



LIVEFIT.CO.NZ

**MEDIA KIT 2023**

---



**ONLINE**



**EVENTS**



**FESTIVAL**



To enrich the lives of those who aspire to be a healthier version of themselves with the tools to be at their best, mentally and physically.

**OUR MISSION**

LiveFit is NZ's destination for everything health, fitness and wellness. If you're looking for expert advice, inspirational content, the latest health & fitness news, recipes, workouts, special offers, competitions and more, you'll find it at [livefit.co.nz](https://livefit.co.nz).

Our health should be our #1 priority. It gives us the ability to do so much and we only have one body so the better we look after it, the better it serves us during our lifetime. This isn't just physical health, it's mental health as well. Having the tools to ensure we are fighting fit is not only beneficial to us, but to our friends, colleagues and whānau.

**We're more than just an online platform.** We're building a community. We also create live experiences that bring health, fitness and wellness to life through a number of events hosted throughout the year. This culminates in the LiveFit Health & Fitness Festival which showcases what's on offer, provides the opportunity to have-a-go as well as hear experts both locally as well as internationally with the chance to engage with brands that offer products or services that help kiwis with their health & fitness goals.



## OUR CORE TARGET AUDIENCE

### 25-34 year old female, in Auckland.

She is a high income earner - Interested in international travel (bit of a "Travel Buff") and buying residential property. Image conscious and Instagram fiend.

Despite being affluent, she is very astute. She enjoys shopping but what she loves more is scoring good value from her purchases.

As a health and fitness buff, she is very nutrition conscious and considers herself to be quite the 'foodie'. However, she does lead a very busy life full of enriched activities. This often leaves her time poor, whipping together quick meals and mastering the art of the "30 minute chef".

Appearance is important for her, having trendy apparel, accessories and staying up to date with the latest fashion is vital. She frequents upmarket hair salons and has a very keen interest in personal makeup and beauty.



## OUR BRAND VALUES



### INSPIRE

Inspire and motivate people to be more healthy



### EDUCATE

Provide the right information needed to live a healthy lifestyle



### PASSION

We're passionate about making a difference and helping others reach their potential



### COMMUNITY

Connect like-minded people and businesses to support one another

## OUR PURPOSE

We help the world to Live Fit, together.

## OUR VISION STATEMENT

LiveFit is dedicated to encouraging 'any body' to 'live fit'.

By being the essential connection for both businesses and consumers, LiveFit provides a platform that inspires healthy living through education, experiences and community.





# LIVEFIT ONLINE HUB

---



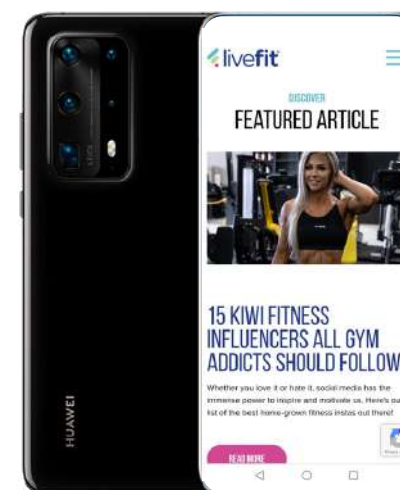
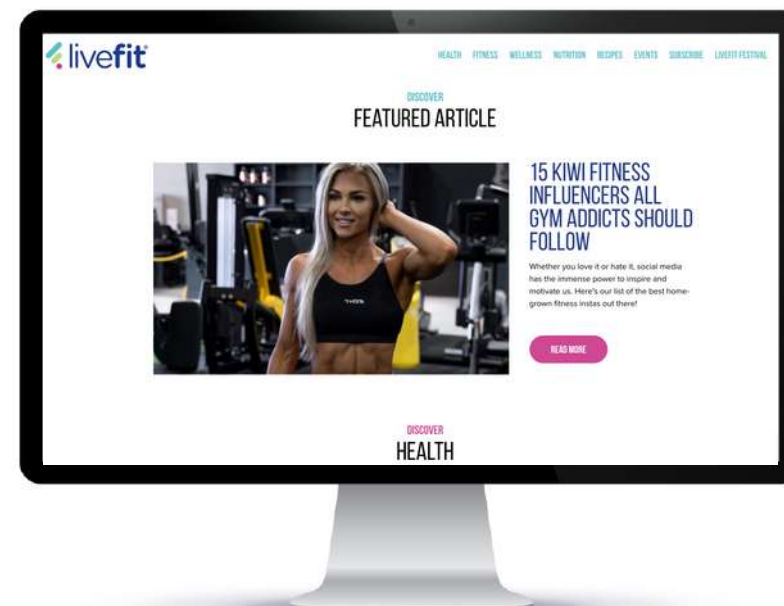
# WE'RE ONLINE

