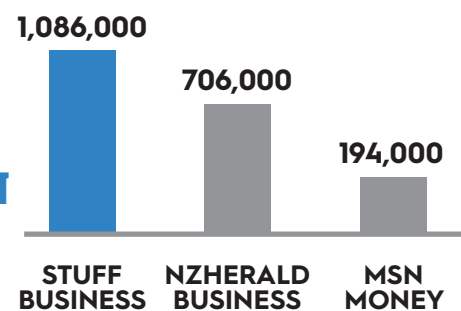
757,000
Monthly Audience
SPORT
NO.1 SPORT NEWS SITE

stuff BUSINESS

**NEW ZEALAND'S
#1 BUSINESS
NEWS SITE**



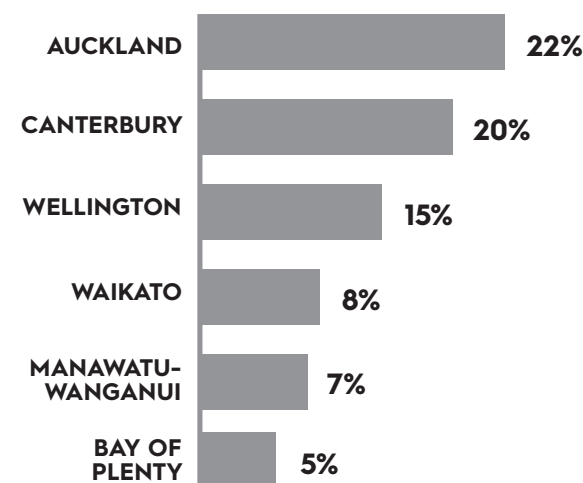
**MONTHLY
AUDIENCE
COMPARISON**



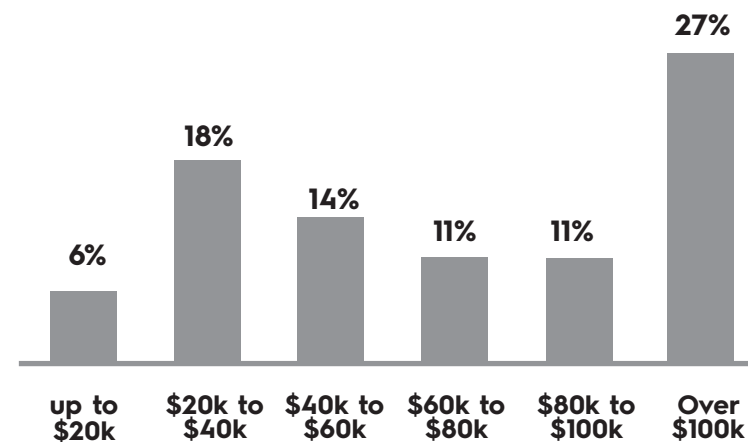
STUFF BUSINESS KEY STATISTICS

Stuff Business Day is the leading Financial News & Information site in New Zealand. Business Day covers Industry news, Farming news, Market Data, Money and Small Business information.

