

SPASIFIKmag.com

The only suite of websites specialising in the capture of content from New Zealand's growing Maori and Pacific population and the broader Oceania region. **SPASIFIKmag.com** . . . interactive, engaging and extensive in content.

SPASIFIKmag.com
SPASIFIKimages.com
SPASIFIKmarket.com

*WINNER – BEST SPECIAL INTEREST SUBSCRIBER WEBSITE
QANTAS MEDIA AWARDS 2008*

SPASIFIKmag.com FREE CONTENT

Business, sport, leisure, gallery, interactive forum, travel (dedicated portal's to Samoa, Tonga, Fiji, Cook Islands, Niue, Tahiti, Hawaii, New Zealand, American Samoa, New Caledonia), music, art, gallery, marketplace, site search engine, news, links, downloads, classifieds, shopping cart module enabling on-line subscription purchase of SPASIFIK and SPASIFIK Sports & Leisure magazines.

SPASIFIKmag.com VIP SUBSCRIBER CONTENT

Editorial content from both SPASIFIK and SPASIFIK Sports & Leisure magazines in web interactive format, archived & historical content, features, music, exhibitions, art, books, travel, special VIP offers, competitions. A nominal annual subscription fee is payable to access VIP subscriber content.

SPASIFIKimages.com

LAUNCH 2009 – comprehensive specialist 'Pacific' image library

SPASIFIKmarket.com

LAUNCH 2009 – Pacific on-line interactive market and shopping website.

TARGET MARKET

The SPASIFIK brand is unique in the marketplace, being uniquely Maori and Pacific in subject matter. Especially aimed at the indigenous population in the Pacific – it is about them, for them. The issues covered vary from health, social issues, education, art, lifestyle, sport, leisure, food, nutrition, travel and entertainment – subject matters that appeal to everyone. The brand is established and prides itself on being high quality, beautiful in design, engaging and diverse in content. SPASIFIKmag.com will further reach, inspire and educate a wider audience via the web both locally and globally.

STATS

SPASIFIKmag.com base design includes a stats package to effectively monitor traffic on the site giving the ability to assess the effectiveness of the site as a whole or sections within. This ability feeds into future strategies for modifications to the site, well-hit sections being maintained and developed further, less popular sections being replaced with new content. The web is a marketer's dream, offering infinite measureability with good stats.

ADVERTISING/SPONSORSHIPS

The web enables us to offer more advanced, attractive possibilities for advertisers and sponsors. Stats on reach can be demonstrated by unique visitors and VIP subscribers. Each banner advertisement placed will automatically give valuable data back to us about how many times banners are clicked etc. A positive click rate encourages advertisers to keep campaigns running. Whole section funding (ie Travel the Pacific with Spasifik) can be booked for longer periods of time (re-skinned in advertisers branding for that period). The more engaging SPASIFIKmag.com is the more site visitors 'click', the more advertising messages they are exposed to. SPASIFIKmag.com is a strong interactive site and provides good reason for advertising and sponsors to spend their advertising budget with SPASIFIK brand on-line. Advertising rates are calculated on size, placement within both the page and site, longevity and whether the ad is animated or static. We can also offer cross advertising opportunities in both print and web medium.

OBJECTIVES

- To create an engaging online public present that provides background information about the publication, teasers, access to past print editions of SPASIFIK magazine, merchandise and a place to subscribe to the print or online versions or both
- To translate the current print publications onto the web successfully, which includes translating the brand and contents to a new online presence which is only accessible via VIP registration and log-in (after paying a nominal subscription fee)
- To use the web as a medium in an optimum way to deliver content by incorporating interactive functionality specific to the medium, creating a truly dynamic, engaging and immersive online experience with interactivity, dynamic content and animations
- To have an online version of SPASIFIK and SPASIFIK Sports & Leisure magazine publications that will provide efficient cost effective global export opportunity
- To translate the SPASIFIK brand and magazine layout, colours, look and feel to the web successfully and take it further using interactivity and animation to bring the brand to life online (sound and video can also be utilized to create a rich media experience for site visitors).
- To provide a means to extend advertising opportunity to the web via banner advertising (static & animated), sponsored pages, competitions etc
- To create an online community giving the target market a number of reasons to visit the site and return

Advertising & Enquiries:

Sales Team

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NB: Exclusive VIP log-in available to all advertising agencies. Contact us for details.