

MEDIA KIT 2024

The Most Influential Chinese Media in New Zealand



Established in 2001, SKYKIWI is **New Zealand's most influential, comprehensive, and professional Chinese media**. Since our inception, we've been at the forefront of driving change in Chinese online media in NZ. Our subscriber base is predominantly made up of locals, including high net-worth users and millennials, and we're proud to have a high customer retention rate.

SKYKIWI covers an array of platforms, including **the Web portal, Mobile APP, Skykiwi forum, WeChat official account, WeChat enterprise account, WeChat personal account, WeChat group chat, e-commerce summit, business event, live streaming, and more**. Additionally, we have numerous media partners, including television, radio, and OOH, which provide comprehensive coverage of users both online and offline. Our content is tailored to meet the diverse needs of our users, and we're committed to building New Zealand's only omnichannel ethnic media.

Mission

- ✓ Better life for Chinese New Zealanders

Values

- ✓ Listening to users, achieving clients' goals

Vision

- ✓ Serving overseas Chinese as a two-way communication bridge between China and New Zealand





Related Data

SKYKIWI.COM



New Zealand
Chinese Media
Influence Rankings

No.1



Global Chinese Media 2021
Website Interaction
Power Ranking

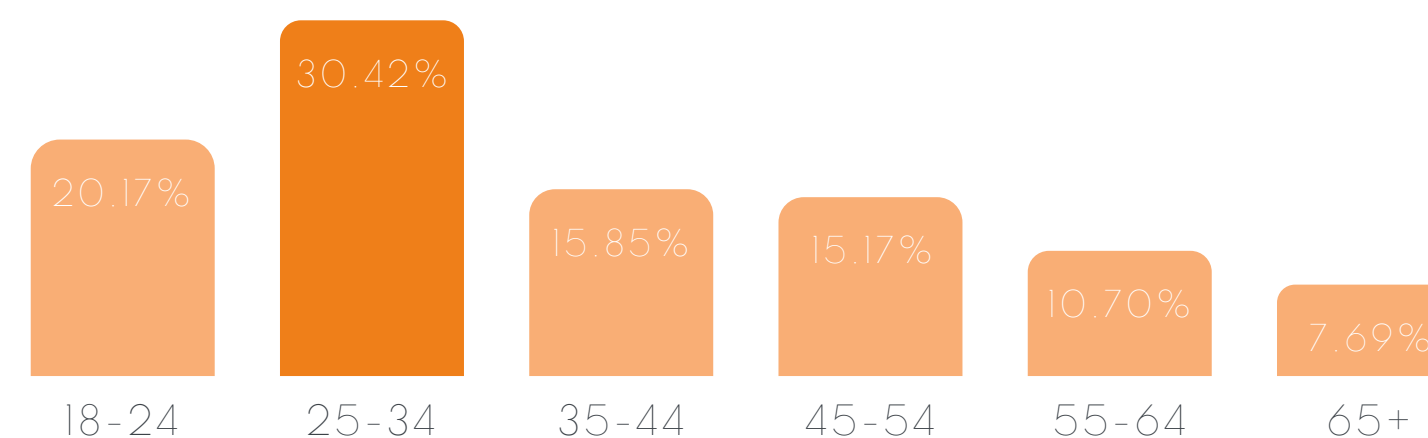
No.3



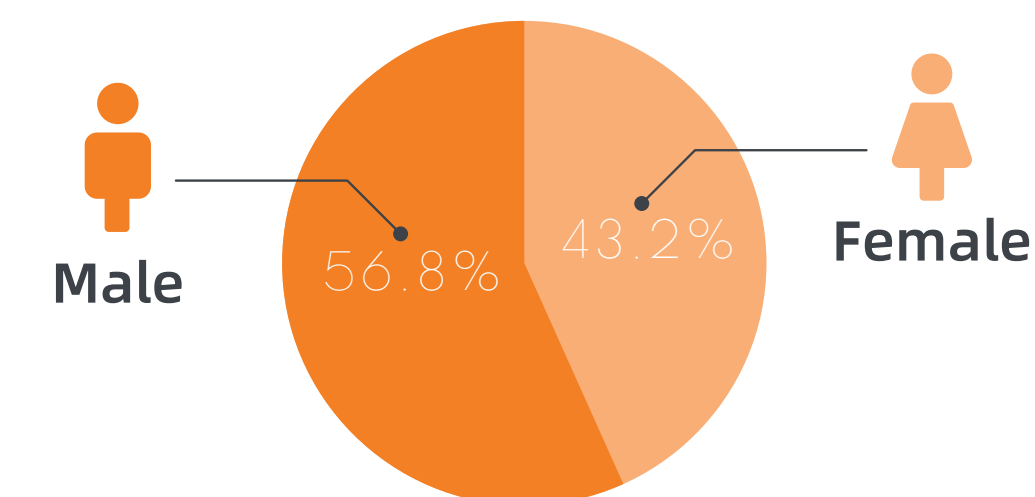
Coverage in
New Zealand
Chinese Community

93%

User Age Group



User Gender Composition



Registered Users

480K+

Monthly Sitewide User Visits

1,750K+

Monthly Sitewide Reads

17,920K+



In-depth content,
building New Zealand's
only omnichannel
ethnic media.

Skykiwi Forum
482,000+
Registered Users



12,000+
Daily Posts
22,000+
Avg. Daily Active Users

Portal Website
30,000+
Avg. Daily Visits



Skykiwi APP
253,000+
Accumulated Download Users
20,000+
Avg. Daily Activation



Skykiwi
Forum APP
72,000+
Accumulated Download Users
19,000+
Avg. Daily Activation