**REGION OF
READERS**



**ANNUAL
HOUSEHOLD INCOME**



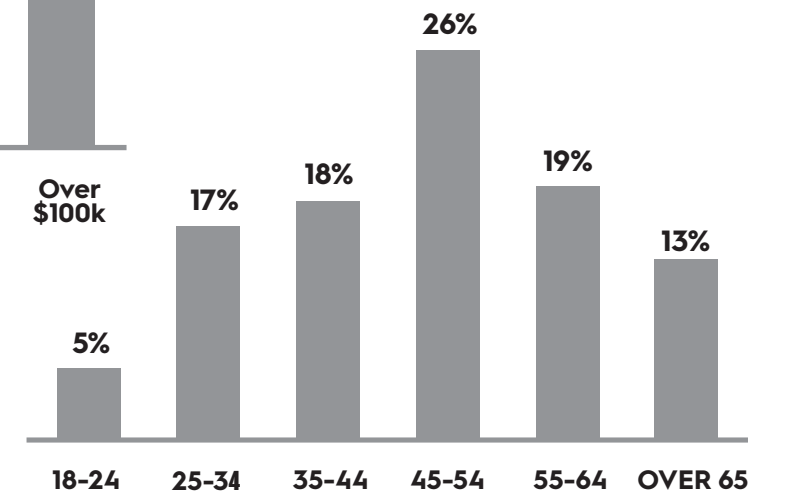
GENDER



**MONTHLY
AUDIENCE**

1,086,000

AGE OF READERS

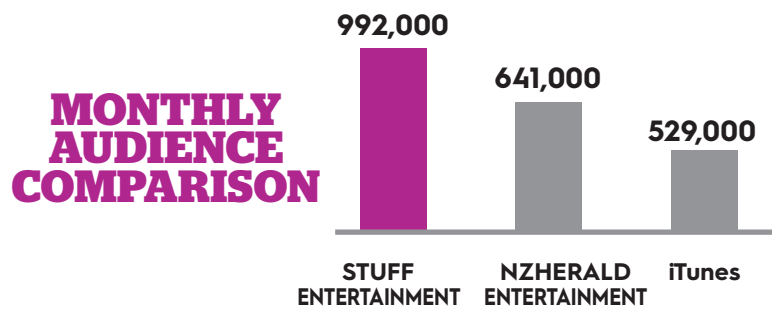
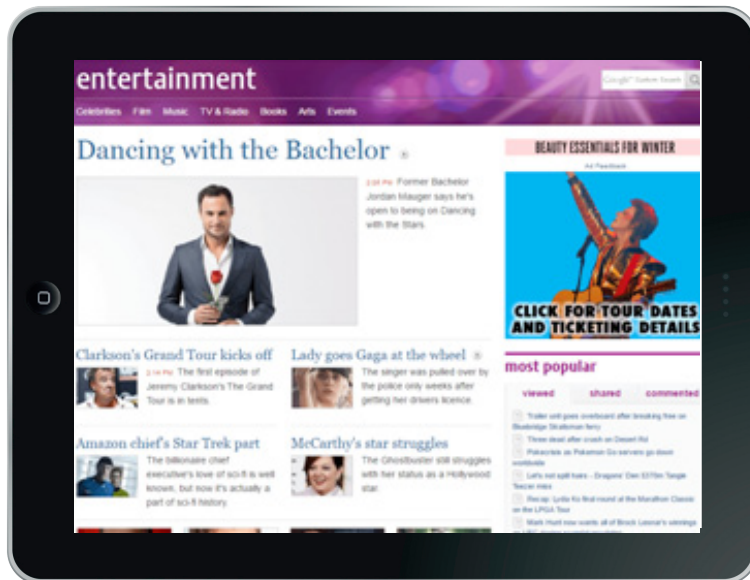


NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

stuff

ENTERTAINMENT

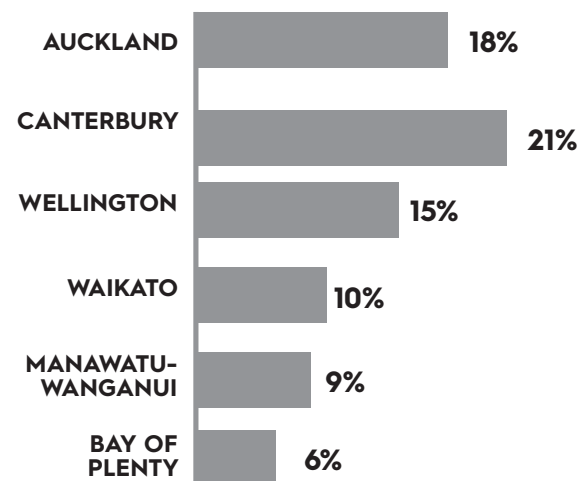
NEW ZEALAND'S #1 ENTERTAINMENT NEWS SITE



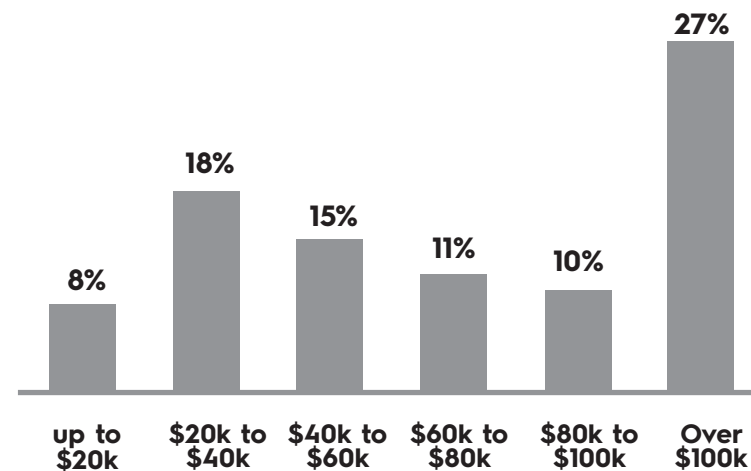
STUFF ENTERTAINMENT KEY STATISTICS

Stuff Entertainment is the leading Entertainment site in New Zealand, covering Celebrities, Music news, TV, Books, Arts and Film news.