## THE ONLINE DESTINATION FOR EVERYTHING HEALTH, FITNESS AND WELLNESS IN NZ.

NZ's content hub for health, fitness and wellbeing! An online platform for our community to get advice, recipes, the latest products, engaging content, upcoming events and so much more.

Share your content, product announcements, expert advice, recipes and more. We'll share your expertise and announcements with our community and the wider audience... expanding your reach and getting it in front of new customers. The LiveFit Hub can support and promote what you're doing throughout the year, drive traffic to your social channels and website, generate sales and engagement.

This is a lifestyle. People want content every day of the year. Don't just wait for the LiveFit Festival. Our 'always on' platform gives consumers what they want, in one place. It also works to compliment your existing activity and build your presence in this category/industry.


**60.1%**
**FEMALE**
**39.9%**
**MALE**
**12,364**
**WEB USERS**
**37,438**
**PAGE VIEWS**
**24.7%**
**25-34**
**18.7%**
**35-44**
**17.6%**
**45-54**
**16.8%**
**18-24**
**61.3%**
**AUCKLAND**
**11.4%**
**CHRISTCHURCH**
**6.9%**
**WELLINGTON**
**20.4%**
**OTHER**



# LIVEFIT CONTENT PILLARS

## HEALTH

Your health is an investment, not an expense. We've all heard the saying and it can't be more true. Providing informative content, expert advice and more, we highlight key health information about our body, supplements, recovery, gut health, women's health, men's health, mental health, exercise and more.

## FITNESS

Move, more often. Whether it's workouts, the latest fitness news, product launches, performance, exercise, keeping active, advice & tips, travel...you'll find it here.

## WELLNESS

Inspiration, advice, tips and more to feed your mind, body and soul. A broad look at the things that play a big part in our wellbeing including mental health, stress, beauty, skin, recovery and more. Financial wellbeing, mindfulness, self-love are also covered.

## NUTRITION

Diet plays such a big factor in our health and wellbeing. We cover a range of different nutrition options/diets including keto, plant-based, vegan and wholefoods and a bit of everything in between. You'll also find delicious recipes so you can make healthy food, in whatever your preference, at home.





# CONNECT WITH OUR AUDIENCE

## DIGITAL ADVERTISING

Utilise one of our advertising placements to showcase your brand and message. You provide the artwork to the specified specifications and your brand gets showcased to visitors to the website or via our EDM.

Home Leaderboard (under top banner on Home Page)	\$300
Category Leaderboard (top of content on a specific page)	\$300

*Share of voice. Limited availability. Priced listed per month.*

*Specifications: 1060x210 pixels*

## CONTENT PLACEMENT

Share your expertise or knowledge in a content piece that gives readers insight into a topic related to our content pillars and we'll amplify it through our channels and get it in front of our target audience. Custom content creation available if required.

Provide own press releases, articles to appear in content categories	\$0
New Products showcased in 'What's New' section	\$0
Custom Content Creation (up to 1000 word article)	\$300

## EVENT LISTING

Showcase your event! All the events of interest to an active and health conscious audience in one place. If your event offers health, fitness, wellness or sport experiences then we can list it and get the audience most interested to take notice!

Events Page basic listing (per event)	\$0
Events Page + Home Page 'Featured' Listing (per event)*	\$150
Event guaranteed feature in min. 1x EDM + Social Post & Story	\$200

\* Appears above basic listings (price per month. Section is limited to max. 4 only).

## CONTENT SPONSORSHIP

Align your brand with one of our Content Pillars (e.g Fitness or Wellness) or one of our sections (e.g. Events). Sponsorship includes your logo alongside section block on Home Page, a display banner on content category page and mentioned in EDM & social communications regarding articles appearing in that section and promoted through our channels.

