

GET ON BOARD

MultiChannel Advertising Opportunities
for Health-Based Businesses

Creating a healthier New Zealand

Media Kit 2021



REACH YOUR TARGET AUDIENCE

In-clinic advertising shares your message with interested and engaged consumers.



NATIONWIDE REACH

- Posters
- Brochures
- Digital Advertisements
- Online Magazine

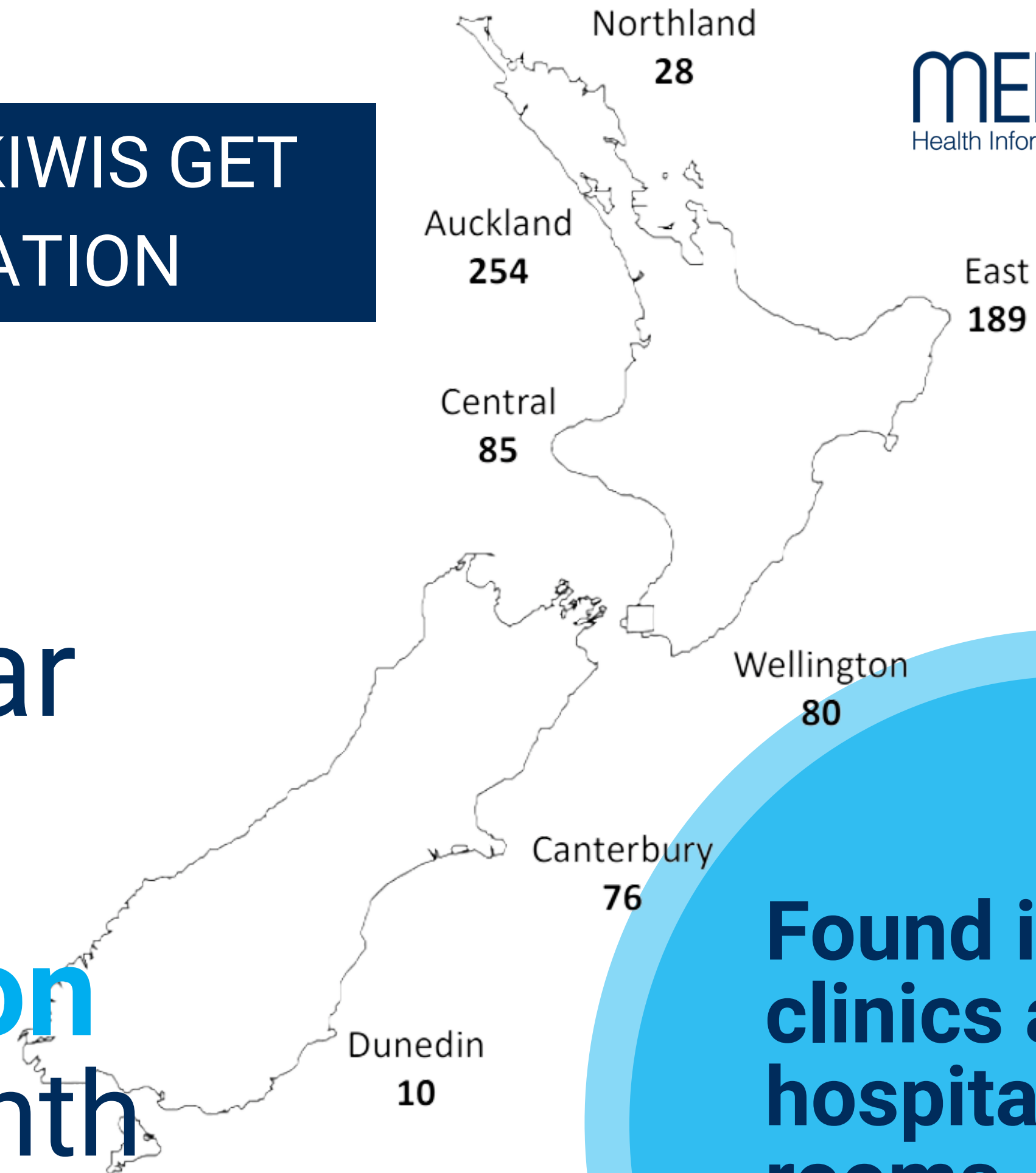
Your message is viewed, read and kept by New Zealanders across all demographics.