REGION OF READERS



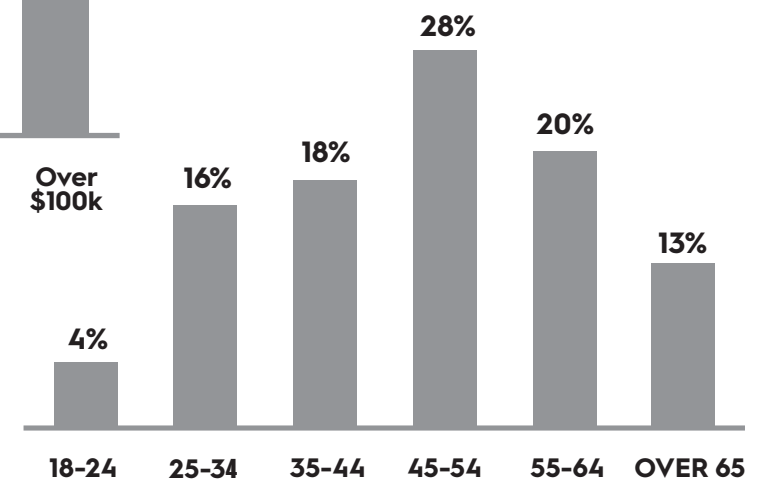
ANNUAL HOUSEHOLD INCOME



MONTHLY AUDIENCE

992,000

AGE OF READERS



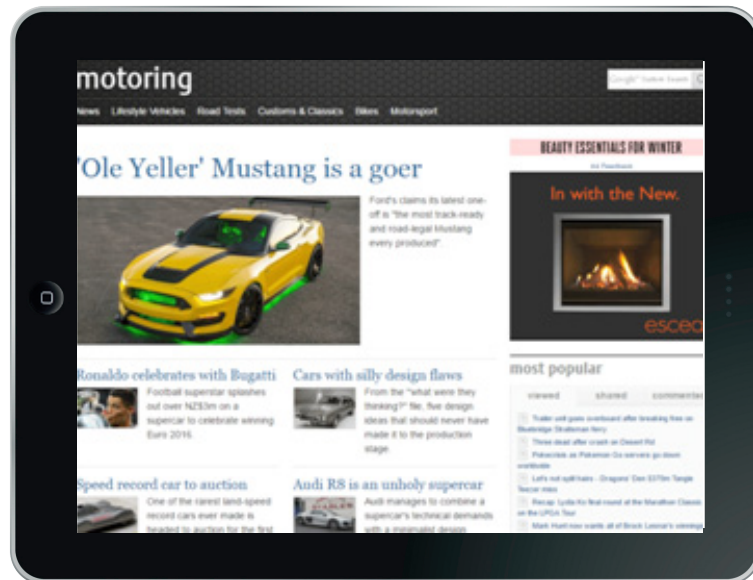
GENDER



NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

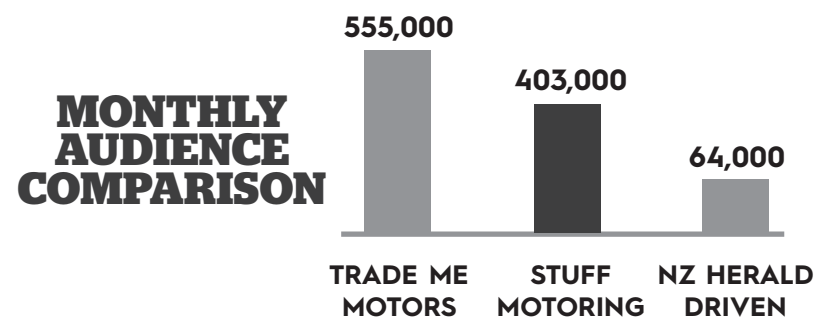
stuff MOTORING

NEW ZEALAND'S #1 MOTORING NEWS SITE

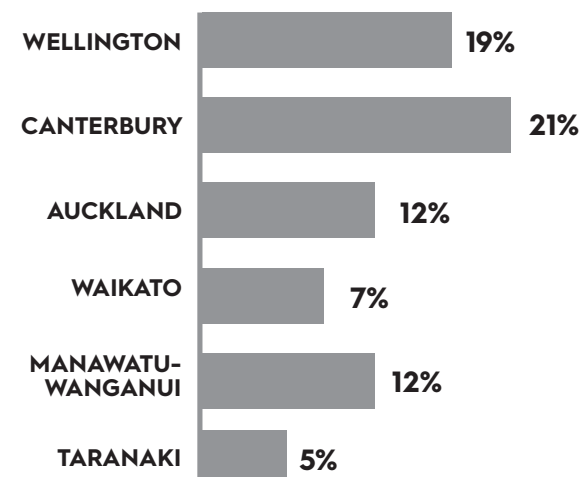


STUFF MOTORING KEY STATISTICS

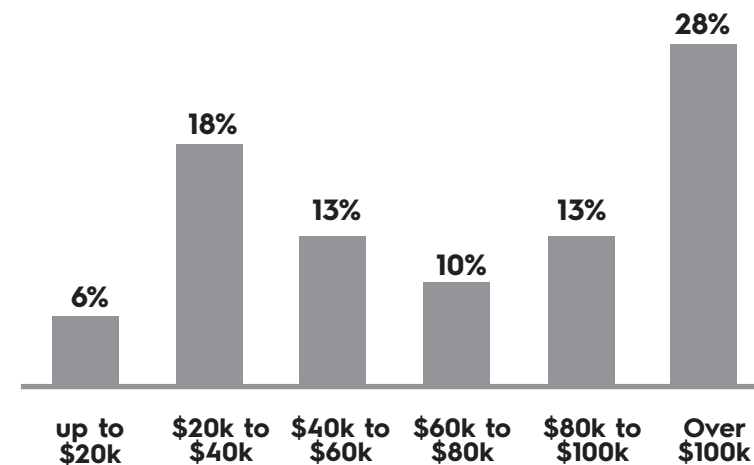
Stuff Motoring is the leading Motoring news site in New Zealand. The home for car enthusiasts, prospective buyers and everything driving related. The latest in rich automotive content and reviews inspire and inform Stuff's audience.



