



DO GOOD JOBS DIGITAL MEDIA KIT

SMART ADVERTISING
THAT REACHES THE KIWI
DO GOOD SECTOR

do good jobs

LOOKING TO ACCESS A MARKET OF **VALUES-LED, ETHICAL CUSTOMERS?**



We are passionate about connecting good people to inspiring brands.

Our advertising and sponsored content is an opportunity for you to share your unique story and message with our two audiences: values-led jobseekers and for-purpose employers.

- Do Good Jobs is New Zealand **#1 ethical jobs board**
- Annually, over **1.8 million pages*** are viewed on our website across both the job listings and blogs
- Our weekly job newsletter is emailed to over **4,000 people each Thursday**
- Reaching over 15,000 followers on Facebook and Twitter

SPONSORED CONTENT

Premium content created and distributed by Do Good Jobs to promote your business - made to look like it's supposed to be there!

ARTICLES + MORE

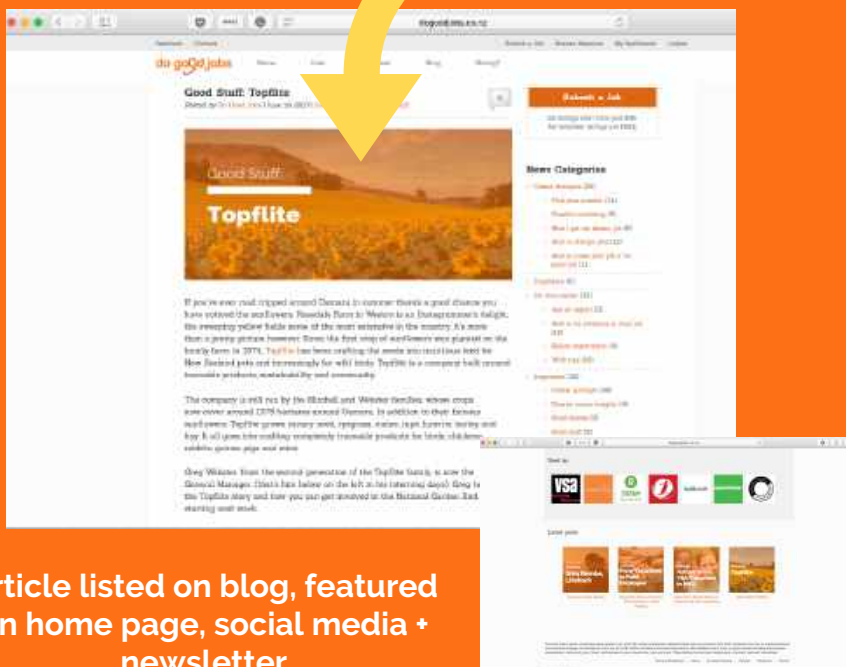
Our highly skilled writers will work with you to craft an engaging story that promotes your brand to our audience. We will decide together on a topic that you are experts on and which mutually benefits our audience.

Each article is featured across our blog, featured in our newsletter, social media and homepage with an option for a LIVE video feature.

Cost: \$1,499 package

Specs:

All content will be crafted and edited by Do Good Jobs with clients final approval. Articles will be 500 to 1000 words. Advertisers are to supply supporting images. Content must be timely and of interest to our audience.



Article listed on blog, featured on home page, social media + newsletter

DISPLAY ADVERTS

LEADERBOARD BANNERS

Your advert appears at the top of ALL pages*. Every ad is linked back to your website, or campaign.

Cost: \$599 per week (7 days)
\$1,999 (30 days)

If you need this advertising designed, we can do this for an additional \$99.

Specs:

