



CRUX

Media Pack 2023



Our Mission

Crux is a new form of local news that applies the same standard of public interest journalism as at national and international levels.

We provide the transparency and open discussion our community and readers demand. For this reason, Crux only employs fully qualified journalists and applies the same standard to our news as big national platforms.

There are only two types of journalism:

- › **Journalism of Record**, and
- › **Public Interest Journalism**.

Journalism of Record simply documents what has happened. Public Interest Journalism asks **why** things happened and holds power to account. While many local news outlets practice journalism of record with a high reliance on media releases and “the official line”, Crux is firmly and proudly a practitioner of Public Interest Journalism.

Crux is pro-community. Pure and simple. Be it the business community, the arts community, the sports community – all community.

We want our advertising relationships to be exactly the same. **Pro-community.**



Crux is the right thing at the right time. Our huge audience growth reflects our community’s desire to know what is really going on, as well as understanding the forces of change – positive and negative – that affect all our lives.

Your advertising investment will stay local.

Many other local media platforms are owned outside the district and operate on a traditional, profit-based business model.

Crux is in the news business to provide high quality journalism, not to provide profits for external investors.

So every dollar you spend with Crux stays local and is invested in independent public interest journalism, supporting community causes and improving the performance of the Crux website.

Our goal is to become New Zealand’s first community owned news platform.



Our History

Crux was launched on 3 May 2018. Our strap line then – and now – is **Community Matters**.

Our first two to three years were marked not only by significant audience growth but a developing, and sometimes difficult, relationship with local and public entities who were used to operating without full scrutiny from public interest journalism.

Today, our community understands that Crux is here to do the important job of continually examining how public money is spent and how those agencies are run. We're all about high quality public interest journalism – plain and simple.

But it's also important to say that as Crux matures, and we get into our fourth and fifth

years of operation, we recognise the need for empathy and sensitivity in our community. People make mistakes and none of us are perfect. While we remain committed to openness and transparency we temper it with understanding because where agencies and organisations are doing their best, they deserve our support.

Our Audience

Crux has created not just a large local audience but an audience that is engaged, thoughtful and community-focused.

The average time spent on a Crux website page is **two and a half minutes** – our audience reads our articles from start to finish, even if that article takes five or even eight minutes to read.

Crux achieved **three million pages views** in early 2022. Our video series – Living in La La Land, Southern Lens Series 1 and 2 and House Talk reached almost a million viewers while our social media reach is **three times** that of our combined local media competition.

Our daily audience ranges from **2,000 to 7,000 readers** depending on the level of news activity. Our largest audience segment is female in the 35–44 age group – with high levels of access to both younger and old residents as well.

Our audience is tech savvy with over 70% using **smartphones** to access Crux.

Our Facebook posts engage with over **20,000** people each week (in addition to our website audience) and our video productions can reach up to **35,000** viewers on social media and via the Crux website.

Increasingly we are activating new audiences via Instagram and LinkedIn.

Most importantly, each and every audience member likes and trusts Crux. Our latest reader survey showed over **75% of readers** ranked Crux as either Good or Excellent – by far the highest ranking of all local and national media platforms.

The trust in Crux has been won by an investment in not just qualified journalists but careful curation of our stories. Unlike other media platforms operating on older revenue models, we don't have to publish local stories to meet artificial deadlines or fill space. If it's urgent we will be first, if it's important it will be on Crux – but we will never publish something for the sake of filling space or selling advertising.

Our email database is growing every week and we plan more activity in this area to further increase our engagement with our audience.

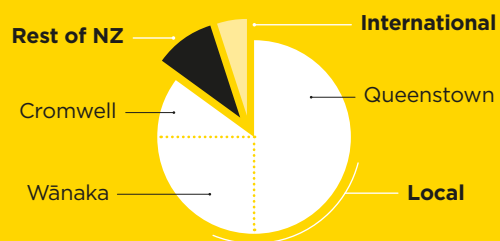
In 2022 we launched a new hybrid section of Crux, designed to increase our audience reach even further. Our Community Bulletin now offers the chance for all significant community stories and events to reach the Crux audience, even if they don't qualify as full public interest journalism news articles.

