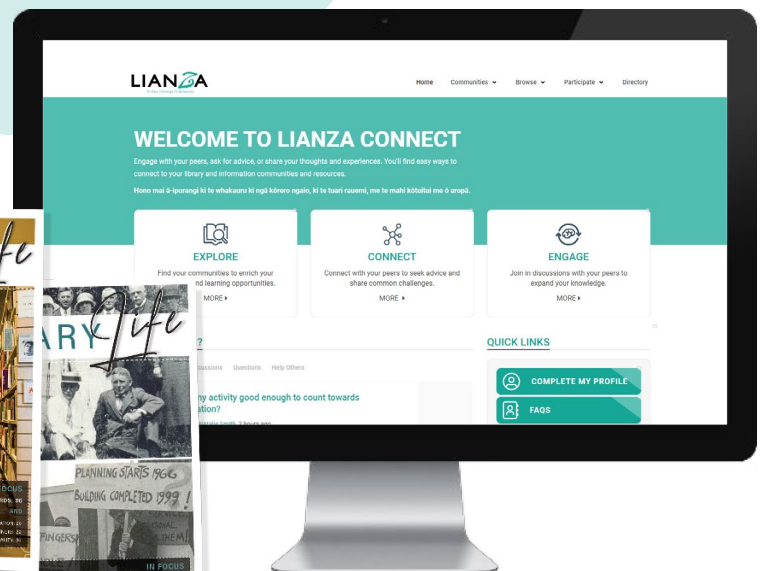


LIANZA

MEDIA KIT 2023





GET IN FRONT OF OUR AUDIENCE

CONNECT VIA LIANZA

LIANZA will be holding our bi-annual conference in November 2023. Our partnership and exhibition prospectus will be available in the new year and we hope you can join us in Christchurch.

"Working with LIANZA to raise awareness of our Recollect Journey campaign has been fantastic. They offered an integrated marketing package through digital adverts, advertorial, social media support and collaborating on a webinar that was presented to the GLAM sector as valuable information. Following this we received great awareness of our campaign and a number of interested leads to follow up with."

Jillian Whitmore
Marketing and Communications, NZMS

MARKETING OPPORTUNITIES

LIBRARY LIFE TE RAU ORA MAGAZINE

LIANZA has provided a regular national publication for the New Zealand library and information sector since the first newsletter in 1956. Today, *Library Life Te Rau Ora* is produced for and by the sector bi-monthly. It is read by students and people starting out in the library and information sector through to senior members of the profession across all sectors of the library and information industry. *Library Life Te Rau Ora* includes features of interest to library and information professionals, career pathways, sector qualifications, grants and awards, events and news. Back issues of *Library Life Te Rau Ora* are available on the media hub or on Press Reader and reach an estimated 6,000 readers per issue.

In our recent communications survey 71% of respondents indicated that they read every issue or most issues of *Library Life*, and a further 17% read every second issue.

FULL PAGE	HALF PAGE	THIRD PAGE	QUARTER PAGE
\$1,000.00 (inc GST) 210mm wide x 275mm high (plus 3mm bleed)	\$500.00 (inc GST) 180mm wide x 120mm high (no bleed)	\$400.00 (inc GST) 180mm wide x 82mm high (no bleed)	\$300.00 (inc GST) 87mm wide x 120mm high (no bleed)

BOOK YOUR ADVERT FOR FOUR OR MORE ISSUES TO RECEIVE A 10% DISCOUNT OFF THE STANDARD PRICE!

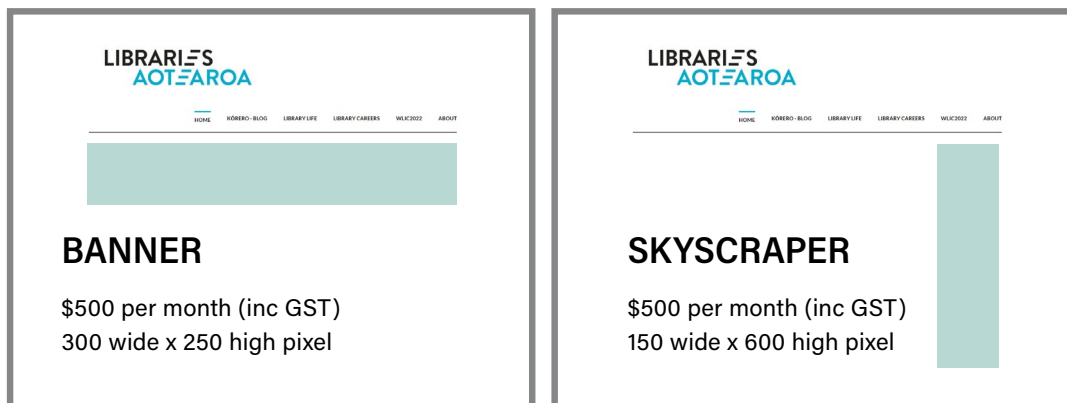
PUBLICATION DATES 2023

Issue	February	April	June	August	October	December
Submission Date	Jan 11	Mar 15	May 17	Jul 12	Sep 13	Nov 15
Publishing Date	Feb 10	Apr 12	Jun 14	Aug 09	Oct 11	Dec 13

LIBRARIES AOTEAROA MEDIA HUB (AVAILABLE UNTIL JUNE 30, 2023)

Our [Libraries Aotearoa media hub](#) provides one powerful network for the wider library and information community with the latest news, information, research, and trends. It helps promote the good that libraries do for communities and innovations in the sector. News items are posted regularly and promoted via our social media platforms. Libraries Aotearoa averages 3,500 page views per month. From July 1, this will be replaced by a blog on our new website.

