



**Be a champion for open
independent news & journalism
in New Zealand.**

Scoop Section Sponsorships

A black and white photograph of a large, dense crowd of people, heavily blurred to create a sense of motion and anonymity. The people are seen from the chest up, and their faces are indistinct. The background is dark, and the overall tone is somber and busy.

Our Mission is:
**“To be an agent of
positive change.”**

Scoop has been a champion of independent journalism and open publishing for over 19 years. Our model is an innovative global example that combines commercial business to business licensing, open publishing and an independent newsroom that is owned and governed by a Non-Profit Foundation – The Scoop Foundation for Public Interest Journalism.

Intro to Scoop

In the complex, ever-changing twenty-first century, the need for good information and public debate is greater than ever. But there are few spaces that act as a good forum for debates, or feed those debates with unfiltered content, investigative journalism and informed comment. The space that the mainstream media devotes to discussing serious issues has dwindled alarmingly. Newspapers and magazines, and their linked websites, have cut features, hard news and serious columnists.

Not only is it harder for people to be fully informed on the issues that matter; it also leaves few opportunities for them to discuss issues seriously and at length, expose themselves to differing points of view, challenge ideas and modify their opinions.



Scoop's role

For over 19 years Scoop has been a crucial source of direct, unbiased and uncensored opinion. We have over 500,000 monthly readers who are highly educated, engaged opinion-formers, working for businesses, government departments, charities and law firms.

This stream of readers comes to Scoop daily to get the latest media releases, reports and press conference footage. Scoop's role is thus doubly empowering: it enables all the participants in our national debate to both be heard *and* to access the information they need.

More recently Scoop has developed its Ethical Paywall to continue in the changing media landscape. Scoop has brought many of its services together under the banner of ScoopPro.

Scoop Sponsorships

Scoop Publishing is now offering three exclusive Scoop.co.nz 'Section Sponsorship' opportunities - claim yours now!

Section Sponsorship is a new way for you to gain exposure for your brand to our high value Business, Political, Public Sector and Social Sector audience and support our independent news service to continue.

This opportunity offers your organisation powerful and persistent exposure to our 500,000 monthly readers which includes a high proportion of Professional readers and key decision-makers in New Zealand Business and Politics.

This is a big opportunity for sponsorship of a pioneering and ethical independent media brand with big ambitions to radically change the media landscape in New Zealand.

The screenshot displays the Scoop.co.nz website interface. At the top, there's a navigation bar with the Scoop logo and links to Front Page, Scoops, Parliament, Politics, Regional, Business, Sci-Tech, World, Culture, Education, and Health. A search bar is also present. The main content area is titled 'NEW ZEALAND POLITICS' and is supported by 'Globe'. It features several articles with images and headlines:

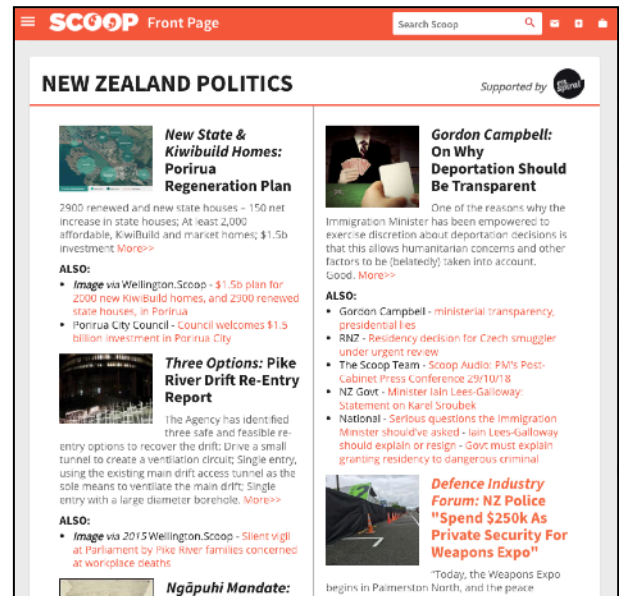
- New State & Kiwibuild Homes: Porirua Regeneration Plan**: 2900 renewed and new state houses - 150 net increase in state houses; At least 2,000 affordable, KiwiBuild and market homes; \$1.5b investment. [More>>](#)
- Gordon Campbell: On Why Deportation Should Be Transparent**: One of the reasons why the Immigration Minister has been empowered to exercise discretion about deportation decisions is that this allows humanitarian concerns and other factors to be (belatedly) taken into account. [Good. More>>](#)
- Three Options: Pike River Drift Re-Entry Report**: The Agency has identified three safe and feasible re-entry options to recover the drift: Drive a small tunnel to create a ventilation circuit; Single entry, using the existing main drift access tunnel as the sole means to ventilate the main drift; Single entry with a large diameter borehole. [More>>](#)
- Defence Industry Forum: NZ Police Spend \$250k As Private Security For Weapons Expo**: "Today, the Weapons Expo begins in Palmerston North, and the peace movement is particularly concerned that the police plan to protect these war profiteers with 180 officers and a security budget of \$250,000," said Valerie Morse from Auckland. [More>>](#)

