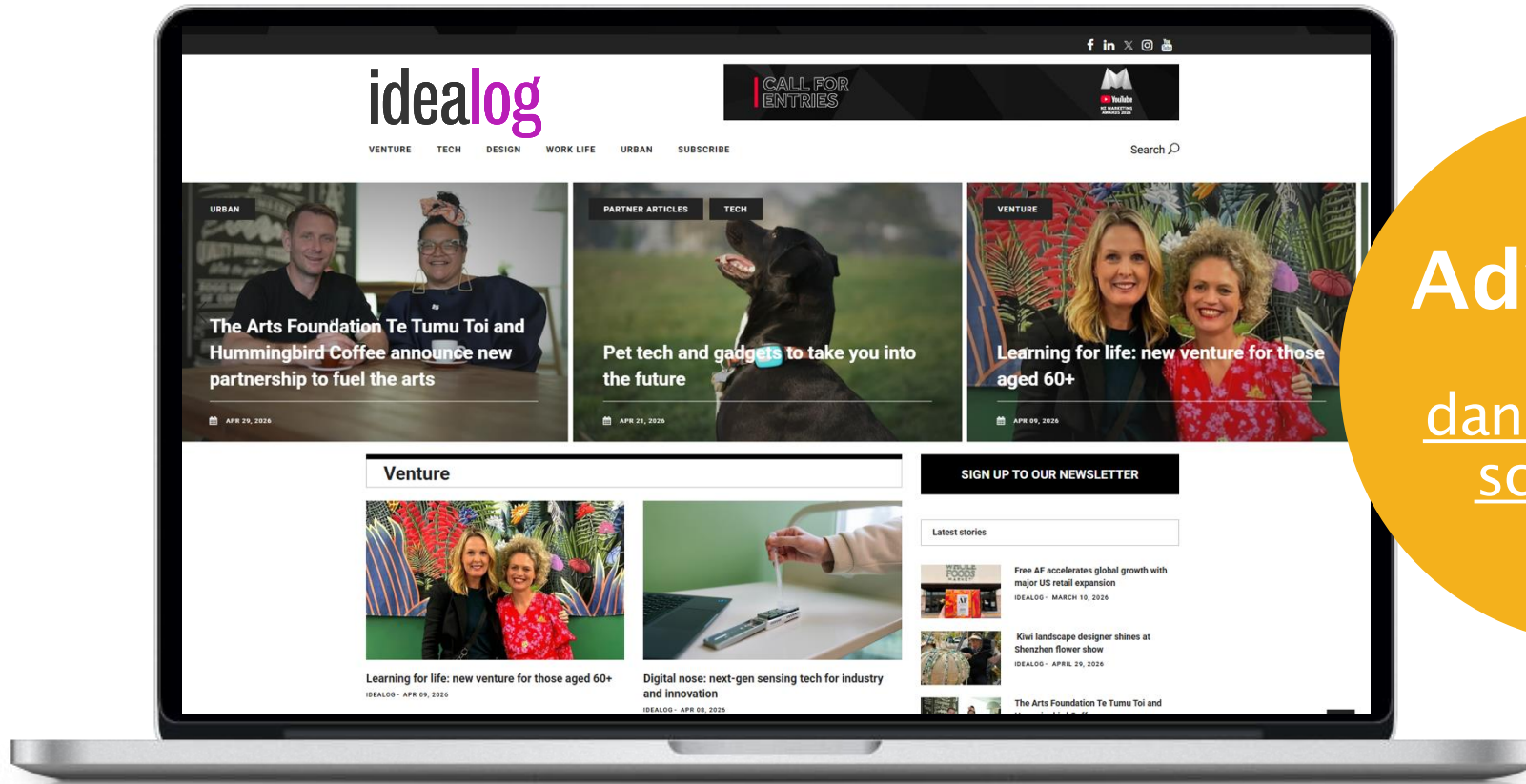


idealog idealog idealog



Advertise
Email
dan.prestige@scg.net.nz

idealog.co.nz media kit 2026

About idealog

A media brand like no other.

Idealog.co.nz is the voice of creative business in Aotearoa.

