

canterbury 2024 Home Show

Canterbury's No. 1 Home Renovation & Building Expo

18 - 20 OCTOBER 2024 | WOLFBROOK ARENA

ADVERTISING & PROMOTIONAL OPPORTUNITIES



WWW.CANTERBURYHOMESHOW.CO.NZ

Dated: 10 September 2024. Note: Pricing and availability correct at time of printing but may be subject to change.

WHY ADVERTISE WITH US?



Every year, quality businesses across the home building and renovating sector opt to showcase their offerings at the Canterbury Home Show. Why? Because it's their chance to directly engage with thousands of highly targeted homeowners, home improvers and builders currently seeking quality products and services.

Being the premier home renovation and building show in the South Island, we offer an unparalleled platform for both buyers and sellers to converge. Our event provides homeowners with convenient access to an extensive array of products, services, expert guidance, and inspiration essential for building, renovating, and enhancing their homes.



What sets our Show apart is our finely tuned marketing strategy. Our extensive campaign spans robust digital and social outreach, traditional media channels, and taps into our highly receptive, local customer database of over 50,000 opt in subscribers.

With precise targeting aimed at consumers passionate about home improvement, renovation, and building, our campaign consistently delivers top-tier leads. And it delivers results.

The Canterbury Home Show fulfills its promises. Now, we're excited to present exclusive advertising slots tailored specifically for our exhibitors. This ensures your business can leverage the extensive exposure our campaign offers.

Let's take a look at the opportunities available to you...

SHOW GUIDE

PRINT & DIGITAL VERSIONS



MAXIMISE YOUR IMPACT WITH STRATEGIC ADVERTISING.

Advertising in the Canterbury Home Show Guide strengthens your brand's presence at the event. Stand out from the competition and gain a crucial advantage.

The **Show Guide** is printed (A5) and distributed to approx. 10,000 show visitors upon entry.

The extended **Digital Show Guide** version is electronically distributed to:

- Our subscriber database of 50,000+ via EDM and/or SMS link the week of the Show
- All ticket holders one day before the Show
- AND, is available for free download on our website and social channels from the week of the Show through to at least 3-months following the event.

ADVERTISING OPTIONS

ITEM

Inside Front Cover Full Page Ad
Inside Back Cover Full Page Ad
Full Page Ad
Half Page Ad
Design Fee * (if required)

SPECS

148mm x 210mm + 5mm bleed
148mm x 210mm + 5mm bleed
148mm x 210mm
148mm x 105mm
- - -

COST

\$950 + gst
\$950 + gst
\$790 + gst
\$500 + gst
\$100 + gst (per hour)

* Limited space available, exclusively available to exhibitors only.

BOOKING DEADLINE: 5pm, Thursday 3 October 2024

ARTWORK DEADLINE: 5pm, Monday 7 October 2024

Bookings and Artwork (to be supplied as high res PDF) to jenny@canterburyhomeshow.co.nz

EMAIL ADVERT

HOME SHOW SUBSCRIBERS

The Canterbury Home Show boasts a strong database of around 50,000 (opt-in) subscribers. Leading up to the event, we consistently engage with these subscribers, delivering important updates, thrilling announcements, and exclusive deals.

Here's the impressive part: **Our average email open rate stands at a remarkable 45%**, confirming that we have a highly engaged target audience.

N.B. The average email marketing open rate is 34%. Source: nz.hostadvice.com

We're excited to introduce strictly limited advertising opportunities within our targeted email campaigns. Seize this chance to present your brand, products, or services directly to our eager subscribers awaiting the Canterbury Home Show.

Don't wait, secure your advertising slot in our exclusive email campaigns promptly. Reach out to us today for more information and to reserve your spot.



ADVERTISING OPTIONS

Subscriber EDM Advert - 1 Ad
(600px x 200px) \$650 + gst

Exclusive Sponsored EDM* (+ design fee) \$2,000 + gst
(*Strictly limited to 2 opportunities)

Design Fee* (if required) \$100 + gst
(per hour)

KEY STATS:

Subscribers
50,000+

Average Email Open Rate
45%

EDMs Available
10 pre-show
2 post-show

Limited availability. Bookings are taken on a first come first served basis and subject to availability.