WeChat Social Media Matrix

870K+

Accumulated Followers



News



Real Estate



Finance



Shopping Guide



12 WeChat Personal Accounts

60,000

Total Followers



Skykiwi Wechat

504,336+

Followers

20,000+

Headline Article
avg. Views

10,000+

Sub-headline Article
avg. Views

8.22%

18-25

29.41%

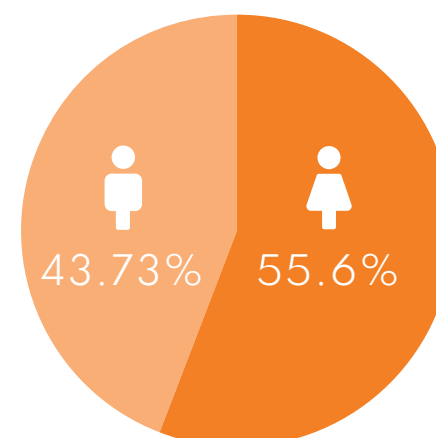
26-35

33.21%

36-45

29.16%

46-60



Skykiwi Go To NZ

173,400+

Followers

10,000+

Headline Article
avg. Views

5,000+

Sub-headline Article
avg. Views

15.24%

18-25

28.04%

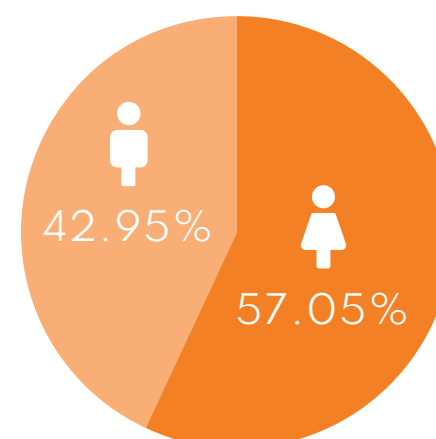
26-35

30.94%

36-45

25.78%

46-60



Skykiwi Go Shopping

7.24%

18-25

36.01%

26-35

33.61%

36-45

16.88%

46-60

65,741+

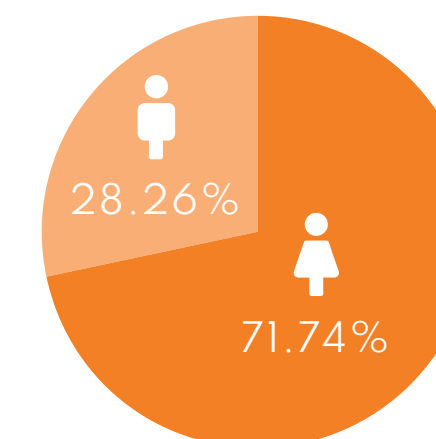
Followers

5,000+

Headline Article
avg. Views

2,000+

Sub-headline Article
avg. Views



Skykiwi Webizlink

14.2%

18-25

24.2%

26-35

32.9%

36-45

28.7%

46-60

76,774+

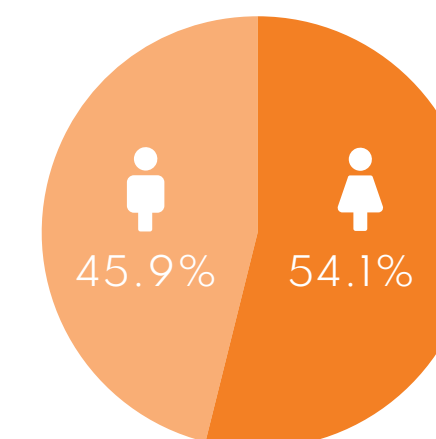
Followers

5,000+

Headline Article
avg. Views

2,000+

Sub-headline Article
avg. Views



SkyInvest

9.09%

18-25

26.79%

26-35

35.42%

36-45

28.7%

46-60

45,423+

