



**In the time of coronavirus lockdown,
don't let your brand visibility go down**

**Be a smart business and use this time as
an opportunity to stay on top of the mind of your
customers and get ahead as the lockdown gets over**



**Indian Weekender has the tools and the eyeballs to help you reach
your customers 24 x 7 on the mobile device of their choice**



SOCIAL MEDIA



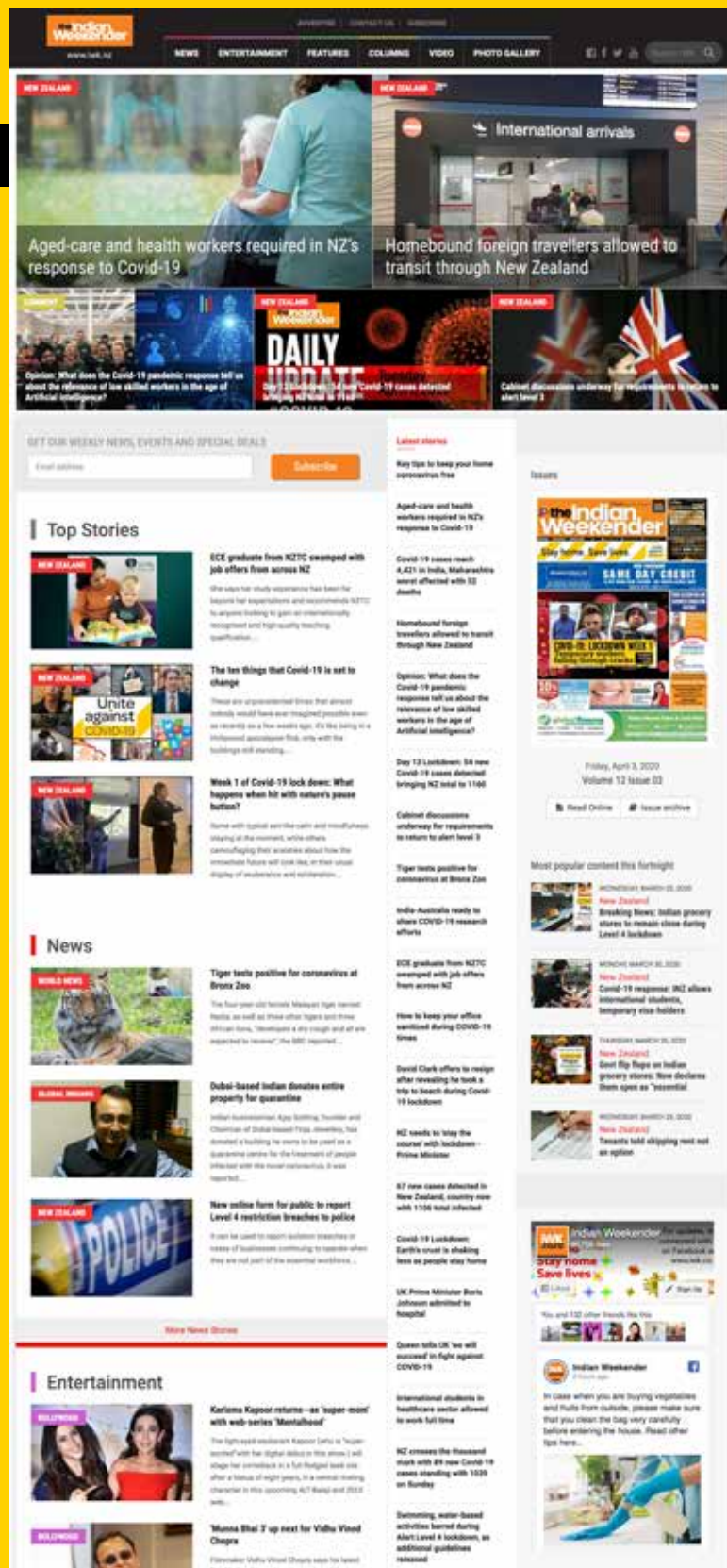
WEB SITE



NEWSLETTER

850,000 COMBINED DIGITAL AUDIENCE • 3.5M DIGITAL TOUCHPOINTS

Don't miss out on this opportunity to race ahead with IWK Digital



Quick comparison with nearest competitor - Almost 7 times more views



WEB

www.iwk.co.nz

#1

The most visited
Indian news
website in NZ

155,000

Pageviews/month

70,000

Digital users/month

*Monthly average for Jan - Mar 2020

56% in

age group 25-45

55% : 45%

female : Male

74%

audience
from NZ

46%

audience
from
Auckland

SOCIAL MEDIA



3.40M

Facebook users
in New Zealand

www.facebook.com/indianweekender



103,000 Likes

360,000 Followers

8M+ post reach/month

1.2M post engagements

911,074 video views/week

65% Reach in age group 25 to 44

Ethnic media landscape on Facebook		Total Page Likes	Engagement This Week
	Indian Weekender	98.7K	255.2K
	Indian Newslink	12.3K	282
	Apnu Gujarat / Apna Bh...	5.3K	20
	The Indian News NZ	4.8K	8.9K

Post reach
1 April - 7 April

2,623,426
People reached ▲16%

Post engagement
1 April - 7 April

265,824
Post engagement ▼10%



30,500 Members

28,500 Engagement/month

You Tube

www.youtube.com/user/indianweekender

12,500 Subscribers

the Indian Weekender

Wash and dry your hands



TOP STORIES OF THE WEEK



Covid-19: 71 new cases announced, NZ has now 988 infected, 102 recovered



The best thing that Covid-19 is set to change



Covid-19 lockdown: Govt needs to make clear plan for temporary workers falling through the cracks



'Unskilled workers' now keeping New Zealand going



Jacinda Ardern: 'The worst thing we could do is relax'



Community newspapers are now deemed again as 'Essential Services'



Govt extends State of National Emergency for another one week



Covid-19 response: NZ allows international students, temporary visa-holders working in supermarkets to work full-time