On the right side, there's a 'LATEST HEADLINES' section with links to various news items, including 'NZ best country in the world for doing business', 'Parliament bans letting fees', 'Working together to protect New Zealand', 'Time to legalise assisted dying', 'Porirua regeneration means thousands of new homes', 'Parliament: Oral Questions - 1 November 2018', 'Only ACT opposes own-goal child poverty bill', 'Wellington Scoop', and 'NewsWire.co.nz'.

Sponsorship Packages Available

There are three Section Sponsorship packages currently available:

1. Scoop Business and Technology section
2. Scoop Politics section
3. Scoop Culture, Education, Health section



These packages offer clients the following valuable benefits:

- Naming rights to the section on Scoop including prominent logo placement.
- “Business Section brought to you by [Insert your brand]”
- Up to 1 million Premium ads per year (300x250 size)
- Guaranteed exposure on Scoop’s front page (125,000 est. views per month).
- Section audience of up to 200,000 views per month.
- 2 x premium editorial placements per month supporting your brand and mission
- A ScoopPro essential package featuring InfoPages + Newsagent services (valued at up to \$3,000 per year).

Brand Exposure

Your branding and Logo will be featured prominently on The Front Page, The Section page and Story Pages e.g. as depicted below:



Each story published in your section will feature a custom Sponsor's footer message of your choosing with a link to your home page. For example it might read as follows:

“Scoop's Politics Section is Sponsored by Enspiral. Enspiral is a network of groups and people, a DIY collective of social enterprises, ventures, and individuals working collaboratively across the world while fulfilling their purpose.”

Brand Exposure

You will also receive 1 million Advertisements on Scoop for the Scoop Business and technology section or Scoop Politics section sponsorships. Or 500,000 Advertisements on Scoop Culture, Education, Health section sponsorship.

The ads will be 300x250 and mobile friendly size so will be viewable by the maximum audience.

These ads will appear on Scoop RoS (Run of Site) eg below:

The screenshot shows the Scoop Politics website interface. The top navigation bar is orange with the Scoop logo and links to Front Page, Scoops, Parliament, Politics (selected), Regional, Business, Sci-Tech, World, Culture, Education, and Health. A search bar and links to Contact, About, and ScoopPro are also present. The main content area features a 'Latest Politics Headlines' section with four articles: 'Water quality needs the truth', 'Democrats Abroad NZ Holding Events Nationwide', 'Child Poverty Reduction Bill passes second reading', and 'Criminal Justice Advisory Group to visit Northland'. Each article includes a date, time, and a link to the full story. On the right side, there is a sidebar with links to 'Submit News / Press Releases', 'Follow Scoop on Facebook', and 'Follow Scoop on Twitter'. Below these are 'Latest Headlines' for Parliament, Politics, and Regional sections. At the bottom of the sidebar, there is a large yellow placeholder for a 300x250 advertisement.

Editorial Exposure

As part of section sponsorship you will receive a certain number of promoted editorial pieces each year. These stories will be clearly labelled as “Partner content” and will be promoted on the Scoop front page and social media and in relevant weekly newsletters.

