

LIANZA TE RAU HERENGA O AOTEAROA

SUPPORT LIANZA TO SUPPORT THE NEW ZEALAND LIBRARY AND INFORMATION SECTOR

MEDIA KIT 2024



GET IN FRONT OF THE LIBRARY AND INFORMATION SECTOR IN NEW ZEALAND

LIANZA Te Rau Herenga o Aotearoa is at the centre of New Zealand's library and information sector.

LIANZA has provided leadership to the wider library and information profession for over 122 years. With a strong national network, active member communities and volunteer base, an established profile, and strong international connections, LIANZA spans all parts of the diverse library and information sector. This includes public, school, tertiary, health, prison, law, government libraries and other special libraries and information services.

Our audience of library institutional and personal members is the largest in the sector. If you attended LIANZA 2023 Conference in Christchurch, you'll know how engaged our sector is.

"NZMS takes pride in being part of the library and information sector and we greatly appreciate the support and exposure provided by LIANZA. They offer a fantastic selection of effective marketing packages, such as advertisements in the Library Life Te Rau Ora Magazine, which has a readership of over 6,000 people. Working with LIANZA has been a wonderful experience that has helped raise NZMS's profile within the sector, increasing our visibility and enabling NZMS kaimahi to cultivate meaningful connections and leads."

→ Emanuella de Ruiter, Marketing Coordinator, NZMS

OUR REACH



6,000+
professionals in New Zealand library and information services



1,200+
libraries across the whole of New Zealand



800+
LIANZA personal members



175+
LIANZA institutional members

Te Rau Ora Library Life magazine	LIANZA Kōrero newsletter	Libraries Aotearoa media hub	LIANZA webinars	LIANZA Connect
<ul style="list-style-type: none"> 6,500 page views per year Average viewing of 2,000 per issue Average open rate of 54% 	<ul style="list-style-type: none"> Mail list of 1,900 Average open rate 57.5% 	<ul style="list-style-type: none"> 49,735 page views per year 	<ul style="list-style-type: none"> Over 2,000 attendees over the last year 86 events in last year 	<ul style="list-style-type: none"> 1,600 members 2,800 discussion threads 11 communities

PARTNERSHIP OPPORTUNITIES

YOUR SUPPORT CAN HELP LIANZA SUPPORT THE SECTOR - TOGETHER.

LIANZA Te Rau Herenga o Aotearoa delivers tangible impact for libraries and information services, library professionals and the communities all over Aotearoa that they work with.

With strong relationships with key stakeholders and the government, we have a strong brand and a vision for a thriving library and information sector.

CAN YOU HELP US DELIVER ON THIS VISION?

By tailoring a package that makes the most of your relationship with LIANZA while supporting us. This premium and limited opportunity allows you to:

- Social media postings
- Inclusion in LIANZA Connect
- Adverts in each *Te Rau Ora Library Life*
- LIANZA conference partner
- Host industry-led webinars
- Advertorials in LIANZA Kōrero
- Home page real estate on our new website

Contact: executivedirector@lianza.org.nz



TE RAU ORA LIBRARY LIFE MAGAZINE

“I just wanted to share with you that my favourite part of being a LIANZA member is feeling connected to the library “industry”. Attending the library assistant’s day was a highlight. I also really enjoy the library life magazine.”

→ Mishka Greenberger, Tauranga

LIANZA has provided a regular national publication for the New Zealand library and information sector since the first newsletter in 1956.

Today, *Te Rau Ora Library Life* is produced bi-monthly and is widely read. From library and information students through to senior members of the profession across all sectors of the library and information industry.

The magazine features news and innovative features of interest to library and information professionals. Career profiles, library of the issue, sector qualifications, grants and awards, news and featured columns from our copyright, freedom of information and climate action committees are included.

Over the last year, the open rate has increased to 54% (10-15% above the industry average). It is frequently printed and shared in library staff rooms across the country.

Back issues of *Library Life* are available on Recollect, Press Reader and the media hub. *Library Life* is free to read and download and reaches an estimated 2,000 readers per issue.

