

LIANZA TE RAU HERENGA O AOTEAROA

SUPPORT LIANZA TO SUPPORT THE NEW ZEALAND LIBRARY AND INFORMATION SECTOR

MEDIA KIT 2025



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 120 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 and this is your opportunity to reach our large and engaged audience.

OUR REACH

6,000+

professionals/kaimahi work in New Zealand's library and information services

1,200+

libraries across the whole of New Zealand

950+

LIANZA active personal & institutional members

2,000+

contacts on the LIANZA mailing list

Te Rau Ora Library Life magazine	LIANZA Kōrero newsletter	LIANZA website	LIANZA webinars	LIANZA Connect
<ul style="list-style-type: none"> 7,000 page views per year The only library publication in NZ 	<ul style="list-style-type: none"> Mail list of 2,000 Average open rate 60-70% 	<ul style="list-style-type: none"> Newly refreshed blog site More than 160,000 views per year 	<ul style="list-style-type: none"> Over 1,750 attendees over the last year 45 events 	<ul style="list-style-type: none"> 1,600 members 3,000 discussion threads 13 communities

PARTNERSHIP OPPORTUNITIES

YOUR SUPPORT CAN HELP LIANZA SUPPORT THE SECTOR - TOGETHER.

Te Rau Herenga o Aotearoa LIANZA 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 love Library Life - it's visually appealing and always has something of interest to a wide range of people.”

→ 2024 Survey response

Te Rau Ora Library Life is produced quarterly. It is a widely read publication across all sectors of the library and information industry. The magazine features news and longer-form commentary articles on New Zealand's library and information sector. Library careers and mahi, workforce development, library profiles, awards, sector qualifications, and new programmes are featured as well as regular columns from our copyright, freedom of information and climate action committees.

It is frequently printed and shared in library staffrooms across the country. Back issues of *Te Rau Ora Library Life* are available on Recollect and Press Reader. *Te Rau Ora Library Life* is free to read and download and reaches an estimated 2,000 readers per issue.

People read it because:

- It's a good source of information on what's happening in Aotearoa libraries.
- *Te Rau Ora* helps library kaimahi feel connected to the wider sector
- The magazine provides inspiration from thought leaders.
- It is received directly into people's inbox and can easily be forwarded to teams to view.
- And it is the only professional publication focused on Aotearoa's library and information sector.

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 2025

Issue	Mar	Jun	Oct	Dec
Submission Date	Jan 17	May 09	Sep 11	Oct 24
Publishing Date	Mar 14	Jun 13	Oct 10	Dec 05

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.”

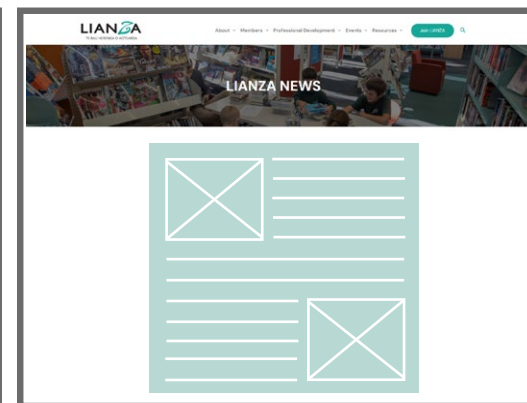
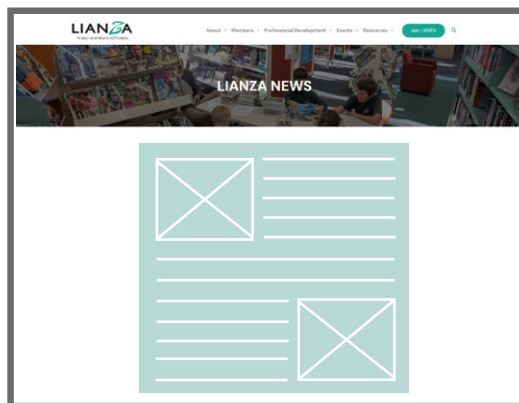
→ Jane Hill, Wellington

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 with 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 in [our blog](#) which features on our website home page.

- 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: \$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 LIANZA Kōrero advertorial must have new content and images.

PUBLICATION DATES 2025

Submission Date	Jan 24	Feb 21	Mar 26	Apr 24	May 23	Jun 23
Publishing Date	Feb 03	Mar 03	Apr 03	May 02	Jun 02	Jul 01

Submission Date	Jul 25	Aug 25	Sep 24	Oct 24	Nov 24
Publishing Date	Aug 01	Sep 01	Oct 03	Nov 03	Dec 01



LIANZA

connect

LIANZA CONNECT

BANNER

\$500.00 (inc GST)
300px wide x 250px high
(no bleed)

LIANZA Connect is our new member and sector platform. Over 1,600 library kaimahi have access to this site.

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): \$500 per month 300 wide x 250 high px

LIANZA WEBINARS

“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

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

These events provide a partnership opportunity to offer a LIANZA webinar which your organisation presents. They are a great way to get new innovations in front of the sector.

- Brand a webinar and engage with professionals interested in specific topics your organisation has expertise in.
- 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: \$1,500 (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, PNG or JPEG.
- All screened graphics should have an effective resolution of 300 dpi.
- CMYK.

[CLICK HERE TO BOOK YOUR SPACE](#)

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

**LIANZA
CONNECT**
ONLINE ADVERT
BANNER
12 MONTHS

~~TOTAL \$10,600~~

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

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

**LIANZA
WEBINAR**

RECEIVE BOTH
FOR A SPECIAL
BUNDLE RATE OF
\$5,000 (INC GST)

~~TOTAL \$6,100~~