The client writes and has full control over production of these editorial pieces and their presentation of their brand or story, but Scoop retains the right to exercise some light editorial control over the final story. We will work with you to resolve any editorial differences.

For an extra fee, these editorial items can also be produced in collaboration with Scoop’s team of trained journalists and communications experts.

We will always declare the commercial arrangement when a piece of content is created in partnership with another organisation. We will do this in order to inform our audience what they are viewing, but also to support the sponsors and partners who support us by giving them further exposure.

Pricing

The section sponsorship packages are priced very reasonably, despite offering clients extensive value. This is a very cost effective opportunity to align with a progressive and well established independent media brand with a loyal following.

Annual Sponsorships are available at the following rates:

Section	Audience (Views per Month)	Unique users (Per Month)	Ads on Scoop per year	Sponsorship Price (per annum)
Business and technology	200,000	98,000	1,000,000	\$24,000+GST
Politics	200,000	88,000	1,000,000	\$24,000+GST
Culture, Education, Health	90,000	50,000	500,000	\$12,000+GST
Front Page	125,000			Included

Competition Comparison

By way of comparison with other newsrooms offering sponsorship of sections, Scoop’s readership compares very favourably. This is a very cost effective proposition to be associated with Scoop and access a high number of high quality readers at a very affordable rate.

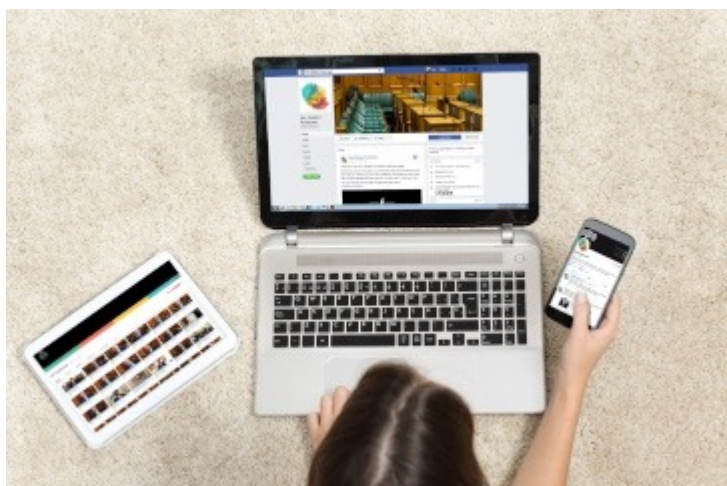
	Scoop.co.nz	The Spinoff	NewsRoom
Readership (monthly est.)	500,000	800,000	300,000
Section Naming rights	✓	✓	✓
Free Advertising space on site	✓	✗	✗
Professional media services included	✓	✗	✗
Audience Nature	General interest + professional (Business, Political and NGO readers)	Mainly general interest	Mainly general interest, with some professional readers
Price	From \$1000 p/mth	?	?

What is ScoopPro

Organisations value Scoop's timely business intelligence news-feed, its open approach to publishing, and its readership that includes thousands of news-makers, influencers and decision-makers.

ScoopPro fees help to cover the costs of publishing the curated Scoop news feed (including your news items). Scoop publishes around 1,000 stories each week to a monthly readership of 500,000. We host the largest public news archive in NZ dating back almost 20 years.

Content on Scoop is also automatically included on a filtered basis in Scoop's Newsagent push email service which reaches thousands of users in the ScoopPro community, including many central government institutions, corporates, media, businesses, NGO's and more.



What ScoopPro delivers for your organisation

As a ScoopPro organisation all staff are legally authorised to use Scoop and make use of all Scoop Content for professional purposes.

Staff can access timely news information, conduct business research - e.g. finding clients, competitive intelligence, or sending links to business contacts.

Submissions from ScoopPro users will receive priority consideration for publishing.

Only ScoopPro news item submissions are permitted to include hyperlinks. Becoming a licensed ScoopPro organisation now also benefits your organisation by unlocking access to advanced new 'power user' features, ScoopPro provides enhanced Press Release features, and news intelligence services.