Report price gouging during Covid-19 to pricewatch@mb.govt.nz



'Fruits and vegie shops to close' says MBIE, after we allowed shops to open earlier



Policing around streets during Covid-19 pandemic: alerting some police staff



New online form for public to report Level 4 violations: direct to police

ISSUE



In these dynamic circumstances where news is developing, stories are constantly evolving and there is always information overload, we bring you reliable and relevant updates for you to end your midweek.



Director-General of Health Dr Ashley Bloomfield said 50 new cases detected in New Zealand. This brings the total in New Zealand to 1210.

[Read full story >>](#)



While Easter is coming up and a lot of people probably had plans to go out of town, those plans might need to be changed.

[Read full story >>](#)



Newsletter



News right in your mailbox
Frequency: 3 times a week



MONDAY



WEDNESDAY



FRIDAY

13,000 Subscribers and growing

25%+ Average Open Rate

Who's advertising on the Indian Weekender digital platforms



and many more

Huawei Smartwatch GT2 Launch

When Huawei launched GT2, it approached Indian Weekender to reach the Indian community with a multi-platform approach



- Shot and edited Unboxing video and shared it across social media platforms and on website.
 - A story was created for print edition, website and shared on social media
 - Full page print ad was carried in the main paper
- The launch was successful with strong interest generated from Indian community.**



Advertising Options and Rates (Ex GST)

WEB

Spot descriptor	Cost per week	Potential reach/w
Popup Box ad	\$800	30,000
Leaderboard 1 ad	\$650	30,000
Island 1 ad	\$600	30,000
Leaderboard 2 ad	\$550	30,000
Island 2 ad	\$550	30,000
Leaderboard 3 ad	\$500	30,000
Sponsored story	\$450	30,000

SOCIAL Facebook

Spot descriptor	Cost per week	Potential reach/p
Sponsored post	\$500	100,000+
Branded Video post	\$600	100,000+

NEWSLETTER

Spot descriptor	Cost per shot	Reach
Banner Advert	\$500	10,300
Branded EDM	\$850	10,300

IWK VIDEOS

Spot descriptor	Cost per video	Potential reach
Banner Advert	\$450	100,000+
L Band Advert	\$850	100,000+