MEDIBOARD IS WHERE KIWIS GET THEIR HEALTH INFORMATION

MEDIBOARD
Health Information for New Zealanders

- **+ 8 million** views per year
- **Up to 1 million** views per month



Found in 700+ clinics and hospital waiting rooms

CROSS COUNTRY MARKETING SOLUTION



MediBoard assets are strategically placed in GP waiting rooms, laboratory collection centers and hospitals.

Digital MediPoster

NZ's largest national digital out of home health network, features engaging health, wellbeing and awareness content.

High-frequency digital screens display crisp, engaging digital advertisements.



MediBoard & MediPoster

730+ MediBoards + 450 MediPoster units distribute printed posters and brochures directly to waiting rooms and restock supplies regularly.

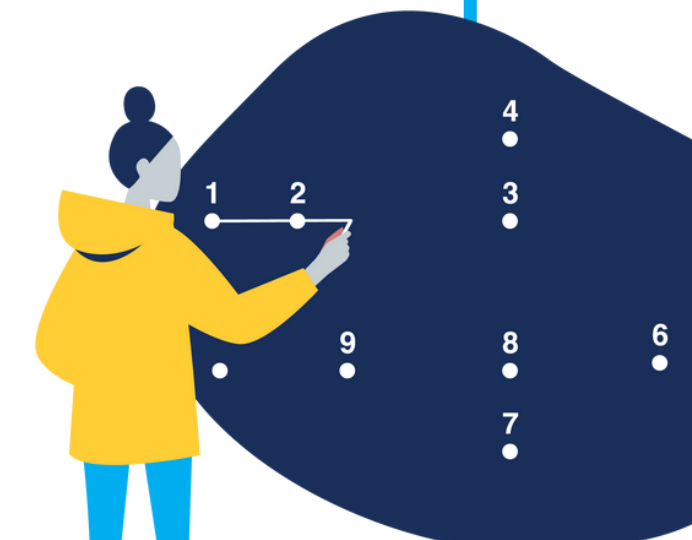
Uplift data is captured and shared on a monthly basis.