Opportunity: Banner (at bottom page) \$500 per month (inc GST) 962 wide x 125 high px



LIANZA KÖRERO E-NEWSLETTER & BLOG

Our LIANZA Kōrero is an e-newsletter sent to our extensive member database. It includes news, job of the month, and an events calendar. It is the best place to be if you want to connect via our member's inboxes each month.

Your advertorial will be highlighted in our monthly Kōrero e-newsletter and linked to the full advertorial on [our online blog](#).

Provide up to three images and 500 words max advertorial and get your updates and news out to the library and information community in New Zealand. You can provide new content for each issue booked.



- **ONE: \$500 each (inc GST)**
- **TWO: \$375 each (inc GST)**
- **THREE: \$350 each (inc GST)**
- **FOUR plus: \$300 each (inc GST)**

Only one advertorial space is available in each monthly issue

Each subsequent Kōrero advertorials must have new content and images.

PUBLICATION DATES 2023

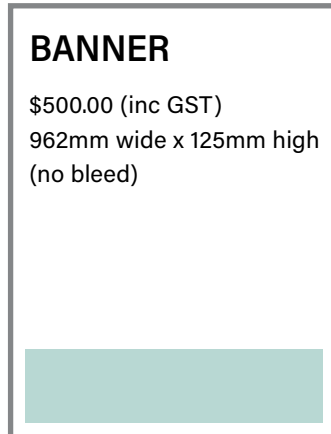
Submission Date	Jan 25	Feb 22	Mar 29	Apr 26	May 24	Jun 29	Jul 26	Aug 30	Sep 27	Oct 25	Nov 29
Publishing Date	Feb 01	Mar 01	Apr 05	May 03	Jun 01	Jul 05	Aug 02	Sep 06	Oct 04	Nov 01	Dec 06

LIANZA CONNECT

LIANZA Connect is our new member and sector platform. Over 1,400 personal and institutional members of LIANZA have access. This is a vibrant online professional community where members find support, best practices, peer-to-peer connections, resources, events, and networking. As a new platform, there is an opportunity to provide a one-off or ongoing banner on the home page.



Opportunity: Banner (at bottom page) \$500 per month (inc GST) 962 wide x 125 high px



LIANZA PROFESSIONAL WEBINARS

LIANZA has a highly engaged professional community online, with 79 online events held over 2021-22 attended by 3,700 library and information sector professionals.

Partner to offer a LIANZA webinar presented by your organisation and seize the opportunity to brand a webinar and engage with professionals interested in specific topics and issues where your organisation has expertise or common interests. The hour-long webinars are offered on Zoom.

Place your branding on pre-event promos including social media and participant reminders, personally introduce the webinar, give a five-minute presentation on your organisation, engage in webinar discussion, gain feedback in post-event survey, see your promo slides added to post-event recordings.

Opportunity: Partner to host a webinar with LIANZA \$1,500 (inc GST)

"I have enjoyed the webinars you have provided over the last year. Very on-point, especially with the ever-changing COVID response."

LIANZA member

BUNDLE OPTIONS

~~TOTAL \$12,000~~

RECEIVE BOTH
FOR A SPECIAL
BUNDLE RATE OF
\$8,000 (INC GST)

LIBRARY LIFE

FULL PAGE ADVERT
SIX ISSUES **PLUS**

LIANZA CONNECT

ONLINE ADVERT
BANNER
12 MONTHS

LIBRARY LIFE

FULL PAGE ADVERT
SIX ISSUES **PLUS**

LIANZA KŌRERO

BLOG POST
FOUR ISSUES

RECEIVE BOTH
FOR A SPECIAL
BUNDLE RATE OF
\$6,000 (INC GST)

~~TOTAL \$9,000~~

ADVERTISEMENT SPECIFICATIONS

- Submit advertisement as hi-res PDF or JPEG.
- All screened graphics should have an effective resolution of 300 dpi.
- CMYK.

ADDITIONAL INFORMATION

- All advertising is subject to approval by LIANZA editorial and production staff. LIANZA reserves the right of refusal for advertising requests.
- Advertisements should be of interest to and targeted toward LIANZA members. Advertising which is in no way related to the library and information sector may be refused.
- Advertisements must be received by submission dates.
- Advertisement positioning in *Library Life* is controlled by LIANZA Office.
- The advertiser cannot cancel an advertisement after the content deadline listed for each issue.
- All cancellations must be in writing.
- All Kōrero advertorial content and images must be received the week prior to publication.
- Each subsequent Kōrero advertorial must have new content and images.
- Kōrero advertorial remains on blog for 12 months.

[CLICK HERE TO BOOK YOUR SPACE](#)