REGION OF READERS

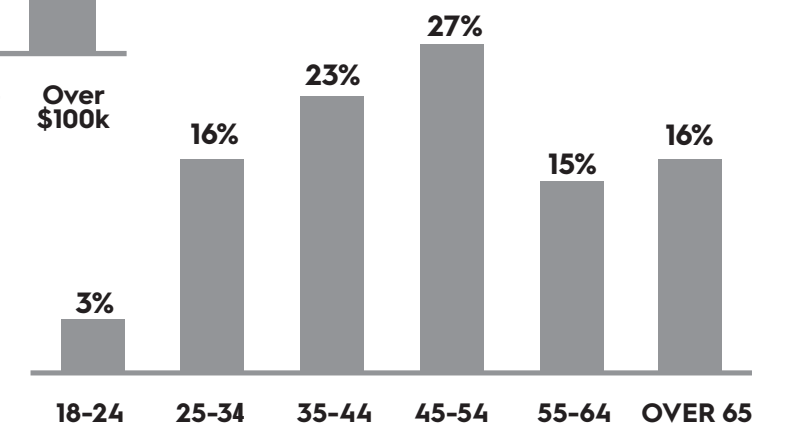


ANNUAL HOUSEHOLD INCOME



MONTHLY AUDIENCE
403,000
AGE OF READERS

GENDER



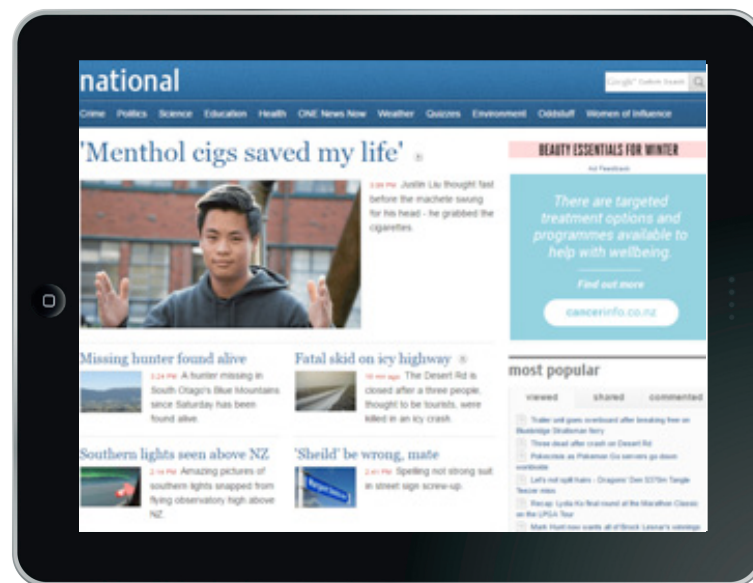
NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

stuff NATIONAL

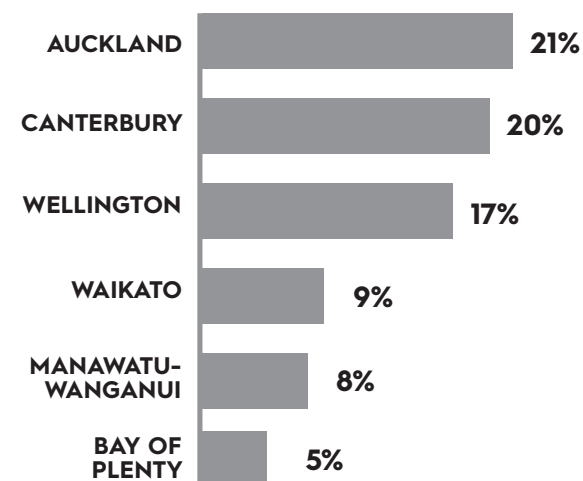
**NEW ZEALAND'S
#1 NATIONAL
NEWS SITE**

STUFF NATIONAL KEY STATISTICS

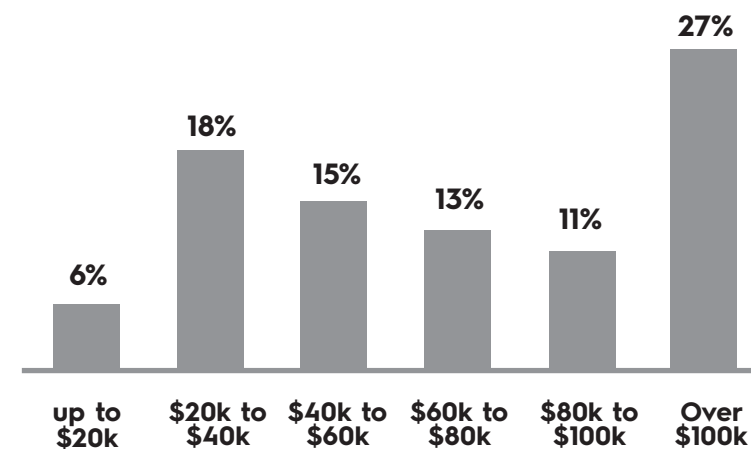
Stuff National is the leading general news site in New Zealand. It features the key stories of the day from Stuff's extensive roster of journalists the length of the country, from Northland to Southland.



REGION OF READERS



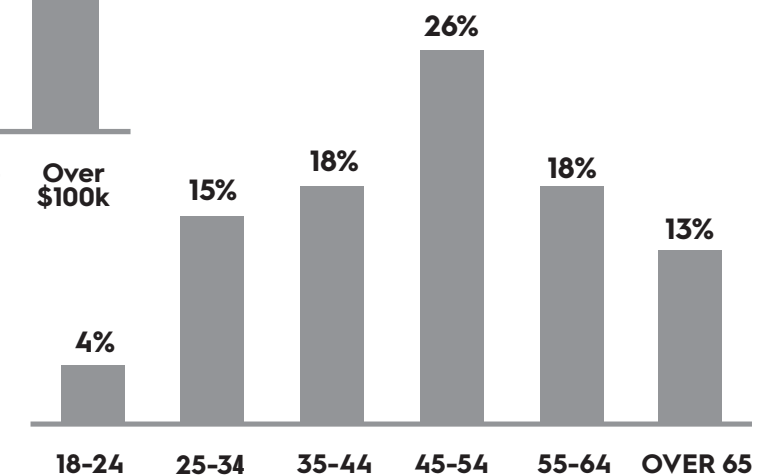
ANNUAL HOUSEHOLD INCOME



MONTHLY AUDIENCE

1,253,000

AGE OF READERS



GENDER



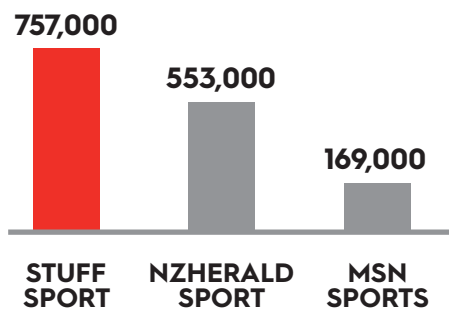
NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