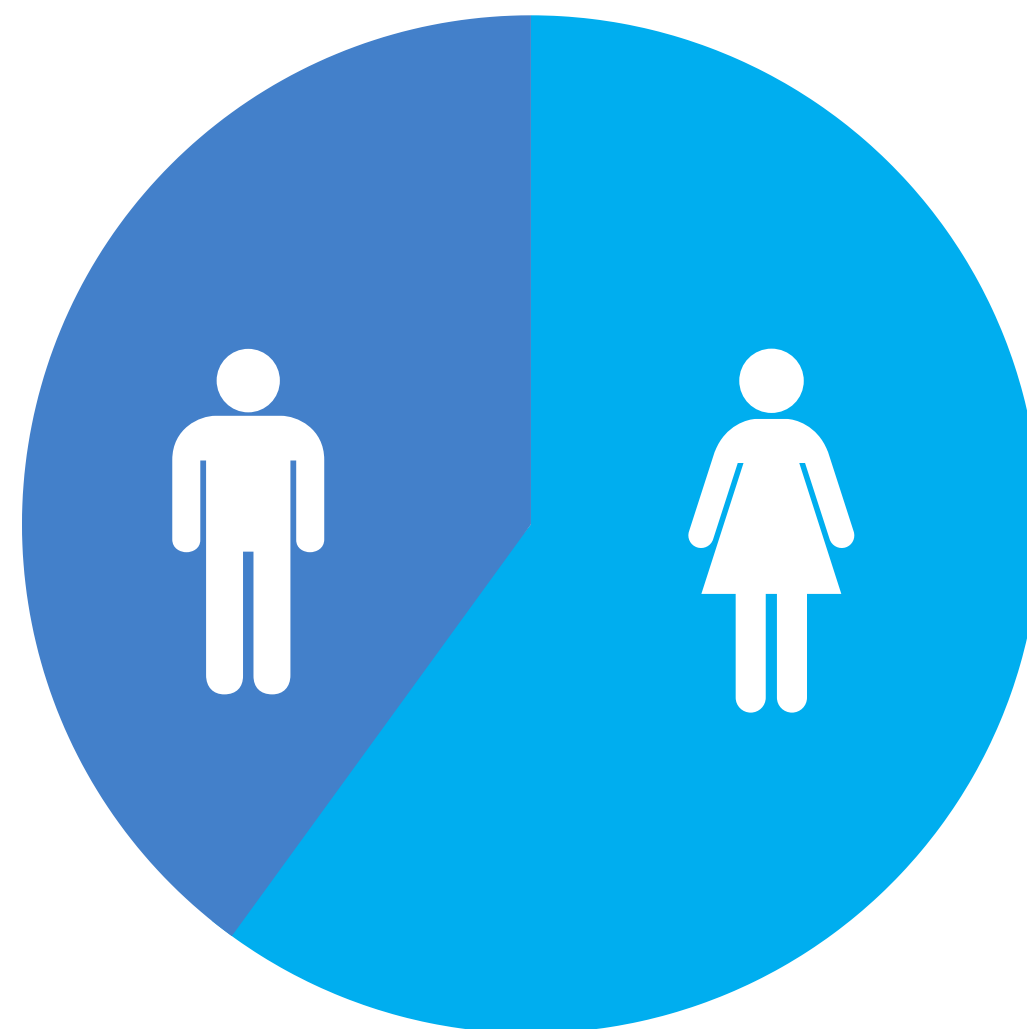
Online MediWell Magazine

20,000 page views | 2,000 readers

Convey your message with strategically placed ad spots inside the unique MediWell 'made for mobile' magazine alongside hundreds of relevant/rich content articles.