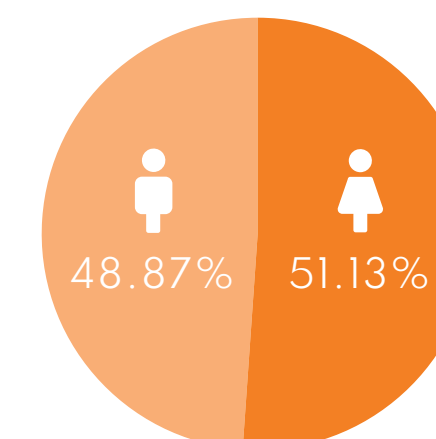
Followers

3,000+

Headline Article
avg. Views

1,500+

Sub-headline Article
avg. Views





WeChat Video Channel

11.62M+

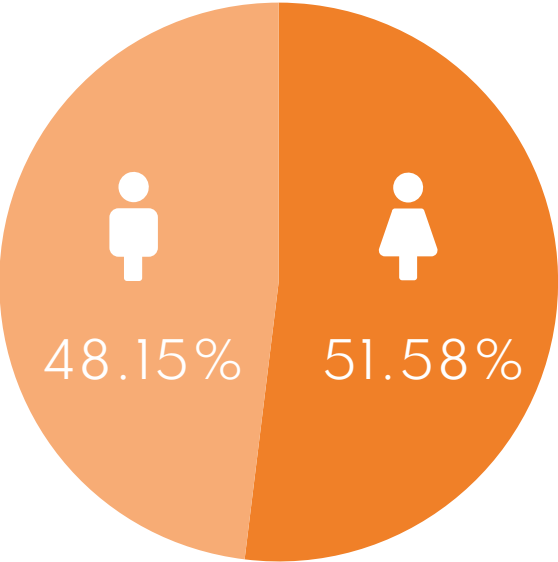
Views
(last 7 days)



100,000+ Recom | 73,000+ Shares | 50,000+ likes

6.27% under 17 | 12.20% 18-29

39% 30-49 | 30.04% over 50



Our Clients















Overseas Media Ally

今日传媒集团
Media Today Group Pty Ltd



Strategy

We understand Kiwi businesses and can provide the best strategies and solutions for local enterprises.



BiNational Advertising & PR

We work with our network of media partners in NZ, China, and Australia to offer media buying services at competitive prices.



Social Media

We specialise in social media. We know how to leverage the latest trends and combine them with brand information to generate user interest.



Project Management

We take care of a whole project. We make sure everything is delivered on time with quality and outcome assurance.



Creative

Our in-house project managers, marketing specialists, editors, journalists, and designers will create innovative brand content and advertisement for you.