stuff SPORT

NEW ZEALAND'S #1 SPORT NEWS SITE



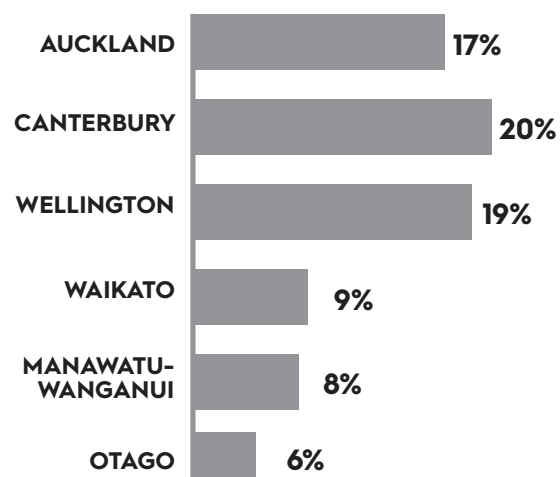
MONTHLY AUDIENCE COMPARISON



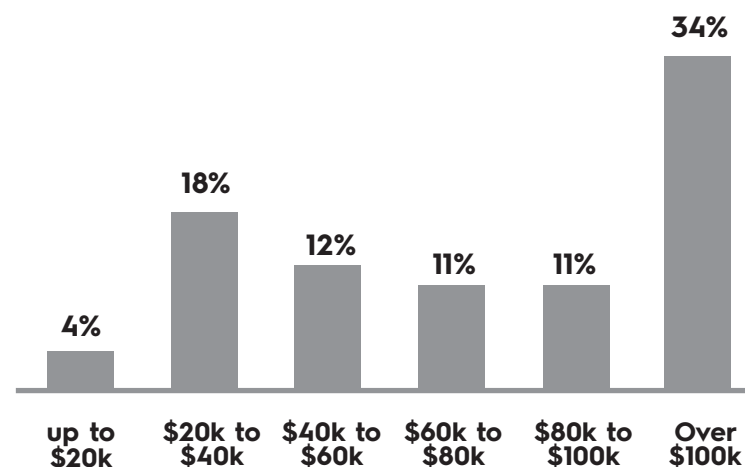
STUFF SPORT KEY STATISTICS

Stuff Sport is the leading Sports site in New Zealand. This channel covers an array of sports news including Rugby, Rugby League, Cricket, Football, Golf, Basketball, Motorsport, Netball, Tennis, Racing and more.

REGION OF READERS



ANNUAL HOUSEHOLD INCOME



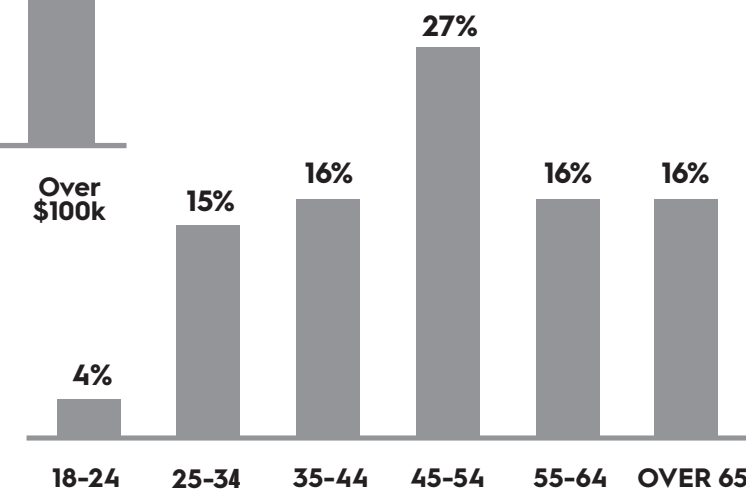
GENDER



MONTHLY AUDIENCE

757,000

AGE OF READERS



NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

stuff

TECHNOLOGY

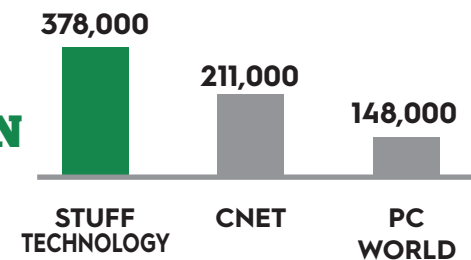
NEW ZEALAND'S #1 TECHNOLOGY NEWS SITE



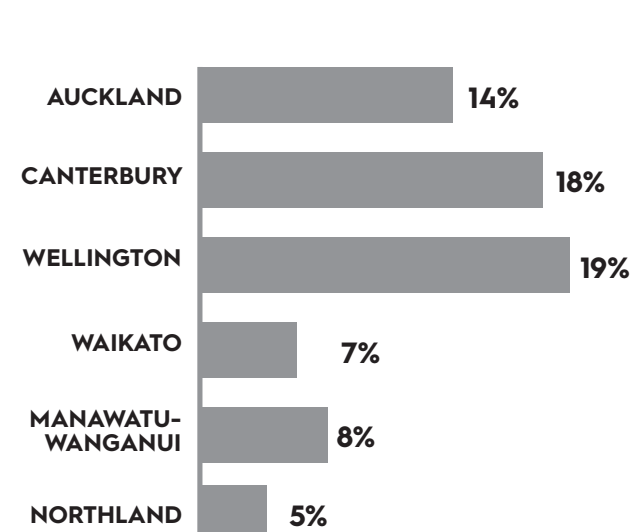
STUFF TECHNOLOGY KEY STATISTICS

Stuff Technology is the leading Technology site in New Zealand, incorporating content from a wide range of topics from Social Media to Gadgets, Games and Digital Living.

