

The logo for CRUX, featuring the word in a bold, sans-serif font. The letters 'C', 'R', 'U', and 'X' are dark blue, while the letter 'V' is white. The logo is positioned on the left side of the image, which is divided into three diagonal sections: yellow on the left, white in the middle, and black on the right.

CRUX

**DIGITAL
MEDIA
PACK**

2026/2027



Crux is now the leading source of news for the Queenstown, Wānaka and Central Otago districts.

We are now offering a new range of advertising, promotion and engagement opportunities through our three main platforms – Facebook, website and Substack.

Crux was launched in May 2018 to address the shift in local news audiences from print to digital. Since then that audience trend has gathered pace – and Crux has grown in audience size and depth. Initially we were on just two platforms, Facebook and our website – in 2024 we added Substack to the mix.

Our mission is to deliver high quality robust, public interest journalism with an increasing amount of “softer” community news as our budgets and audience grow further.

Crux is a member of the NZ Media Council and works closely not just with the Google News Initiative but with the 2026/2027 Google News Gaps project in partnership with The Associated Press, the Financial Times digital strategies team and the World Association of News Publishers.

Our digital success is also based on extensive audience development work carried out with both Meta and Google.

We punch above our weight!



Our audience – by the numbers

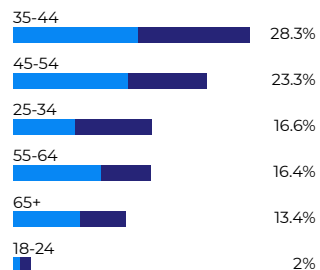
Crux – on Facebook

Crux achieves
over a million
views on Facebook
each month

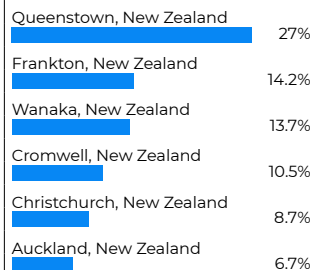
Average engagement	Average reactions	
120,000	4,000	
Comments	Shares	Followers
1,500	100	15,500

Audience

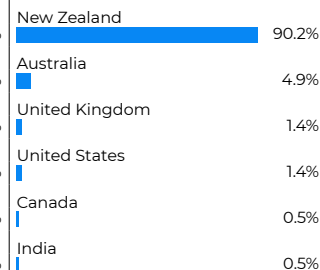
Lifetime
● Women ● Men ● Unknown



Lifetime



Lifetime



Crux – on Website

Crux via <https://crux.org.nz/> has gained unparalleled domain authority via our partnership with Google and careful, strategic digital curation.

Unique users monthly	Page views monthly	Ad impressions monthly
55,000	150,000	300,000
Ad viewability monthly	Web impressions monthly	Google search clicks monthly
84%	320,000	9,500

Average time on page monthly

Over 2 minutes

Your January performance
on Google Search



crux.org.nz



9.52K

Clicks (web)



320K

Impressions (web)



291

Pages with first impressions (estimated)



New channels – new opportunities

Crux – on Substack

Substack has become one of our favourite platforms due to email delivery and a high-quality, subscribed audience.

On Substack each month we achieve:

Page views 200,000	Subscribers 5,500
Email open rate 50%	Audience retention 96%

Crux now offers Substack for high-impact, high engagement advertising campaigns.

We don't just do advertising.

Digital news publishing is a powerful tool. We've learned lots of lessons over the years as to how we can engage with our community. That's knowledge we can now share with commercial, community and local government partners.

Our surveys and information campaigns can reach tens of thousands of people – quickly and meaningfully.

That engagement can be easily measured, tweaked and improved producing a maximum return for advertising, marketing and community engagement projects.

We can include video, events, competitions, email campaigns – you name it, we can help – and we are interested.

Your community audience is also our community audience.



Who are Crux readers?

Surprisingly our overseas reach is significant

Our strongest audience segment has been female (60%) and aged 35-44. We are also strong in the 18-22 age bracket as well as the over 50's. These demographics are very similar to those we see on Facebook. Our audience is strongest locally but has extraordinary reach within New Zealand and overseas.

✓	Total	55,044 100% of total
✓	1 New Zealand	35,963 (65.34%)
✓	2 China	6,722 (12.21%)
✓	3 United States	2,528 (4.59%)
✓	4 Australia	2,148 (3.9%)
✓	5 Vietnam	969 (1.76%)

Substack does not analyse audience age and gender but we know from our own interactions that these are wealthier people (a high proportion are paid subscribers) with good levels of education and purchasing power.

This is our premium audience.

Substack traffic by source

Top Sources	Category	Views ▾	Users
email opens	Email	448,892	152,518
direct	Direct	15,830	11,377
facebook.com	Social	6,578	6,426
direct to app	Direct	6,136	3,499
google.com	Search	3,695	3,338
email	Email	3,269	2,762
substack app	Substack	3,198	2,617
linkedin.com	Social	1,552	1,433
open.substack.com	Substack	1,393	1,216
crux.org.nz	Other External	620	521
sharetrader.co.nz	Other External	150	137



Our rates – and ad specifications

Special rates available for long term or complex campaigns

Introductory rate for first time advertisers:

30,000 impressions for \$500 plus GST plus creative costs.

Regular/repeat rate:

20,000 impressions for \$500 plus GST plus creative costs.

Extending campaigns on these plans is quoted at a discount depending on the length of each campaign.

For clients who like to think in CPM terms we like to target \$18–\$25 CPM as this takes into account the highly engaged nature of our audience and the extensive reach of our different platforms.

We can use your own creatives or help you design a campaign with our own design partners.

Substack premium campaigns are subject to negotiated rates higher than those for our website.

Our standard ad dimensions are:

Ad format	Dimensions	Accepted file types	Max. file size
Billboard (& Newsletter)	970x250 px	JPG, PNG, GIF, HTML5	80kb
Leaderboard	728x90 px	JPG, PNG, GIF, HTML5	60kb
Wide Leaderboard	970x90 px	JPG, PNG, GIF, HTML5	60kb
Medium Rectangle	300x250 px	JPG, PNG, GIF, HTML5	60kb
Half Page	300x600 px	JPG, PNG, GIF, HTML5	80kb
Mobile Leaderboard	320x50 px	JPG, PNG, GIF, HTML5	40kb
Mobile Leaderboard	320x100 px	JPG, PNG, GIF, HTML5	40kb

Get in touch: sales@crux.org.nz