Event

We are experienced event organisers of concerts, movie festivals, summit, e-commerce expo and new products launch events, etc.

Online Promotion

Develop suitable promotion plans according to different industry attributes and needs



Real Estate-Outstanding cases

SKYKIWI.COM

Client: Conrad Properties Group

Customer needs: In 2023, Conrad Properties Group needed to promote its newly completed CBD condominium project and hoped to be able to do so on a wide scale.

Promotional programmes: We designed a monthly package for integrated marketing and multi-channel promotion for the client. The promotion platforms which with high user activity involved the PC end and mobile end of the forum, Skykiwi APP and WeChat headline articles.

Results: Total ad exposure was a whopping **5.2M +**, article+banner clicks totalled **30,000 +**, and all client listings were sold out during the promotion period.



Advertising Space: Skykiwi Forum Article Page Leader Board
Promotion Period: 23/01-20/02/2023

24,567
Average Daily Exposure

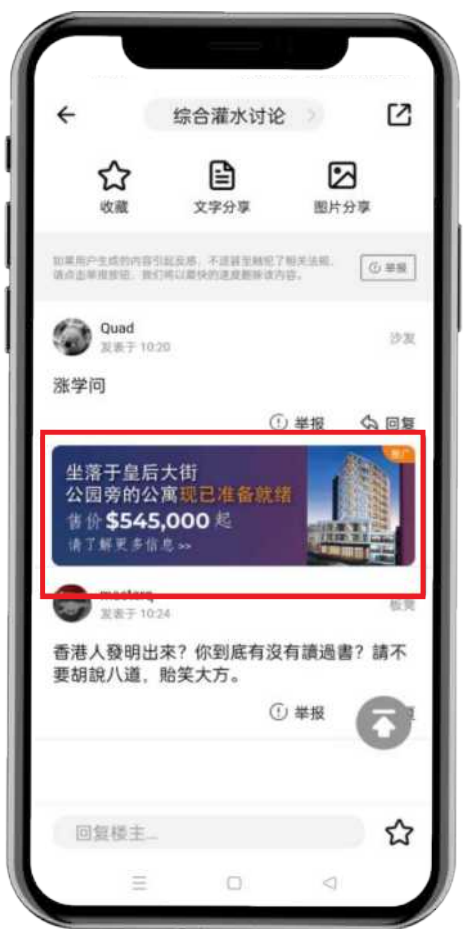


Advertising Space:
Skykiwi APP News Article Top Banner

Promotion Period:
23/01-20/02/2023

68,906
Average
Daily Exposure

385
Average
Daily Clicks



Advertising Space:
Skykiwi Forum APP Post 1st
Signature Banner

Promotion Period:
23/01-20/02/2023

85,832
Average Daily Exposure



Advertising Space:
Skykiwi Wechat Headline Article

Promotion Period:
23/01-20/02/2023

11,890
Reads

Advertising Space:
Skyinvest Wechat Headline Article

Promotion Period:
23/01-20/02/2023

3,172
Reads

Client: TC Consultants New Zealand

Customer needs: Branding

Promotional programmes: Depending on the attributes of the client's industry, we arranged for advertising promotion in Skykiwi forum with high user activity + hot industry-related immigration news ad insertion, news content embedded with expert commentary from immigration consultants + exclusive WeChat articles for client brand promotion.

Results: Total ad exposure was 1.89M+ with high user conversion rate.



Advertising Space: Skykiwi Forum Article Page Leader Board
Promotion Period: 06/05-25/06/2022

33,380
Average Daily Exposure

549
Clicks



Advertising Space: Skykiwi Wechat Headline Ad Insertion Article
Promotion Period: 4 releases in 2022

168,917
Total Reads

14,786
Total Shares

Advertising Space: Skykiwi Wechat Second-Headline Article
Promotion Period: 3 releases in 2022

25,653
Total Reads

755
Total Shares

Client: Little Lamb

Customer needs: Promote the newly launched hot pot buffet

Promotional programmes: Based on the client's needs and industry attributes, we developed an advertising campaign for the client for approximately one week: a group-specific WeChat article promotion + a high exposure APP opening screen and home page slideshow banner promotion.