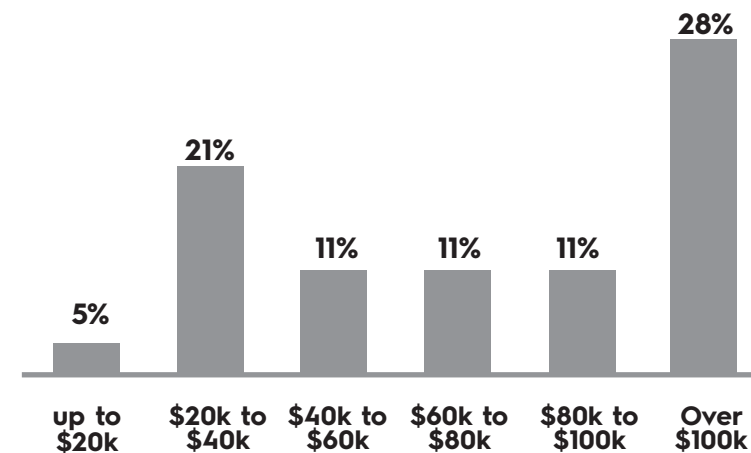
MONTHLY AUDIENCE COMPARISON



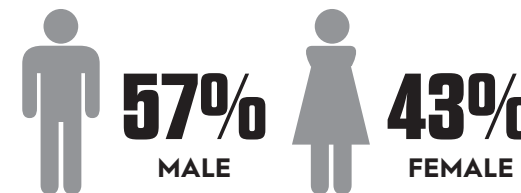
REGION OF READERS



ANNUAL HOUSEHOLD INCOME



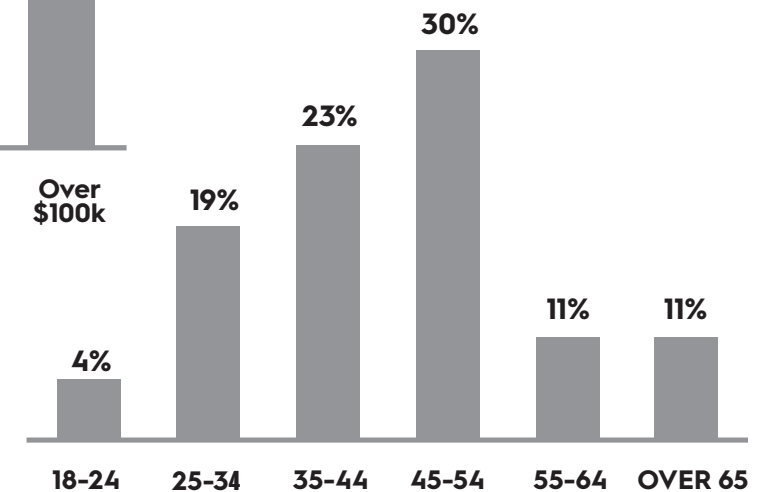
GENDER



MONTHLY AUDIENCE

378,000

AGE OF READERS



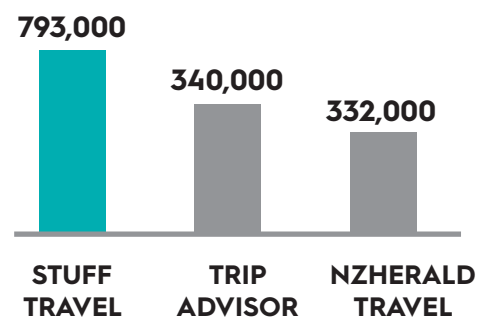
NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