ScoopPro licenses are transparent with simple plans featuring media tools to suit any kind of professional organisation.



Transparent licensing and benefits for professional usage.

Using Scoop.co.nz for business or work purposes now requires a license under our copyright terms.

Your team can use the Scoop.co.nz archive and 1000 weekly press releases for research, news intelligence, or PR purposes.

ScoopPro users receive priority publishing, and may include hyperlinks in Press Releases submitted.



Stay in the public eye with prioritised, backlinked, extensively indexed, and searchable content.

A unique ScoopPro InfoPage allows your organisation to publish branded, backlinked press releases and collate your relevant news in one place for your readers.

Your content will be more searchable and easier for our 500,000 monthly readers to find your website.



Stay on top of your industry with media insights & intelligence.

Access hundreds of thousands of press releases, editorial content and our indexed news media archive from New Zealand and around the world.

Subscribe to customised insights and news intelligence feeds for key sectors, regions or even individually tailored to your business needs.



Support independent journalism and open publishing.

Scoop has been a champion for free and open press in New Zealand for over 18 years.

When you purchase a ScoopPro license you'll be helping support independent journalism and ensuring the survival of this open publishing model giving a voice to a range of organisations.

ScoopPro Essential

ScoopPro is New Zealand's most comprehensive resource for media. Get access to research and monitoring, public relations and market news media intelligence – all in one place. Organisations whose staff use Scoop in a professional context need to be licensed as ScoopPro users. This keeps Scoop open, and ScoopPro users enjoy additional benefits. ScoopPro Essential is the introductory package and includes:



Licensed for professional use

- All staff are legally authorised to use Scoop and make use of all Scoop Content for professional purposes from all of internet connected devices with no special passwords or logins required
- A reliable and authoritative information source with 'human curation' which ensures complete clarity and transparency - and there is no 'spin factor'

Search

- Search access to Scoop's extensive 850,000+ story archive and 1000 weekly news items

News Submissions

- ScoopPro users will receive priority consideration for publishing



Broadcast email service

- All staff have access to subscribe for regular coverage updates on each of the 16 regions of NZ and a range of sector specific news portfolios.
- Sector Portfolio's include: Arts & Culture Coverage, Banking and Finance, Construction, Digital Communications, Education, Employment, Energy, Environmental, Health Industry, Housing, Legal Affairs, Media Matters, Primary Industries Coverage, Social Enterprise Coverage, Social Services Coverage, Sustainable Development



InfoPages

- Scoop InfoPage which collates all your news content in one place with a bio, logo and homepage link

Multimedia features

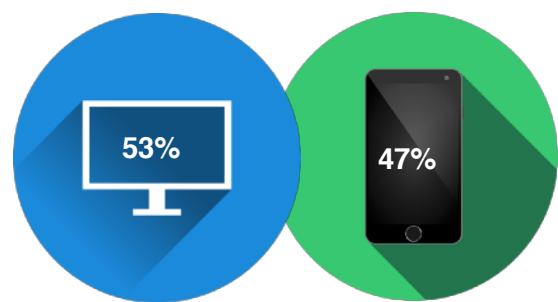
- Links and images permitted on all news items submitted to Scoop

