新西兰天维网
SKYKIWI.COM
SINCE 2001

MEDIA KIT 2026

The Most Influential Chinese Media in New Zealand



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About us

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

New Zealand Chinese Media Influence Rankings

No.1

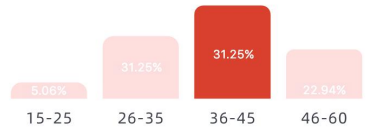
Global Chinese Media 2021 Website Interaction Power Ranking

No.3

Coverage in New Zealand Chinese Community

95%

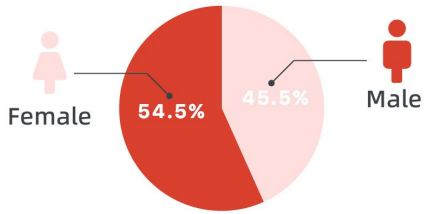
User Age Group



User Geographic Distribution



User Gender Composition



Total Registered Users on the Platform

520K+

Monthly Active Visits by Platform Users

763K+

Social Media Followers

1.01 M+

Monthly Readership Across All Channels

16.03 M+

Produts

新西兰天维网
SKYKIWI.COM
SINCE 2001

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

Skykiwi Forum

520,000+
Registered Users



12,500+
Daily Posts

18,500+
Avg. Daily Active Users

Portal Website

15,000+
Avg. Daily Visits



Skykiwi APP

290,000+
Cumulative Download Users

30,000+
Avg. Daily Launches



Forum APP

110,000+
Cumulative Download Users

10,000+
Avg. Daily Launches



WeChat Social Media Matrix

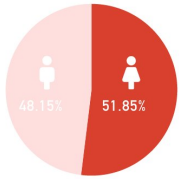
890K+

Accumulated Followers

WeChat Video Channel

5,954,953+	593,323+	176,557+
Recommendations	Shares	Likes

4.13% Under 17	8.15% 18-29
51% 30-49	35.50% 50 and above



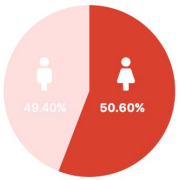


14 WeChat Personal Accounts	50 Wechat Group
60,000 Total Followers	15,000 Total Followers

Skykiwi Wechat

533,000+	15,000~2,0000	5,000~9,000
Followers	Headline Article avg. Views	Sub-headline Article avg. Views

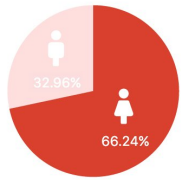
3.16% 18-25	17.38% 26-35
33.75% 36-45	32.32% 46-60



Skykiwi Go Shopping

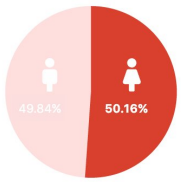
70,000+	4,000+	1,000+
Followers	Headline Article avg. Views	Sub-headline Article avg. Views

2.50% 18-25	25.08% 26-35
38.78% 36-45	22.69% 46-60



SkyInvest

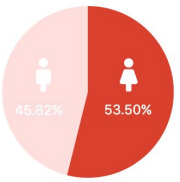
3.15% 18-25	20.15% 26-35
38.23% 36-45	26.30% 46-60



46,000+	2,000+	1,000+
Followers	Headline Article avg. Views	Sub-headline Article avg. Views

Skykiwi Webizlink

1.04% 18-25	16.39% 26-35
35.02% 36-45	31.74% 46-60



79,500+	4,500+	1,200+
Followers	Headline Article avg. Views	Sub-headline Article avg. Views

Red Note Social Media Matrix

101K +

Accumulated Followers

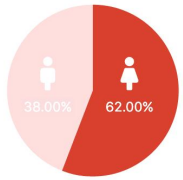
- News
- Real Estate
- Finance
- Shopping Guide