stuff TRAVEL

NEW ZEALAND'S #1 TRAVEL NEWS SITE



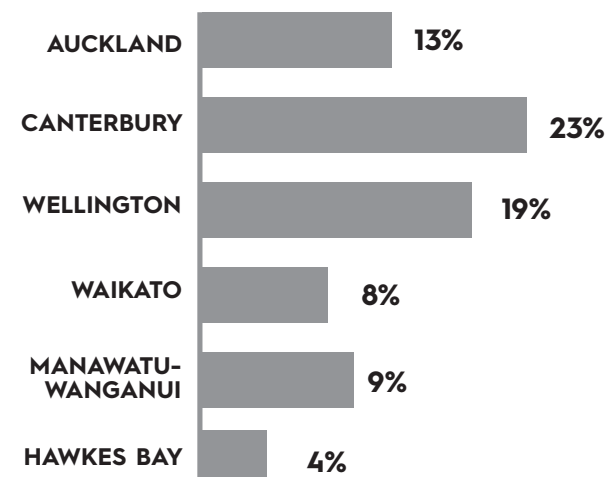
MONTHLY AUDIENCE COMPARISON



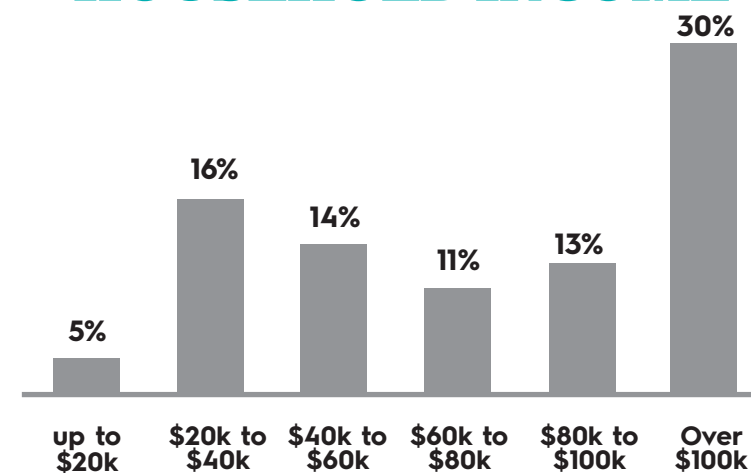
STUFF TRAVEL KEY STATISTICS

Stuff Travel is the leading Travel site in New Zealand, providing inspiration for Kiwis dreaming up their next big trip as well as tips and news to get the best out of their holiday.

REGION OF READERS



ANNUAL HOUSEHOLD INCOME



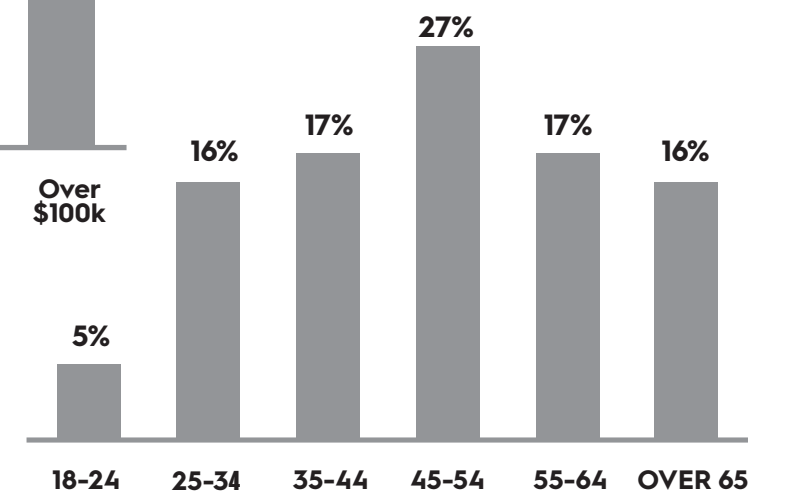
GENDER



MONTHLY AUDIENCE

793,000

AGE OF READERS



NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

stuff WORLD

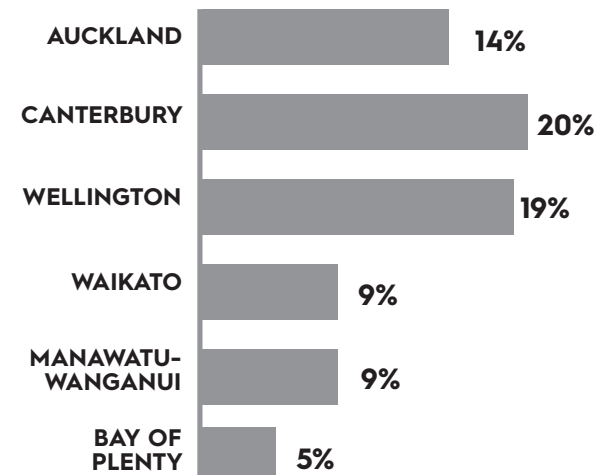
**NEW ZEALAND'S
#1 WORLD
NEWS SITE**



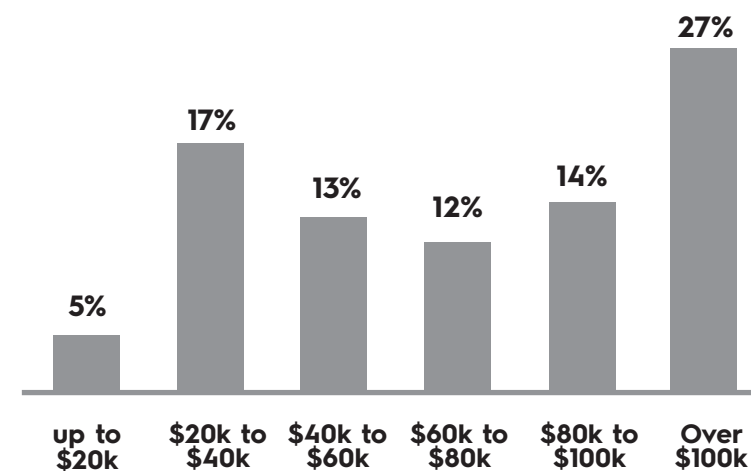
STUFF WORLD KEY STATISTICS

Stuff World features wide-ranging multimedia coverage from the most reputable news sources from around the world, including Australia, the South Pacific, the Americas, Europe, Africa, Asia and the Middle East.