Progressive

We're all about showcasing how innovation can achieve commercial success, solve problems and set the agenda

Original

Idealog is ahead of the curve, covering the latest developments in tech, design and business

Smart

We aim to equip our readers with the tools to help Aotearoa become a more optimistic, thriving place

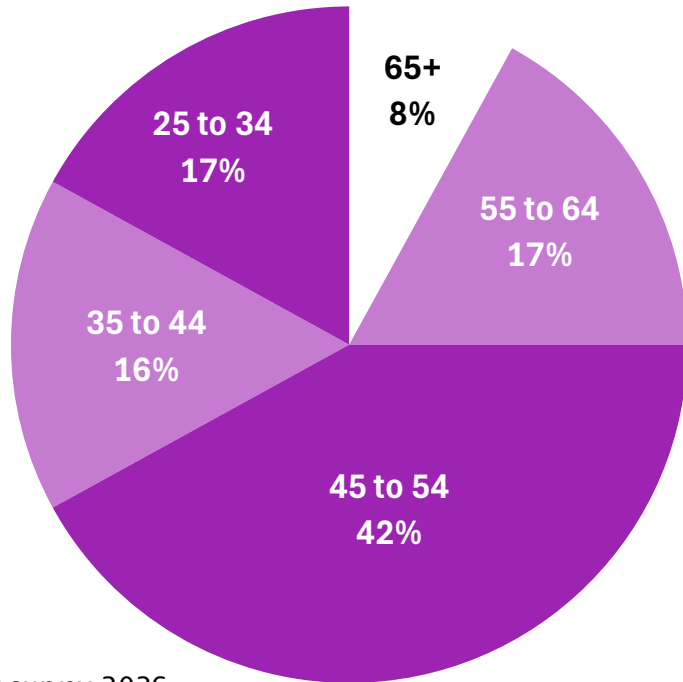
Inspiring

Bursting with ideas, Idealog brings you leading-edge research, interesting people and the cultural trends that'll change everything

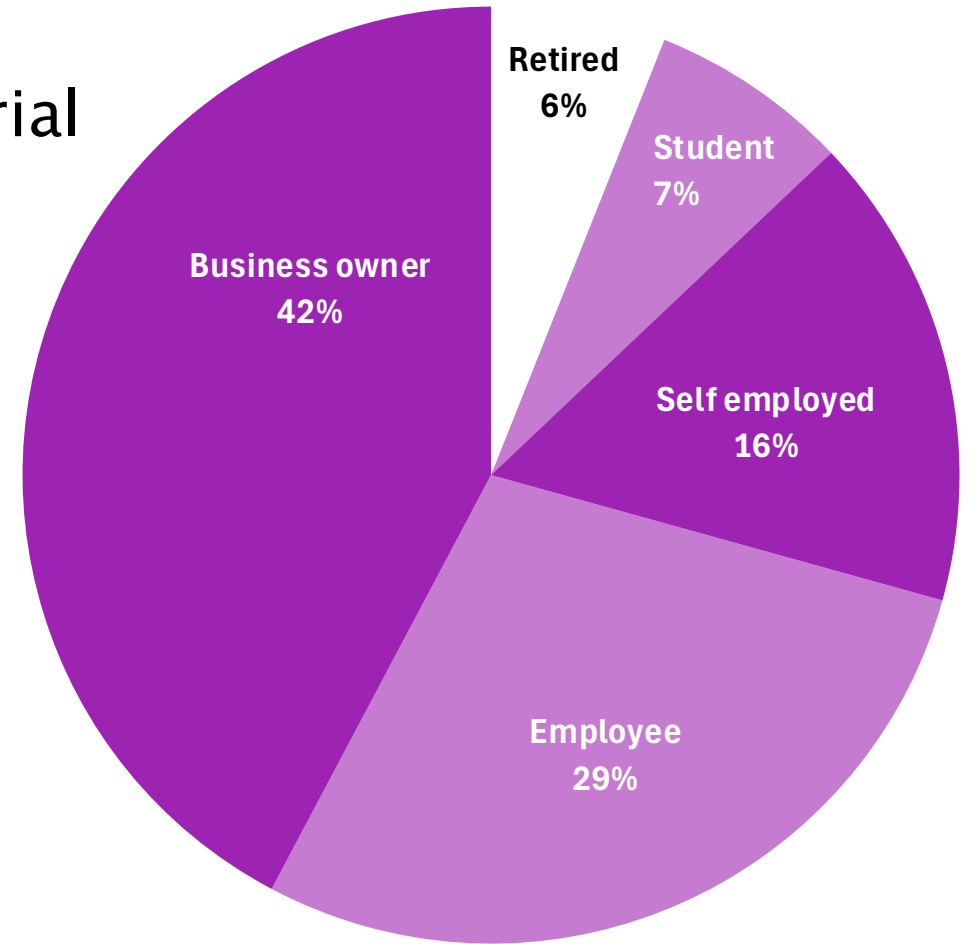
The idealog audience

Movers and shakers.

