

Rural Women New Zealand

Rural Bulletin

Sponsor Partner Invitation

Rural Women New Zealand seek Sponsor Partners who share our goal of strengthening rural communities

Rural Bulletin - Informing Rural Communities

- Rural Bulletin is a monthly e-mail publication, distributed free of charge
- It has an estimated reach of **over 300,000** urban and rural New Zealanders **each month**
- Rural Bulletin provides a broad range of information to its readers in a condensed, easy-to-read format, with links to further information
- Rural Bulletin includes consultation information, empowering people and communities to have an input into issues that may affect them
- Some readers refer to Rural Bulletin as their “lifeline”

Sponsor Partner Benefits

- Becoming a Rural Bulletin Sponsor Partner is an **exceptional value, marketing opportunity** which will allow you to take your messages to the rural community and wider New Zealand
- You will have consistent **exposure (11 issues per year)**
- You will be closely associated with a **highly-respected and widely-read publication**

About Rural Women New Zealand

- Rural Women New Zealand has been a voice for rural communities since 1925
- Rural Women New Zealand champions the right of rural people to have access to relevant information and to have their say on the issues that concern them
- Rural Bulletin is the foremost publication that gives rural people that opportunity

We invite you to take up our invitation to become a Sponsor Partner of Rural Bulletin with one of the following packages:

Gold Sponsor Partner **\$10,000**

Gold Sponsor Benefits

For the duration of the sponsorship tenure:

- ✓ Your logo and name as Gold Sponsor Partner to be included on the front page of the Rural Bulletin
- ✓ Your linked logo on Rural Women New Zealand's website home page
- ✓ Your linked logo on the Rural Bulletin page of the Rural Women New Zealand's website
- ✓ Acknowledgement in other Rural Women New Zealand publications
- ✓ Verbal acknowledgement at annual Rural Women New Zealand National Conference
- ✓ Opportunity to provide a half page infomercial/advertisement for the back pages of every copy of Rural Bulletin **giving an estimated 3,300,000 opportunities to be read each year**

Silver Sponsor Partner **\$5,000**

Silver Sponsor Benefits

For the duration of the sponsorship tenure:

- ✓ Your logo and name as Silver Sponsor Partner to be included on page 2 of the Rural Bulletin
- ✓ Your linked logo on the Rural Bulletin page of the Rural Women New Zealand's website
- ✓ Acknowledgement in other Rural Women New Zealand publications
- ✓ Verbal acknowledgement at annual Rural Women New Zealand National Conference
- ✓ Quarter page infomercial/advertisement on back pages of every copy of Rural Bulletin during tenure of sponsorship **giving an estimated 3,300,000 opportunities to be read each year**

What Makes Rural Bulletin So Successful?

Rural Bulletin is successful due to its depth of coverage and condensed, easy to read format, giving people ready access to timely information from a wide range of sources.

Research

- Our highly experienced Rural Bulletin editors have access to extensive professional networks, a combination of 44 years of personal networks, databases, and news feeds
- Our editors scan 120 websites each week including international aggregator sites, national news sites, Government, and NGO websites
- They also source information from approximately 50 magazines and newsletters

Editing

- Thousands of pieces of news and information are condensed down to a 24-page digest written in plain language
- Links are inserted to redirect readers back to original sources
- Up to 100 hours per month is spent by editorial and research staff on producing each issue

Rural Bulletin Feedback

Each month Rural Women New Zealand receives unsolicited feedback from Rural Bulletin grateful readers.

“Thanks for sending through the Rural Bulletin. It’s an excellent document and I can’t think of anything which comes close to it for information. It’s a real credit to Rural Women New Zealand.”

“This is still the best round-up of events and issues I have come across.”

“We find Rural Bulletin useful to read, it is so easy to pick up the bits that are of interest to us, and it is just amazing how much does not get into the media.”

***If you are interested in becoming a
Rural Bulletin Sponsor Partner please contact
Noeline Holt, Executive Officer (noeline.holt@ruralwomen.org.nz)***