ScoopPro Essential

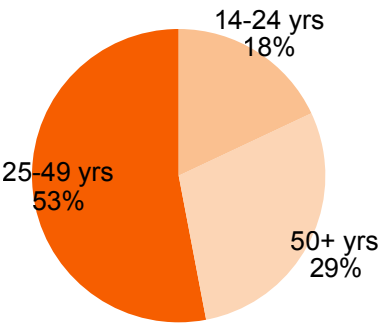
- ☐ Added value for Section Sponsors

Scoop Audience Research

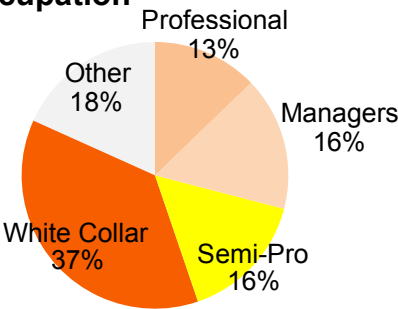
Devices



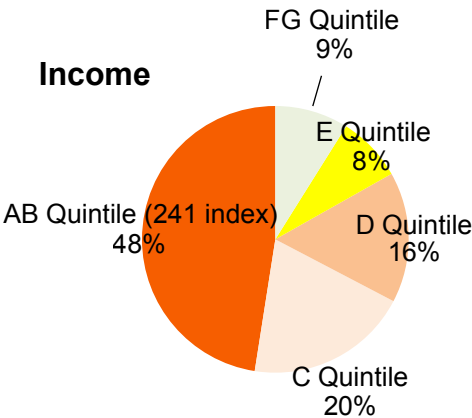
Age



Occupation



Income

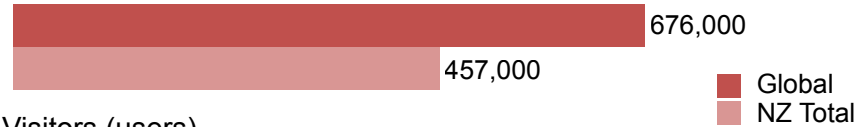


Education

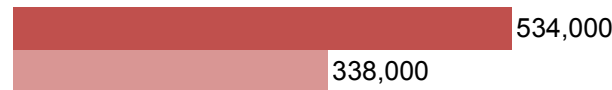


Monthly Readership

Visits (sessions)



Visitors (users)



Pages (impressions)



A Personal Note From Scoop Co-Editor

Thankyou, for considering this proposal. We hope that your organisation will see the benefits of a long term mutually beneficial relationship with a pioneering and progressive organisation attempting to solve major problems in the independent public interest media space. Below is a little more information about the Scoop Publishing mission and approach.

Scoop's Mission

Scoop aims to increase access to digital 'public interest' news media and foster media literacy by enhancing the ability of a diverse range of citizens to interpret, understand and use this information to inform robust debate, democratic choices, and meaningful participation in society and the economy.

About Scoop

Scoop Publishing Limited is a social enterprise which operates the Scoop.co.nz site with a small team including editorial and business staff. SPL is wholly owned by the [Scoop Foundation for Public Interest Journalism](#) a Not-For-Profit charitable trust established in 2015. Any profits Scoop Publishing makes will go to the Scoop Foundation to support Public Interest journalism projects like this one produced in 2016 on [PND in NZ](#) and this one funded in 2017 on [Earthquakes](#).

We are currently fundraising to execute an exciting transition to become a cooperative and community owned newsroom in 2019 and launch new features on the Scoop site.

[See the Campaign and "Scoop3.0" Plan outline here](#)

Scoop Editorial Policy and Approach

Scoop uses our own unique form of a creative commons Non-Commercial license to support the ScoopPro "Ethical Paywall Model". An explanation of Scoop's copyright approach, Editorial policy and our [Terms of Use](#) are available in the [About Scoop Section here](#).

Vital News Media information must be freely and equally accessible to the public in order to support a more equal and democratic society.

Scoop has instituted the innovative [ScoopPro](#) Model in order to ensure that commercial readers pay to maintain this service.

Being associated with a pioneering media organisation addressing the media crisis head on with such innovative approaches to ensuring the public good is taken care of, will be an extremely beneficial positioning step for those organisations that claim these sections.

Scoop's Collaborative Working Approach

Scoop is a part of the [Enspiral Network](#) of impact oriented ventures and freelancers which has improved and decentralised organisational management and practices. We have adopted from Enspiral, a commitment to being a participatory and non-hierarchical organisation with collaborative work methods and transparent communications and finances.

We would love to work closely with your organisation to receive ideas, input and creative inspiration on content and related strategy to make this sponsorship arrangement work most effectively for you and for us. We guarantee that working together, we can have greater impact than apart.

Yours Collaboratively,

Joseph Cederwall
Co Editor - Scoop Publishing Limited

Contact services@scoop.co.nz

Making the
news work
for you.

SCOOP | **PRO**