Collaborating KOLs | 200+

Skykiwi Red Note

71,000+
Followers

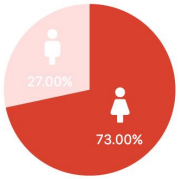
15.00% 18-25	28.00% 26-35
33.00% 36-45	21.00% 46-60



Skykiwi Living Local

19,237+
Followers

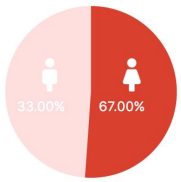
9.00% 18-25	40.00% 26-35
28.00% 36-45	18.00% 46-60

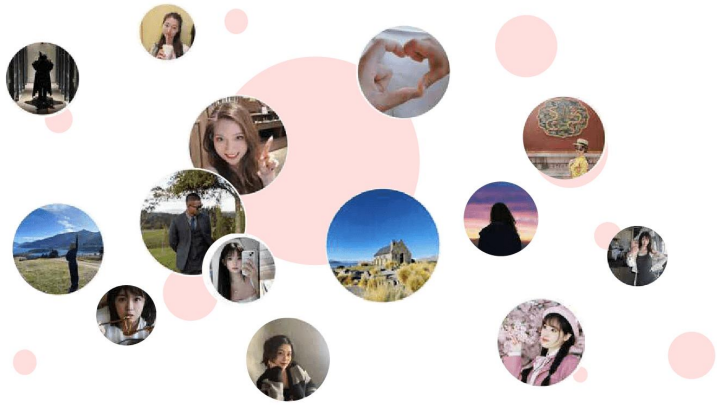


Skykiwi Go Shopping

12.00% 18-25	25.00% 26-35
33.00% 36-45	24.00% 46-60

10,871+
Followers





Our Clients


Asian Family Services
AIR CHINA
AIR NEW ZEALAND
Alibaba Group
ami
ANZ
AUCKLAND ART GALLERY TOI O TĀMAKI
Auckland Airport
BANK OF CHINA
BARFOOT & THOMPSON
BAYER
BAYLEYS
bnz
BYD
新西兰中国商会
CHINA CHAMBER OF COMMERCE IN NEW ZEALAND
中国南方航空
CHINA SOUTHERN AIRLINES
中國東方航空
CHINA EASTERN
中国建设银行
China Construction Bank
新西兰中国旅行社有限公司
China Travel Service (N.Z.) Limited
CMC
cmc markets
Colliers
3EYES
CONSTRUCTION GROUP
Crimson Education
DFS
DynaSpeak
EC markets
Farmers
Fonterra
Dairy for life
food service.
goodman fielder
GSK
Health New Zealand
Te Whatu Ora
HEMISPHERE
HONDA
中国工商银行
LEAPMOTOR
LEXUS
mazda
Mercedes-Benz
MINI
MITRE 10
moomoo
NW
NEW WORLD
nib
NISSAN
noel leeming
NZIE
PAKnSAVE
phd
PORSCHE
PORT
Resene
sky CITY
Spark nz
Tencent 腾讯
老虎證券
TIGER BROKERS
北京同仁堂奥克蘭有限公司
BEIJING TONG REN TANG (AUCKLAND) COMPANY LIMITED
TRENZSEATER
UMF
Unique Mānuka Factor.
UNIPHARM
HEALTHY MANUFACTURING
小红书
ZEEKR
Zespri

Online Promotion

Develop suitable promotion plans according to different industry attributes and needs



Skykiwi App - Opening Screen

SKYKIWI.COM

Premium Ad Placement: Skykiwi App Opening Screen

Typical Clients: Automotive Companies, Supermarkets

Promotion Plan: If the client's promotion period is short, we recommend focusing resources on the splash screen ad placement of the Skykiwi app to maximize exposure and effectively reach short-term marketing goals.