AUDIENCE DEMOGRAPHICS



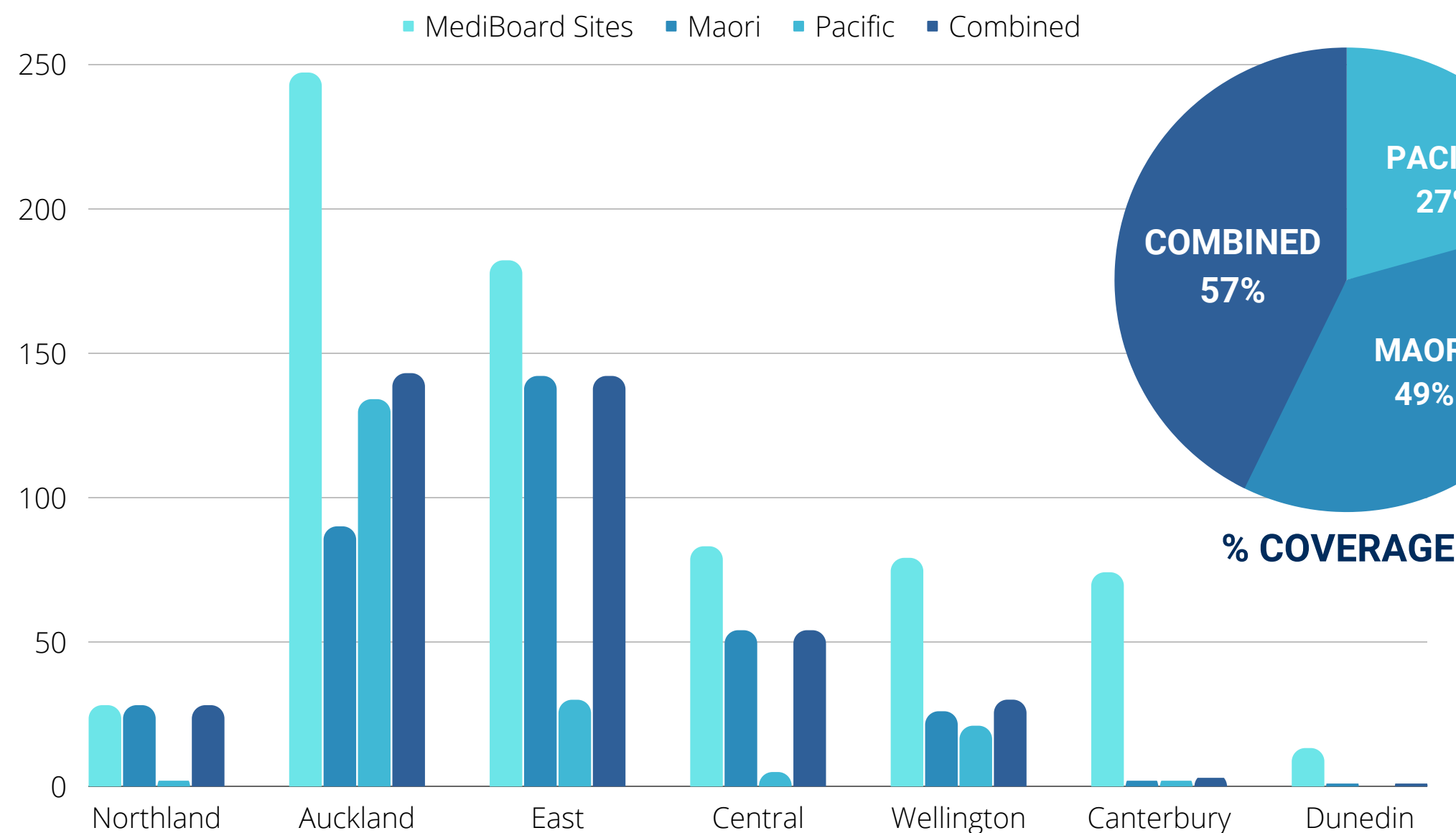
60% female
40% male



- **High reach to female head of household, 35% women under 40 years of age**
 - **40% of audience are within key age band of parents with children**

AUDIENCE DEMOGRAPHICS

High reach to Maori and Pacific with census data geo targeting.



MediBoard sites with higher than average Maori and Pacific populations.

WHY MEDIBOARD



Reach Your Target Audience

People in waiting rooms have health on their mind. Grab their attention at the right moment.



Cost-effective Advertising

Share your message with the entire nation, without the need to hire your own distribution network.



Trackable Results

MediBoard shares results so you know the uptake of your brochures.



We Make It Easy

Send us your brochures and poster designs. We will distribute and restock them for you.



Nationwide Displays

Have your brochures installed in up to 730 leading GP clinics or hospital waiting rooms.



Virtual, Printed or Poster Advertising

Choose your channel/s for sharing health messages with the greater community.



PROVEN TO WORK AS A REFERRAL SOURCE

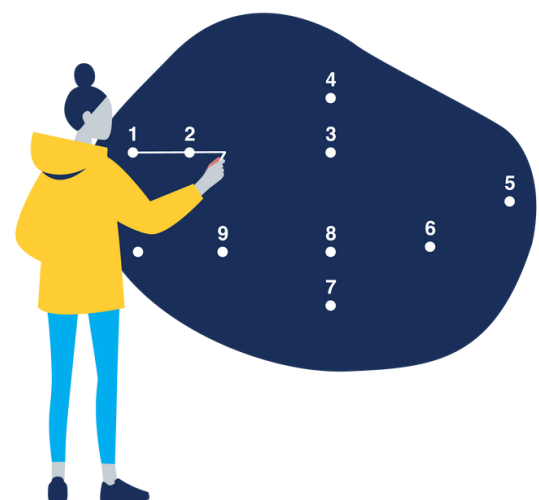


HEALTH PROFESSIONALS TRUST MEDIBOARD

85% of practice staff actively refer patients to MediBoard for brochures (MediBoard Annual Practice Survey).

