

About Geekzone

Geekzone is New Zealand's technology hub where enthusiasts and ICT professionals meet to share their knowledge, help others and find out more about the latest in all things related to their interests.

It is also on Geekzone that non-tech minded consumers find help when needed. People looking for a place to discuss ideas, new projects and services find their home at Geekzone.

We publish technology news, reviews and blogs, plus popular user forums covering subjects that are of interest to New Zealand consumers.

The forums are moderated by expert Geekzone members selected from our community with knowledge of mobile, broadband, digital TV and consumer technology in general.

Audience analysis

Google Analytics shows the following visits for the period of 20th January – 20th February 2015:



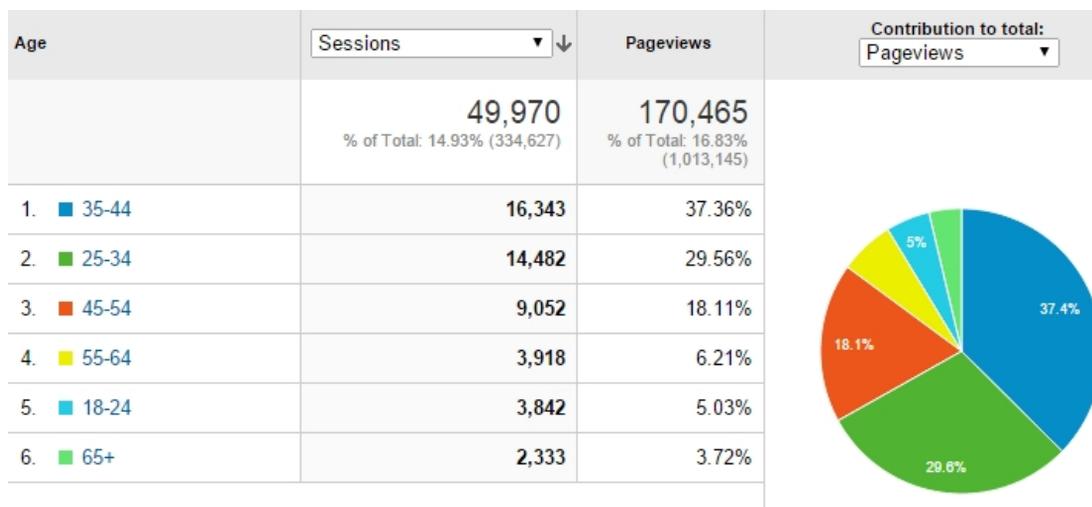
Sessions 334,627	Users 198,203	Pageviews 1,013,145	
Pages / Session 3.03	Avg. Session Duration 00:03:56	Bounce Rate 59.08%	
% New Sessions 52.90%			

Country	Sessions	Pageviews	Contribution to total: Pageviews
	334,627 % of Total: 100.00% (334,627)	1,013,145 % of Total: 100.00% (1,013,145)	
1. New Zealand	216,158	84.15%	
2. United States	29,282	3.65%	
3. United Kingdom	11,913	1.62%	
4. Australia	11,355	2.64%	
5. Canada	5,329	0.67%	
6. Germany	4,512	0.51%	
7. India	4,345	0.57%	

Demographics

Our audience tends to be professionals working in the technology or related sectors, with a split of 85% male and 15% female visitors.

Our age profile stretches from the mid twenties up to late forties with older members joining as personal technology touches their everyday lives.



Generally speaking, the Geekzone audience is curious about technology, being early adopters willing to spend the money and effort to be the leaders rather than followers.

Household income	Matched %
NZ\$ 30k – 40k	4.48
NZ\$ 40k – 60k	10.82
NZ\$ 60k – 80k	13.43
NZ\$ 80k – 100k	12.31
NZ\$ 100k – 120k	11.94
NZ\$ 120k – 250k	20.09
Over NZ\$ 250k	1.87

Banner advertising options and rates

Advertising options on Geekzone include leaderboards (728x90, 760x120), skyscrapers (160x600), and squares (300x250, 336x280).

We are able to offer an agreed number of impressions during a period, and also accept multiple banners totalling the number of impressions or clicks purchased for a single campaign.

We have the ability to geotarget campaigns, bringing geographical focus to a campaign if needed, by delivering banners to visitors of a specific country, or region.

We use Google DoubleClick for Publishers to ensure delivery of advertising on Geekzone. Google DoubleClick for Publishers provides scalability and reliability for our advertising management. Our clients can use their own Google Accounts login to access the Google DoubleClick for Publishers management tool and check campaign statistics.

Google DoubleClick for Publishers complies with IAB standards for delivering and measuring impressions¹ and reports are certified by the Media Rating Council².

¹ Google Ad Manager IAB compliance:

<http://www.google.com/support/admanager/publisher/bin/answer.py?answer=141811>

² Google Ad Manager MRC audit and certification:

<http://www.google.com/support/admanager/publisher/bin/answer.py?answer=90101>

<http://www.geekzone.co.nz>

Creative formats

We accept banners with standard IAB NZ sizes:

- 728 x 90 pixels leaderboard
- 760 x 120 pixels leaderboard
- 160 x 600 pixels skyscraper
- 300 x 250 pixels box
- 336 x 280 pixels box

The file format can be GIF, PNG or JPEG. Files should have a maximum of 60 Kbytes.

Repeating GIF images are allowed, but the interval between cycles should be at least five seconds.

Flash ads are allowed and we can host the files. Please make sure it is compatible with ClickTAGS. No sound is allowed without user intervention.

Rich Media tags can be used.

No popups or popunders are accepted, and we have final approval of artwork.

Geekzone Rate Card

Payment

Banner advertisements are to be paid in full in advance unless arranged otherwise.

Cheque payment in New Zealand dollars are accepted, as well as Paypal transfers. If booking through an agency, other rules may apply.

Prices exclude GST (15%), which will be added to totals for New Zealand based clients.

Prices do not include agency commissions.

Contacting us

Email	advertising@geekzone.co.nz
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Australia	+61 3 9017 2045
United Kingdom	+44 709 215 8517

For North American and European enquiries: please note that we operate on New Zealand time.