150,272
Weekly Impressions

4%-6%
CTR



Skykiwi WeChat Main Account

Ad Placement: WeChat Skykiwi Official Account -Headline Article Top Banner

Typical Clients: Bank of china（New Zealand）Limited, 3Eyes Homes Ltd, Beijing Tong Ren Tang （Auckland）Company Ltd

Promotion Plan: Considering the client's long-term promotional needs, we recommend prioritizing the top banner ad on Skykiwi WeChat Main Account to enhance brand visibility and accumulate stable traffic.

100,930
Weekly Impressions of the Top Banner



Ad Placement: WeChat Skykiwi Official Account - Headline Article

Typical Client: Smith & Caughey's

Promotion Plan: Based on the client's industry characteristics and longer promotional cycle, we recommend using the headline Article on Skykiwi Wechat Main Account to achieve sustained brand exposure and long-term traffic generation.

10,933
Article Clicks

480
Shares



WeChat Skykiwi Go Shopping

Introduction:
The Skykiwi GoShopping Wechat Account is one of the Skykiwi Wechat Matrix, focusing on providing local users with local users with practical and efficient recommendations for products and services. Centered around curated shopping content, the account integrates trending news, promotional offers, and brand features to help businesses accurately reach target consumers, enhance brand exposure, and boost sales conversions. Its audience includes a wide range of Chinese-speaking users across New Zealand, making it especially suitable for brands and companies aiming to promote within the Chinese community.



Ad Placement: Skykiwi GoShopping WeChat - Headline Article

Typical Client: The Gateau House exposure and traffic conversion.

5,400 Article Clicks | **120** Shares

Ad Placement: Skykiwi GoShopping WeChat - Headline Article

Typical Client: Warming Rice Noodle NZ

8,445 Article Clicks | **457** Shares

Promotion Plan: Based on the client's industry and long-term promotional needs, we recommend utilizing the WeChat Skykiwi Go Shopping platform to gain stable and continuous





Offline and Online Events

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

Large-scale Event Case



- The Skykiwi Family Day, first held in 2019, was a large-scale parent-child entertainment carnival, offering an excellent opportunity for businesses to showcase their brands and interact with the market audience offline. Exhibitors from various industries participated, with product categories including beauty and nail care, maternity and baby care, education and training, health and therapy, leisure and entertainment, automotive electronics, food and snacks, and more.
- In early 2021, Skykiwi hosted the second Skykiwi Carnival and the first Winds of Youth Children's Talent Competition, which attracted a large number of children.
- In 2019, the Alibaba E-Commerce Expo made its debut in New Zealand. As the exclusive organizer for Alibaba in New Zealand, Skykiwi successfully created an e-commerce feast. The first Alibaba E-Commerce Ecosystem Expo Auckland session was a huge success.





SKYKIWI.COM

Alibaba E-COMMERCE EXPO

2019 Alibaba E-Commerce Expo

Registered Participants 12,983+
Visitors 10,000+

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

Registered Exhibitors 30+
Vistors 900+
Media Coverage 100,000+

2017 中新电商论坛 GateWay to E-Com China

Registered Exhibitors 60+
Vistors 2,500+
Media Coverage 250,000+

2018 中新电商峰会

Registered Exhibitors60+
Vistors 4000+
Media Coverage 320,000+

Small -scale Event Case



Competing Teams
34

Number of participants
350+

Skykiwi League Cup Badminton Tournament

Skykiwi has successfully hosted the Badminton Team Tournament for three consecutive years, including the biannual "League Cup" and "Contender Cup." The event is professionally organized, with enthusiastic responses, and is highly popular among the Auckland community. Title Sponsors include Bank of China, China Construction Bank, and Industrial and Commercial Bank of China.



Business Forum





Skykiwi Esports



Promoting China-New Zealand e-commerce exchanges



新西兰天维网 SKYKIWI.COM x HUAWEI

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+

新西兰天维网 SKYKIWI.COM x Tencent 腾讯 微信

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

新西兰天维网 SKYKIWI.COM x 拼多多 Meadow Fresh 纽麦福

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



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