Results: Total advertising exposure was up to **170,000+** and the response from offline customer flow was overwhelming.



Advertising Space:
Skykiwi APP Homepage Slide Show
Promotion Period: 02/10-03/10/2022

57,990
Average Daily Exposure



Advertising Space:
Skykiwi Forum APP Opening Screen Static Image 5s
Promotion Period: 03/10-05/10/2022

9,585
Average Daily Exposure



Advertising Space:
Goshopping Wechat Headline Article
Promotion Period: 30/09/2022

28,551 3,528
Reads Shares

Client: DFS

Customer needs: Exclusive Valentine's Day shopping discount promotion

Promotional programmes: According to the client's industry and the properties of the short promotion cycle, we suggested that the promotion should focused on high flow and exposure advertising spaces-Skykiwi APP open screen and WeChat article bottom banner.

Results: Total ad exposure up to **500,000+**



Advertising Space:
Skykiwi APP Opening Screen Static Image 5s
Promotion Period: 10/02-14/02/2023

83,790
Average Daily Exposure

1,770
clicks



Advertising Space:
Skykiwi Wechat Top Banner of Headline Article
Promotion Period: 07/02/2023 & 09/02/2023

81,136
Total Reads

Offline and Online Activities

Develop sound event planning plan based on the theme of the activity



Large-scale Event Case



For the first time in 2019, Skykiwi Events created a large-scale family fun carnival feast - SKYKIWI HAPPY FAMILY DAY, a great opportunity for businesses to showcase their brands in all aspects and interact with the market crowd offline. Exhibitors from a wide range of industries presented in the categories of beauty and nail care, mother and baby care, education and training, health care and physiotherapy, leisure and entertainment, automotive and electronics, food and snacks, etc.

In early 2021, Skykiwi Events held the 2nd SKYKIWI HAPPY FAMILY DAY and the first GO! YOUNGSTER Children's Talent Competition, which attracted a large number of children to participate.



Promoting China-New Zealand E-commerce Exchanges

SKYKIWI.COM

2016 NEW ZEALAND 中新电商论坛 GATEWAY TO E-COM CHINA

Registered Exhibitors **30+**

Visitors **900+**

Media Coverage **100,000+**

2017 中新电商论坛 Gateway to E-Com China

Registered Exhibitors **60+**

Visitors **2,500+**

Media Coverage **250,000+**

2018 中新电商峰会 NEW ZEALAND GATEWAY TO CHINA E-COM SUMMIT

Registered Exhibitors **60+**

Visitors **4000+**

Media Coverage **320,000+**



Alibaba E-commerce Expo 2019

Alibaba E-Commerce Expo made its debut in New Zealand. As the exclusive organiser of Alibaba in New Zealand, Skykiwi successfully created an e-commerce extravaganza. The first Alibaba E-Commerce Expo - Auckland Session was a great success.

Registrations

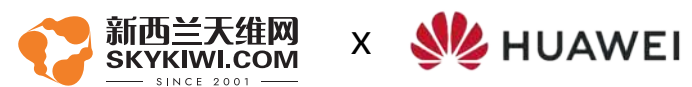
12,983

Visitors

10,000



Promoting China-New Zealand e-commerce exchanges



In 2020, Skykiwi opened a live broadcast business, the first cooperation was with national brand Huawei to sale Huawei P40 mobile phone online.

Turnover	Highest Single Product Turnover
\$700,000+	500+
Turnover per Minute	Live Streaming Popularity
\$7,000+	30,000+



In 2020, Skykiwi became one of the regional advertising placement service providers in New Zealand for WeChat Moments, providing advertiser opening, placement and user management services for New Zealand local businesses.



In 2020, Skykiwi completed the live landing of the Pinduoduo platform for Newmarket Dairy, the New Zealand's leading local company.





Phone

09 309 2288

Email

info@skykiwi.com

Address

Level 9, 175 Queen St, Auckland CBD