Have a content idea? We can even create a content pillar or section to suit (e.g. specialise in financial advice or women's health? We can create a Financial Wellbeing or Women's Health section brought to you by your brand as a place for you to share your knowledge and expertise and establish your business as the leader/authority in this space!).

Sponsorship of an existing content/category/feature	\$750
Sponsorship of a custom curated content/category/feature	\$1,250

*Minimum 3x month commitment. Prices listed per month.*

## COMPETITIONS/GIVEAWAYS

Generate interest and excitement about your brand or highlight your product while increasing social likes or website traffic and talk! Offer a giveaway for everyone who 'joins the squad' over a chosen month and all new sign ups go in the draw to win!

Website 'Win' Page' + featured in EDM + Social Post	\$150
Home Page placement Feature + EDM + Social Post + provided Content Article	\$250
Monthly New Subscriber Offer (as above + branded website pop up box, 3x social posts and 4x stories and ROS website advertising banners. Includes minimum 2x weeks paid social promotion during month.	\$400

# WE CONNECT EVERY MONTH

## OUR MONTHLY EDM CONNECTS WITH OUR AUDIENCE WITH INTERESTING CONTENT, NEW PRODUCTS, EVENTS & MORE!

Each month, our 'squad' gets highlights of what's happening or what's just been added to [livefit.co.nz](https://livefit.co.nz) - from the latest articles or recipes to the newest products to hit the market, upcoming events, competitions or details on the next LiveFit event!

Run a competition or giveaway giving our 'squad' the chance to win a prize pack/product from you! We'll feature this in the EDM as well as create a competition registration page at [livefit.co.nz](https://livefit.co.nz) where further details about your product/brand/prize can be showcased as well as links to your website/social channel).

Launch a new product with a dedicated solus EDM direct to our total subscriber base. Images, product info and more all included in your own detailed email!

## ADVERTISE

### BANNERS

Leaderboard (ad top of EDM under main banner)	\$350
Body Banner (placement within the body content)	\$150
EDM Takeover (ad top and bottom ad)	\$550

### CONTENT

New Product or Event Feature Highlight (Solus EDM)	\$750
Guaranteed New Product or Event inclusion in EDM	\$100
Featured Content (article)	\$250
Competition/Giveaway (with link to <a href="https://livefit.co.nz">livefit.co.nz</a> 'Win' page and social post)	\$150

#### Specifications:

Leaderboard/Takeover: 1200 x 220 pixels

Body Banner: 1200 x 150 pixels

29%

OPEN RATE

2,400+

SUBSCRIBERS



## CHALLENGE YOURSELF IN 2023!

Winter is definitely here and it can be so much harder to stay motivated and keep the winter ills and chills at bay. If you're trying to stay motivated by buying new tights, a new top or topping up on protein or BCAA's then setting a goal is a great way to stay motivated. Working towards something will mean you can focus on that and events are a great way to do that! There's an end goal. If you commit to a 10km run, then you know that if you don't get out there and start training (even when it is so cold)...that 10km is going to feel like 20km on event day! Plus, it might help keep you away from all those comfort foods too!

LiveFit has compiled the best events from all over NZ in one place. Whether it's running, Multi-Sport, Triathlon, Swimming or Fun Runs, you'll find something that will suit you and your fitness level and best of all, it's all in one place!

## WHAT'S NEW







livefit

**LIVEFIT EVENTS**

# LIVEFIT EVENTS

## ENGAGE WITH A PASSIONATE COMMUNITY TO SHOWCASE YOUR BRAND.

In-person events are an integral way to showcase your brand and engage with your audience. They offer human connection. They create a valuable way to share your story, make your brand stand out and drive both online and in-store traffic to generate leads and build your database.

We bring the community together to share their love for health & wellbeing via a number of live events throughout the year. These highlight health and wellbeing and include wellness talks, workouts & bootcamp sessions, yoga, breakfasts and events focussed on nutrition that you can align your brand with. We also plan to partner with and be at a number of events throughout NZ to share LiveFit and drive awareness/online traffic)

Contact us directly to discuss upcoming events and how your brand could be a part of it.

## EVENT OPPORTUNITIES

Various opportunities are available for your brand to align with our events including naming partnership, various sponsorships and activation opportunities as well as the ability to provide product for goodie bags and more. Contact us to discuss options or for more details on these events.