Idealog readers are curious, entrepreneurial and always on the lookout for new ideas.



Reader profiles



Source: Reader survey 2026

idealog in numbers

Say hello to the audience.

Idealog readers are keen to devour our content.

Newsletter

Idealog pops into 3,300 inboxes each week – the open rate is 37.2%

Engaged

In April 2026, Idealog readers spent an average of 1 min 25 sec per session each time they visited our website

Socials

Idealog reaches 2.2k followers on LinkedIn and 2.3k on Instagram

Website

Idealog.co.nz averages 99k page views a month – readers usually spend 42 sec on the homepage

Sources: Subscriber records, Google Analytics (Jan-Apr 2026), Campaign Monitor (Jan-Apr 2026)

Meet **ideal**og readers

Our audience are in the market.

Open-minded and curious, Idealog people like trying new things.

Earners

37% of readers bring home \$150k-\$200k per annum

Learners

83% plan to take part in some kind of upskilling, training or education in the coming year

Service users

33% say they'll seek accounting, legal or professional services in 2026

Consumers

41% are looking to buy phones, laptops or wearable tech in the next 12 months, while 22% want new vehicles

Source: Reader survey 2026

ideal**og** audience feedback

Here's what they're saying.

And who knows us better than our readers?

Big brains

'Stories about clever New Zealand people'

Lifts the lid

'You give us insight into NZ business... Goes a layer deeper than major news sites'

Vital

'New Zealand's tech and culture website'

What a mix

'Convergence of edgy tech, design and creative content and ideas'

Essential

'A go-to trade publication for creative news'

Source: Reader survey 2026

ideal**og** digital rates

You start on Monday.

Spend 7 days on the website and access inboxes direct in the newsletter.

Specs

For Ts&Cs, dimensions and deadlines, visit ideallog.co.nz/advertise-with-us

Newsletter

Top banner \$1,250
Banner 2 \$1,000
MRECs \$700

To book

Email dan.prestige@scg.net.nz

Up top

Megaheader \$2,500
Leaderboard \$1,250

Web rectangles

MREC 1 \$1,000
MREC 2 \$800
Half page \$700

All prices in NZ\$, quoted exclusive of GST and agency commission bearing

ideal**og** paid content

You're the hero.

Our platform + your message.
It's a powerful combination.

Supplied content

Advertiser to write
1 article \$1,500
4 article series \$5,000

Amplify

Talk to us about staying in the spotlight longer for wider reach

Co-creation interview

We work together
1 article \$2,500
4 article series \$8,500

Co-creation Q&A

We email questions
1 article \$1,900
4 article series \$6,500

Solus eDM

One-off send
Your standalone story emailed to 3,700+ subscribers \$3,000
Average open rate 38.5%

All prices in NZ\$, quoted exclusive of GST and agency commission bearing

idealog digital positions

In the right place.

Here's where your advert appears.

Book now
Email
dan.prestige@scg.net.nz
to secure
your spot



Ready to shine as an **ideal**og gold sponsor?

Stand out from the rest.

Plug your brand into our switched-on audience.

Brand alignment

Affiliate your brand with Idealog, Aotearoa's home of innovation

Trusted environment

Our contextually relevant platform inspires confidence in your brand

Brand awareness

Constant presence with a quality, engaged audience on the website and in eDMs

Prestige

Cement your position as a leading organisation in Aotearoa's creative technology landscape

ideal**og** gold sponsorship delivers

Over 12 months, you get all this:

- Your logo in a dedicated section on every page of ideallog.co.nz
- Always-on logo tile on website and all weekly newsletters
- Media/display advertising package to the value of \$9k that can be used across website banners, solus eDMs or paid branded content
- You'll be our first choice of expert commentary for relevant editorial features
- 20% discount on display advertising (rack rate) across ideallog.co.nz, NZ Marketing magazine, nzmarketing.co.nz and StopPress.co.nz
- Minimum annual reach: 947k

Annual rate: \$12k + GST