Auckland healthcare client research into advertising effectiveness demonstrated that 20% of referrals came from their MediBoard brochure campaign.

CONSUMERS TAKE ACTION



MediBoard Multi-Channel Options

MediBoard DLE or A5

Brochures & Posters

Over 730 sites across NZ.

- Every month, all sites are visited by our merchandisers to review stock levels.
- As a client, you will receive report outlining brochure movement by region.

MediPoster A3

A3 Print Posters

Create a waiting room campaign with print posters in over 430 sites.

Digital MediPoster

A3 Digital Posters

Over 65 sites nationwide
Your 30 sec advert plays up to 15 times an hour

Digital MediPoster reach 350,000 people per month in medical waiting rooms.

- Low cost per engagement
- Visually engaging
- 100% measurable
- Average exposure is 250,000/month at cost/exposure of \$0.01

MediWell Magazine

Digital Magazine

2,000+ Readers

- Readers can access MediWell directly while at MediBoard practices by scanning a QR code.
- New editions are shared with partner organisations' databases and social media, as well as with subscribers.
- Monthly giveaways enhance reader numbers.

LEVERAGE USER-FRIENDLY TECHNOLOGY



Continue the conversation with digital options

- Printed magazines have been removed from waiting rooms and unlikely to return soon. People are looking for content when they visit a medical practitioner.
- Add a QR code to your brochure or poster as a way to share content directly with your target audience.
- QR code has resulted in hundreds of uploads across brochure titles.
- Send New Zealanders directly to your website, app or video content.

TRUSTED BY ADVERTISERS FOR OVER 20 YEARS



We focused on running a comprehensive MediBoard campaign over 3 months which enabled us to educate Kiwis on bowel cancer symptoms at GP clinics, hospitals and pharmacies nationwide.

We included for the first time Digital MediPosters delivering 878,000 impressions and over 7,000 hours. 98,000 Kiwis accessed our website in 2020 which is a 72% increase from the year before.



Rebekah Heal
Bowel Cancer NZ



Jan Barker
New Zealand
Gynaecological
Cancer Foundation

With the support of our generous sponsors and donations, we've achieved over 75,000 digital impressions in medical practices throughout New Zealand with Digital MediPoster and distributed thousands of educational brochures in New Zealand communities.



**Customer Excellence
Manager, AbbVie**
AbbVie

We've had a higher level of engagement and better ROI with the campaign versus our standard digital display campaigns. We also noticed a spike in geography specific website traffic coinciding with the MediBoard sites, significant enough for our global colleagues to ask what we were doing in those areas.



CASE STUDY: MEDIBOARD & HEALTH NAVIGATOR

Year ending March 2020, over 50,000 brochures uplifted.

19,000
Common Sleep Problems

12,000
Prediabetes

11,000
Irritable Bowel Syndrome

10,000
Stay Connected

**Brochures
uplifted over
12 months.**



CASE STUDY: RECENT HEALTH PROMOTION CAMPAIGNS

Brochures taken:



BOWEL CANCER

9,232



GYNAECOLOGICAL CANCER

7,441



BREAST CANCER

9,203



PROSTATE CANCER

6,737



DIABETES

8,910



COELIAC DISEASE

7,367





Get on board and reach millions of Kiwis with your health message.

Email **stacey.airey@mediboard.co.nz** or **paula.mooney@mediboard.co.nz**
or call **0800 285 268** to find out more.

MEDIBOARD
Health Information for New Zealanders