In short, there is simply no better way to reach the communities of Queenstown, Wānaka and Cromwell.



Most importantly, each and every audience member likes and trusts Crux.

Our Audience at a Glance



3mil

Page views since
launch in 2018



1mil

Video views since
launch in 2018



2½ min

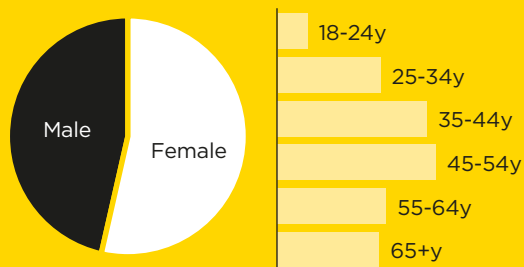
Average time
spent on page



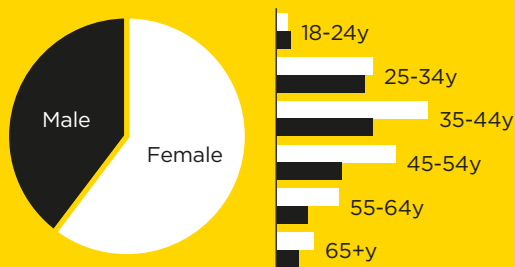
UP TO 35k

Views per video
(across all platforms)

Website Audience Demographic



Facebook Audience Demographic



Website Affinity (Reach)



Website In-Market Segment



Video

Crux advertising is about strong story telling and strong results.

In partnership with our award winning Wānaka video production partners, The Beards, we can produce and publish the highest standard of video production.

Toby Crawford and Tim Pierce (and yes they both have beards!) are behind some of NZ's best known broadcast TV commercials and documentaries.

We can put together a package that will give you and your company the highest level of corporate/mission video and at the same time deliver that most of important of elements - a strong, engaged local audience.

Our team can also produce extra bang for your buck by editing different cut down lengths and formats for various platforms from one single production budget.

Our Rates

Content Packages

Starter Package

\$1,450

- › Week-long Banner placement - across Crux website
- › 1x Sponsored Story
- › 1x Social post
- › 1x Newsletter post
- › Add produced and published video interview: +\$1,500

Make A Splash Package

\$2,950

- › Month-long Banner placement - across Crux website
- › 2x Sponsored Stories
- › 2x Social posts
- › 1x Newsletter banner

Demand Attention Package

\$3,950

- › Month-long Banner placement - across Crux website
- › 2x Sponsored Stories
- › 4x Boosted social posts
- › 4x Newsletter banners
- › 1x Video interview - produced and published

All prices exclude GST

Not-for-Profit Package

- › All charities and non-profit organisations can take advantage of our special not-for-profit package. Enquire with Sales to learn more - 027 308 2021 | sales@crux.org.nz

Content Placements

Newsletter Banner (Currently 4000+ Subscribers)

- › 1x Ad placement in Weekly Newsletter \$250

Sponsored Story

\$750

- › Include hyperlinks to business website
- › Posted through Crux socials
- › Posted through Newsletter
- › *Price on appointment for article written by a professional journalist

Website Banner

\$950 /week

- › Run of site, mixed positions \$2,950 /month

Sponsor a Section

\$1,350 /week

\$4,000 /month

Crux Banner Take-over

\$1,250 /day

Banner Dimensions

- › Page Top Billboard - 970x250
- › Page Side MRec Top - 300x250
- › Page Side Half Page - 300x600
- › Page Mid Billboard - 970x250
- › Page Side MRec Bottom - 300x250
- › Page Bottom Billboard - 970x250

Professional Video Content

'The Beards' Video Production

- › Professionally produced video content by *The Beards*
- › Cutdowns to use for TVC, socials, digital BVOD placements, long-form content
- › Advertised through Crux News and Crux social
- › Bonus Crux News banner advertising
- › Starting from \$10,000

Other things we can do *Prices upon request*

- › Facebook live events
- › eDMs
- › Crux Partnerships
- › Database competition
- › Host a forum
- › Retargeting - Opportunity to target Crux readers outside of Crux