OPPORTUNITY

- FULL PAGE: \$1,150.00 (inc GST) 210mm wide x 275mm high (3mm bleed)
- HALF PAGE: \$650.00 (inc GST) 180mm wide x 120mm high (3mm bleed)
- QUARTER PAGE: \$350.00 (inc GST) 87mm wide x 120mm high (3mm bleed)

FULL PAGE	HALF PAGE	QUARTER PAGE
\$1,150.00 (inc GST) 210mm wide x 275mm high (plus 3mm bleed)	\$650.00 (inc GST) 180mm wide x 120mm high (3mm bleed)	\$350.00 (inc GST) 87mm wide x 120mm high (3mm bleed)

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

PUBLICATION DATES 2024

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

LIBRARIES AOTEAROA MEDIA HUB

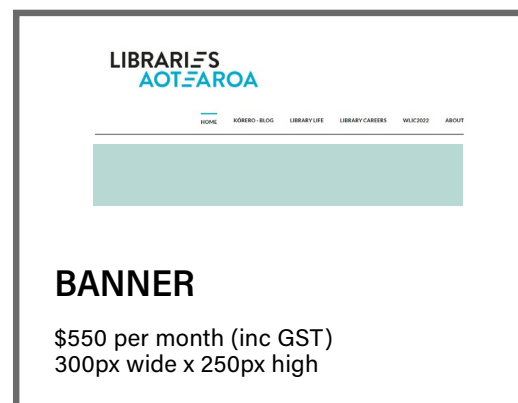
Our [Libraries Aotearoa media hub](#) provides one powerful network for the wider library and information community with the latest news, information, research, and trends.

It helps promote the good libraries do for communities and innovations in the sector. News items are posted regularly and promoted via our social media platforms.

Libraries Aotearoa averages 4,000 views per month. It will eventually become a blog and news site on our main website.

OPPORTUNITY

- BANNER: \$550 per month (inc GST) 300px wide x 250px high
- SKYSCAPPER: \$550 per month (inc GST) 150px wide x 600px high



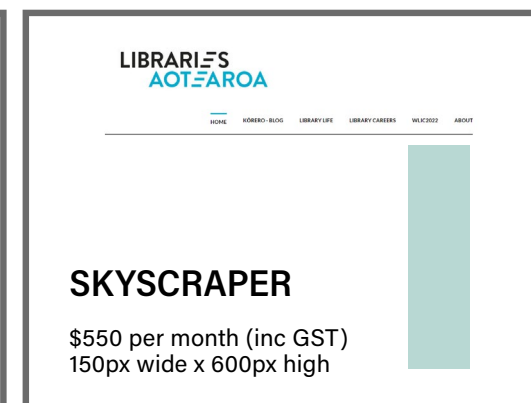
LIBRARIES
AOTEAROA

HOME KÖRERO - BLOG LIBRARY LIFE LIBRARY CAREERS WELCOME ABOUT

BANNER

\$550 per month (inc GST)
300px wide x 250px high

The banner ad layout shows the Libraries Aotearoa logo at the top, followed by a navigation menu with links for HOME, KÖRERO - BLOG, LIBRARY LIFE, LIBRARY CAREERS, WELCOME, and ABOUT. Below the navigation is a large teal rectangular area representing the banner ad space.



LIBRARIES
AOTEAROA

HOME KÖRERO - BLOG LIBRARY LIFE LIBRARY CAREERS WELCOME ABOUT

SKYSCRAPER

\$550 per month (inc GST)
150px wide x 600px high

The skyscraper ad layout shows the Libraries Aotearoa logo at the top, followed by a navigation menu with links for HOME, KÖRERO - BLOG, LIBRARY LIFE, LIBRARY CAREERS, WELCOME, and ABOUT. Below the navigation is a tall, narrow teal rectangular area representing the skyscraper ad space.

LIANZA KŌRERO E-NEWSLETTER

“Take a bow. LIANZA Kōrero contains such a great variety of professional news and information. The contrast with ten years ago is amazing. Well done for overseeing and inspiring such content.”