REGION OF READERS



ANNUAL HOUSEHOLD INCOME



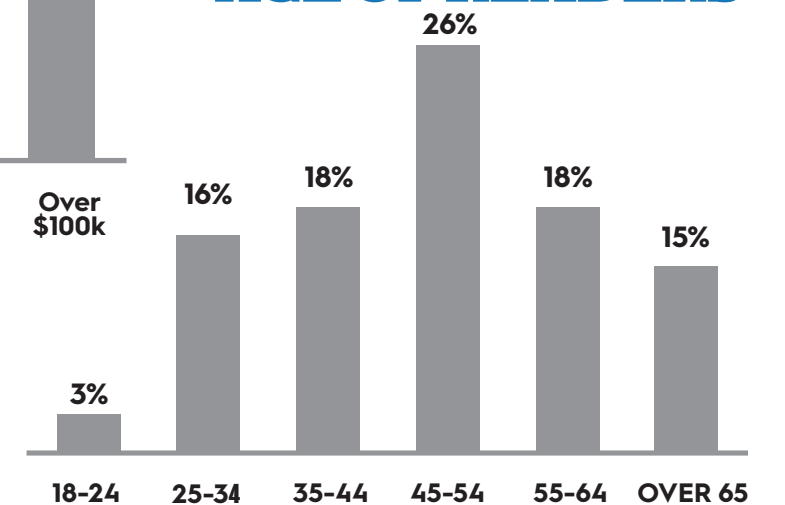
GENDER



MONTHLY AUDIENCE

844,000

AGE OF READERS



NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.

stuff

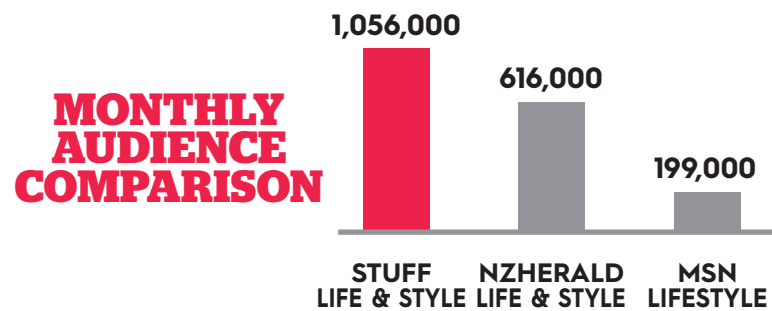
LIFE & STYLE

**NEW ZEALAND'S
#1 LIFE & STYLE
NEWS SITE**

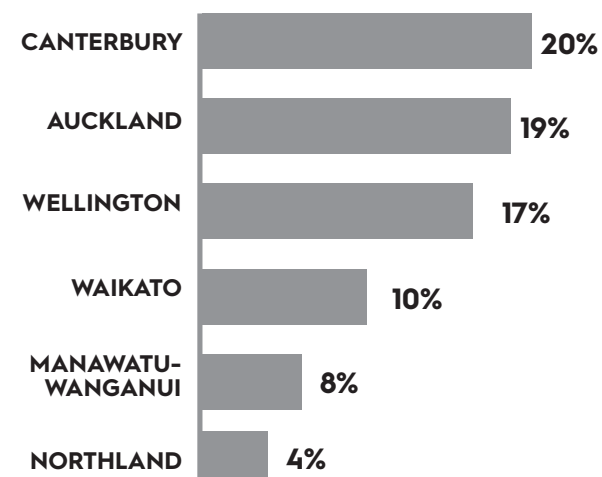


STUFF LIFE & STYLE KEY STATISTICS

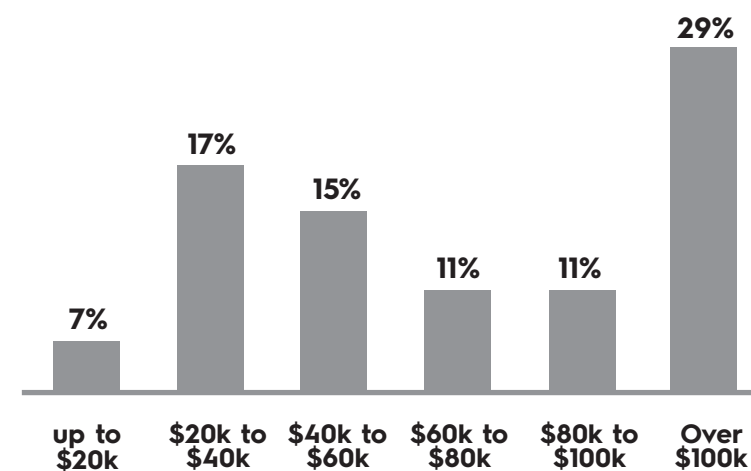
New Zealand's leading Life & Style site, Stuff Life & Style covers Food & Wine, Fashion, Beauty, Wellbeing, Weddings and much more.



REGION OF READERS

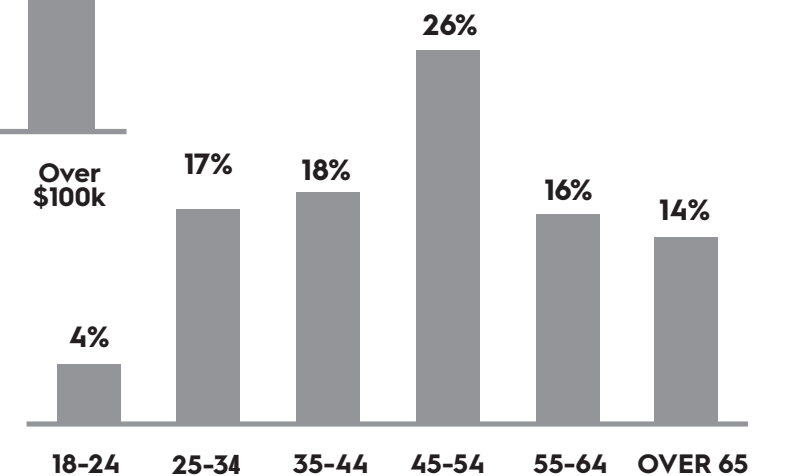


ANNUAL HOUSEHOLD INCOME



MONTHLY AUDIENCE

1,056,000
AGE OF READERS



GENDER



NIELSEN ONLINE RATINGS MONTHLY UNIQUE AUDIENCE, APRIL 16.