Desktop size: 1140px wide by 90px wide

Mobile/ipad size: 760px x 100 px

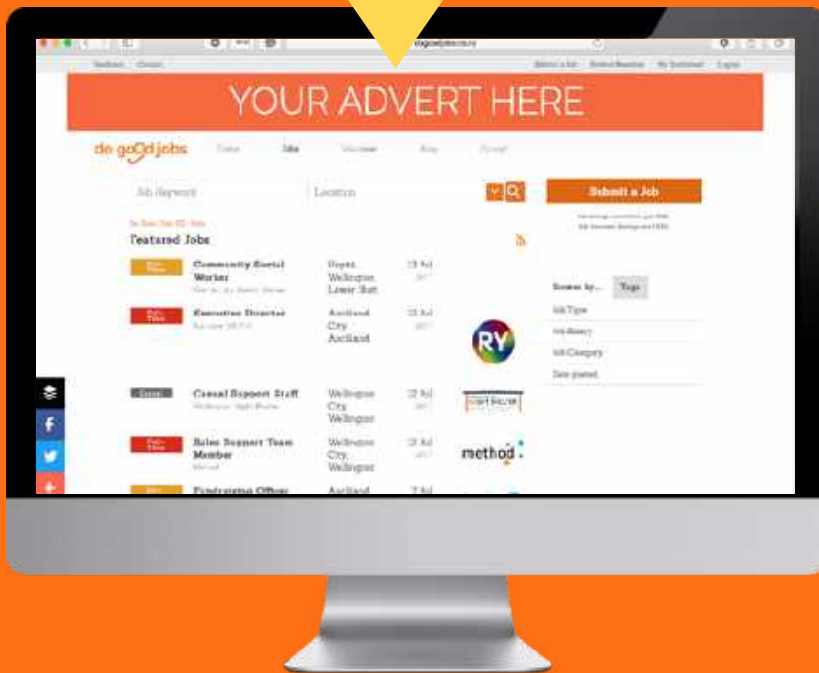
File size must be less than 100KB

Files to be supplied as GIF, JPG or PNG

Files must be supplied 5 days before start date.

We recommend not using too much text, as the ad will change size depending on the display (e.g iPad screen etc).

*excludes landing/home page



MORE DISPLAY ADVERTS



SQUARE ADVERTS

Medium square adverts (250px x 250px) that appear next to the **blogs**, **jobs** and **volunteer** pages. Ad is linked back to your website.

Cost: \$299 per week
\$959 for 30 days

If you need this advertising designed, we can do this for an additional \$99.

Specs:

Medium square size: 250px x 250 px

File size must be less than 100KB

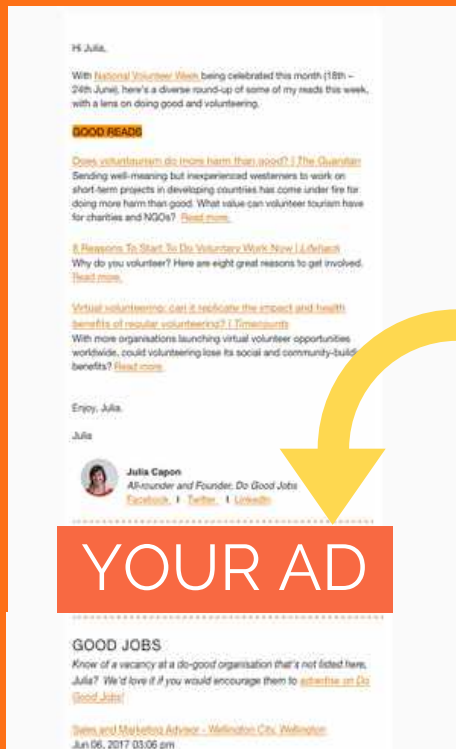
Files to be supplied as GIF, JPG or PNG

Files must be supplied 5 days before start date

We recommend no more than 10 words

EMAIL ADVERT

Your ad in our monthly newsletter



EMAIL ADVERT

Your advert added to our weekly enews job update with a link back to your site or campaign. This appears underneath the weekly update or content newsletter

Cost:

\$249 per email

If you need this advertising designed, we can do this for an additional \$99.

Specs:

Advert size: 600px wide by 200px high.

File size to be less than 100KB.

Files to be supplied as GIF, JPG or PNG.

Creative assets must be delivered by the Friday of the week prior.

Content newsletter are sent out once per month to our audience of jobseekers or employers.

KEY STATS



1.8+ million

Annual page views



247k+

Sessions per year



15k+

Social media followers

WEBSITE VISITORS

124K+

Annual unique visitors

2:10 mins

Annual average session duration

7.6 pages

Average number of pages viewed per visit

NEWSLETTER

25.5%

Open rate of weekly Thursday job updates

35.2%

Average open rate of monthly content newsletter

1,016

job postings in 2019

DEMOGRAPHICS

AGE

25-34

35-44

45-54

32.3%

26.5%

19.6%

LOCATION

New Zealand

85%

*Stats from Jan to Dec 2019

”

Do Good Jobs is always the first place we advertise. It makes sense because we're a values-based company. And the calibre of the applicants is awesome.

“

MARION WOODS, COMMONSENSE
ORGANICS



JOB ADVERTS

REGULAR, ENHANCED + VALUE PACKS

Read more about our job listing options and job packs in [our information booklet](#).

Regular job listings start from \$99 + GST with additional enhanced and premium listings options,

ALL VOLUNTEER LISTINGS
ARE FREE!

[Submit your role here!](#)

READY TO LIST YOUR ADVERT?

email hello@dogoodjobs.co.nz
call (04) 390 4343

do goOd jobs