Bookings and Artwork (to be supplied as png or jpeg) to jenny@canterburyhomeshow.co.nz

DIGITAL AD CAMPAIGN

EXCLUSIVE CAMPAIGN SPONSORSHIP

Leverage off the Canterbury Home Show Digital Promotions to boost your exposure through our targeted social channels and search marketing campaigns.

Our experienced digital marketing team will create a customised sponsored campaign exclusively for your business/brand. By targeting the highly engaged Canterbury Home Show digital remarketing audience, this paid campaign ensures maximum visibility and ROI.



CAMPAIGN DETAILS

CAMPAIGN OBJECTIVE

The Traffic-focused campaign objective is specifically designed to direct people to a specific destination, such as your website or Facebook page. This objective is highly effective in generating link clicks and landing page views. In other words, it drives a substantial amount of targeted traffic directly to your online platforms. Additionally, this objective ensures that your digital ad campaign is delivered to individuals most likely to click through.

TIMING

Your campaign will be scheduled to run for a duration of 14 days, specifically between Friday, 4 October, and Friday, 18 October. This timeframe falls within the highly active 2-week lead-in period to the Canterbury Home Show, when our campaign audience is at its peak engagement level.

DESIGN

Our digital team will create an ad design using imagery and copy provided by you. They will utilise your materials or if necessary source relevant stock imagery to develop compelling and visually appealing creative for your campaign.

AUDIENCE TARGETING

The Canterbury Home Show remarketing audience is comprised of individuals who have actively demonstrated interest in and engaged with various product categories related to home shows. These individuals typically fall within the age range of 30 and above, and have a current keen interest in home renovation, improvement, building, and related topics.

DELIVERABLE

1 x Social Media Ad: Ad creative, Ad set up duration, targeted audience (demographic & industry specific), run across applicable channels (eg. FaceBook, Instagram, Stories).
1 x Social Media organic post: Same creative or another image or video provided by Exhibitor. Posted on multiple channels where applicable (eg. FaceBook, Instagram, Stories, Messenger, TikTok, Threads). Posted in peak show lead in period.

Investment: \$1,650 +gst

(\$1,000 goes towards your PAID ad campaign spend; \$650 design/sponsorship fee)

STRICTLY LIMITED TO 3 CAMPAIGN SPOTS TOTAL

BOOKING DEADLINE: 5pm, Tuesday 1 October 2024

Bookings to jenny@canterburyhomeshow.co.nz

Content (to be supplied) to eve@canterburyhomeshow.co.nz by **Thursday 3 October 2024**

COMPLIMENTARY OPPORTUNITIES

There are a few ways you can get some extra exposure where the only cost to your business is a little bit of time.

Lets take a look at what complimentary promotional opportunities are available.



01

INTERESTING & NEW PRODUCT HIGHLIGHTS

Our content team prepare all editorial content, including exhibitor product highlights, for the **website**, **social posts** and **subscriber email campaigns**. We have a particular focus on featuring new and intriguing products in various categories, including (but not limited to): kitchen products, bathroom fixtures & fittings, storage solutions, design trends and tips, outdoor products, innovative building products, interior trends, renovation products (large and small), smart home, energy saving solutions.

If you think you have an interesting or NEW product, send some quality (text free) images and some brief copy through to our content manager:
eve@canterburyhomeshow.co.nz

02

SPECIAL CUSTOMER OFFERS

If you're running any show specials or a prize competition at the Home Show, make sure you add this to your listing in the Exhibitor Portal so it can be published on our website.

03

BLOGS, ARTICLES & SOCIAL POSTS

If you have any recent (relevant) blog articles that you would like considered for inclusion in our blog channel or shared across our socials, please feel free to submit these along with images. Throughout the year we love to share what our Exhibitors are up to in the industry, new innovations, awards, trend articles and general exciting news.

CONTACT US

FOR ADDITIONAL INFORMATION, AD BOOKINGS
AND/OR TO SUBMIT CONTENT,
PLEASE EMAIL:

jenny@canterburyhomeshow.co.nz



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