

The logo for 'nzgirl' is displayed in a black, cursive script font. It is centered within a bright yellow square, which is itself set against a white background with a subtle drop shadow.

Who are our readers?

- 90,000+ members
- Growing at 500 per month
- 30,000+ newsletter subscribers
- 15,000 + articles (page rank 5)
- 5,250+ [nzgirl on Facebook](#) fans
- 1,420 + Twitter followers on [@nzgirlHQ](#)
- 67K NZ Visitors per month (125K total)
- 350K NZ PIs/month (450K total)
- 4.08 NZ minutes
- 40% new NZ visits

“18% of the nzgirl audience post status updates on Facebook more than once a day”

“57% stated that they look at online reviews/blogs about other people’s experiences & find it useful”

The logo for 'nzgirl' is written in a black, cursive script on a bright yellow rectangular background.

Who are our readers?

- 75% visit nzgirl weekly or more
- 20% visit nzgirl daily or more
- More over 30 than under 20 year olds
- 60% 20-30 years old
- 34% 25-34 years old
- 23% have kids
- 40% of their kids are under 5 years of age
- 14% of their kids are over 20 years of age
- 34% over 300 Facebook friends
- 91% Facebook account vs. 25% Twitter