If you're planning a product launch, store/gym opening and want to engage the LiveFit target audience? We can create bespoke and exclusive event opportunities and work with you to generate excitement and talk by engaging with our passionate audience. Combined with digital and social activity for added support, we're here to help you with your launch event!





A vibrant indoor fitness event at night. In the foreground, a woman in a black top and shorts is in a plank position on a red and blue mat. To her right, a woman in a red tank top and white leggings holds a black medicine ball. In the background, a man in a black tank top stands near a large screen displaying 'livefit' and 'HUAWEI'. The screen is flanked by red and blue stage lights. Above the screen, a sign reads 'the trusts support west'. The event is held in a large hall with blue tiered seating visible in the background. Two decorative wavy lines, one green and one blue, are overlaid on the right side of the image.

# LIVEFIT HEALTH & FITNESS FESTIVAL



# LIVEFIT FESTIVAL

## AN UNRIVALLED TWO DAY FESTIVAL EXPERIENCE FEATURING THE BEST AND MOST RESPECTED NAMES IN THE INDUSTRY.

Showcasing a range of fitness programmes and classes from world-class trainers alongside some of NZ's best health & wellness experts. Over two action-packed days, visitors can experience workouts, cooking demos, seminars, workshops, live action and much more!

The Festival is a high-energy, engaging event for you to strike up conversation with passionate attendees, generate sales both at the event and in the weeks and months following. It's the culmination of all that we do during the year and is also a fantastic way to build a database for those future communications, launch new products, conduct market research and make your brand stand out in a big way.

Previous guests included Two Raw Sisters, Sarah Tanner, Ruben Wiki, Dan Conn, Sjana Elise, Nikki Ralston, Rachel Grunwell, Celine Wallace, DJ Forbes, Kate Ivey, Andrew "Pap" Papadopoulos and more!

*The LiveFit Festival was an ambitious and innovative event concept and the organisers were great to work with. The considerations given to multi-channel promotion of the event and leveraging event partners and exhibitors was fantastic. We hope to see the Festival grow and develop as a real destination event.*

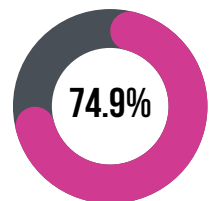
*Vanessa Parker, Anytime Fitness New Zealand Marketing Manager*



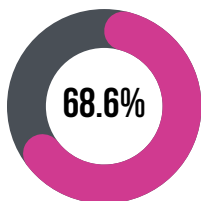


# LIVEFIT FESTIVAL

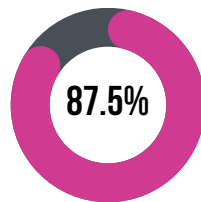
## FESTIVAL EXPERIENCE



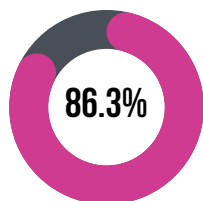
RATED FESTIVAL 4+ STARS



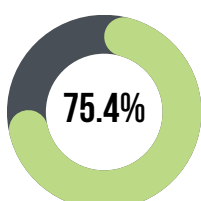
STAYED 2 HOURS OR  
MORE/ATTENDED BOTH DAYS



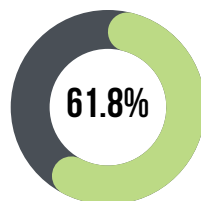
FESTIVAL MET OR  
EXCEEDED EXPECTATIONS



LIKELY-VERY LIKELY TO  
RECOMMEND FESTIVAL TO  
A FRIEND



BOUGHT SOMETHING AT THE  
FESTIVAL



FOUND SOMETHING THEY  
INTEND TO BUY IN THE  
NEXT 6 MONTHS



*I just had so much fun trying out different workouts, went to a seminar, watched some cooking demos, strolled around. It was a fabulous event and I was still buzzing days after. I must say I have not had that much fun in a long time.*



# CONTACT

For more information or to discuss any opportunities please don't hesitate to reach out to us.

## LIVEFIT MANAGING DIRECTOR

Jono Ridler  
021 441 960  
[jono@livefit.co.nz](mailto:jono@livefit.co.nz)

## LIVEFIT MARKETING & PR

[marketing@livefit.co.nz](mailto:marketing@livefit.co.nz)



[LIVEFIT.CO.NZ](https://livefit.co.nz)