→ Jane Hill, Wellington

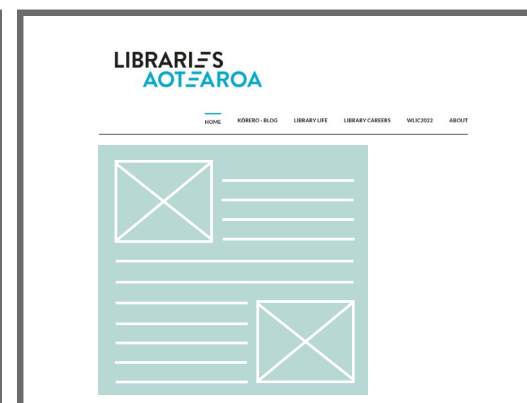
Produced monthly, LIANZA Kōrero is an e-newsletter sent to our extensive member and sector database of nearly 2,000 people.

It is frequently shared to library teams via our institutional members and library managers.

It includes news, sector vacancy information, and a comprehensive 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 per advertorial and get your updates and news out to the LIS community in New Zealand. You must provide new content for each issue booked.
- All copy and images must be with LIANZA by the 25th of the month via comms@lianza.org.nz



ADVERTORIAL

- ONE: \$600 each (inc GST)
- TWO: \$450 each (inc GST)
- FOUR plus: \$350 each (inc GST)

Only one advertorial space is available in each monthly issue.

Each subsequent LIANZA Kōrero advertorial must have new content and images.

PUBLICATION DATES 2024

Submission Date	Jan 25	Feb 23	Mar 26	Apr 26	May 24	Jun 25
Publishing Date	Feb 02	Mar 01	Apr 05	May 03	Jun 03	Jul 02

Submission Date	Jul 26	Aug 30	Sep 27	Oct 25	Nov 29
Publishing Date	Aug 02	Sep 06	Oct 04	Nov 01	Dec 06



LIANZA

connect

LIANZA CONNECT

BANNER

\$550.00 (inc GST)
300px wide x 250px high
(no bleed)

LIANZA Connect is our new member and sector platform. Over 1,200 personal and institutional members of LIANZA have access.

This is a vibrant online professional community where our 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): \$550 per month 300 wide x 250 high px

LIANZA WEBINARS

“Our LIANZA-EBSCO webinar-The impact of cookie privacy changes on identity services - went very well. It was very well run and a great turnout! Thank you to the LIANZA team. I am very happy how that went, and we hope you got a lot out of it.”

→ Robert Dagg (previous marketing manager at EBSCO)

LIANZA has a highly engaged professional community online, with online professional development events held online.

They provide and opportunity to partner with us to offer a LIANZA webinar which your organisation presents. The are a great way to get new innovations in front of the sector.

- 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 Microsoft Teams.
- 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: \$1,000 (inc GST)



DETAILS & BUNDLE OPTIONS

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 *Te Rau Ora 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 LIANZA Kōrero advertorial content and images must be received the week prior to publication.
- Each subsequent Kōrero advertorial must have new content and images.
- LIANZA Kōrero advertorial remains on blog for 12 months

ADVERTISEMENT SPECIFICATIONS

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

LIBRARY LIFE
FULL PAGE ADVERT
SIX ISSUES **PLUS**

**LIANZA
CONNECT**
ONLINE ADVERT
BANNER
12 MONTHS

~~TOTAL \$13,500~~

RECEIVE BOTH
FOR A SPECIAL
BUNDLE RATE OF
\$9,000 (INC GST)

RECEIVE BOTH
FOR A SPECIAL
BUNDLE RATE OF
\$6,750 (INC GST)

~~TOTAL \$8,300~~

LIBRARY LIFE
FULL PAGE ADVERT
SIX ISSUES **PLUS**

**LIANZA
KŌRERO**
BLOG POST
FOUR ISSUES

[CLICK HERE TO BOOK YOUR SPACE](#)