

25 May 2020 – 10 May 2021

Enterprise Dunedin

Media Coverage Report

Summary



This report summarises the media coverage of Enterprise Dunedin between 25 May 2020 and 10 May 2021.

For more information about advertising space rates (ASRs) and the methodology, see the end of the report

- A total of 369 media reports discussed Dunedin as a travel location from Enterprise Dunedin between 25 May 2020 and 10 May 2021. This coverage had a cumulative potential audience/circulation of 5,224,806 and an advertising space rate (ASR) of \$2,442,286.
- Enterprise Dunedin was mentioned most frequently in online outlets, with 165 articles (45% of total coverage). Press had the second highest volume, with 100 reports, including syndication (27%), followed by radio stations (27%), and then television reports (1% of the total).
- Press coverage had the highest potential audience, with a circulation of 3,213,469. Internet coverage had the highest ASR (\$1,887,028) and the second highest audience (903,937).
- The *Otago Daily Times* was the leading press publication, with 30 articles. The leading byline was Mary de Ruyter, with nine articles syndicated across several Stuff publications.
- *Stuff* online was the leading internet outlet, with 41 articles, followed by *New Zealand Herald* online (38). Brook Sabin was the leading internet byline (14 articles), followed by Brett Atkinson (six articles).
- Newstalk ZB was the leading radio station, with 45 reports (including syndication). Peter Williams was the leading compere, with 26 reports (including syndication) on the station's *Magic Mornings* programme.
- The leading television stations were Three and TVNZ, with two reports each. Melissa Stokes and *The AM show* team were tied for the leading television compere (two reports each).

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Coverage by Media Type

Chart 1 shows the volume and proportion of coverage in each media type while the table also shows the audience or circulation of this coverage.



Chart 1 All Media

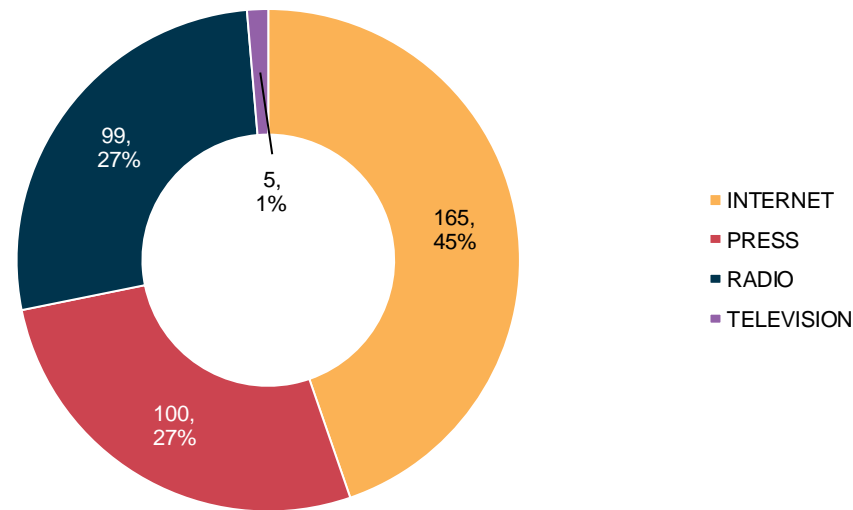


Table 1

Media Type	Volume	Audience/ Circulation	Advertising Space Rates (ASR)
Internet	165	903,937	\$1,887,028
Press	100	3,213,469	\$480,064
Radio	99	473,800	\$31,232
Television	5	633,600	\$43,962
TOTAL	369	5,224,806	\$2,442,286

Coverage Examples

The following are headline clippings of Enterprise Dunedin coverage between 25 May 2020 and 10 May 2021.



Enterprise Dunedin Coverage Examples

Friday, 12 June 2020

See all of the world in Dunedin

Dunedin's coast: New Zealand's little slice of Bali full of wildlife

Brook Sabin · 15:28, Jul 10 2020



How to do Dunedin



Catherine McGregor | Deputy Editor
Partner content

DUNEDIN

10 Of The Best Places in Dunedin To Get Your Caffeine Hit

By Urban List Writers
16th Sep 2020



Dunedin wants domestic travellers to consider 'Plan D' after lockdown

SCOUTED TRIPS

Haggis schmaggis: Dunedin is a foodie haven that's well worth a visit

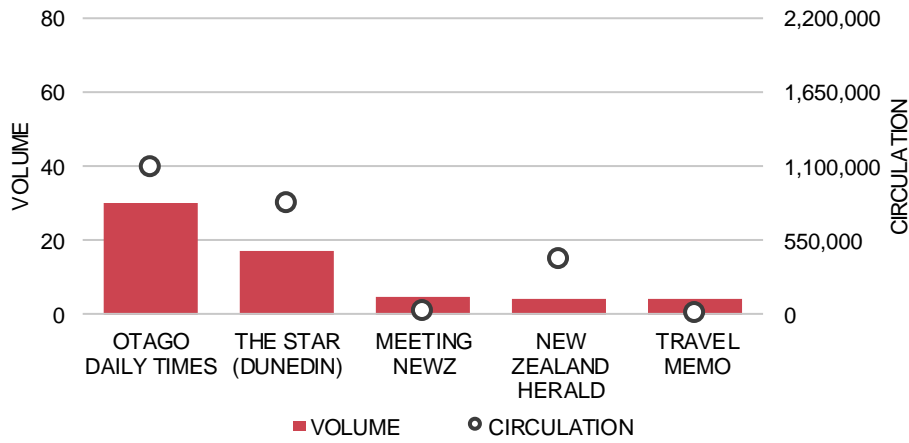


PHOTO BY DUNEDINNZ

Leading Media

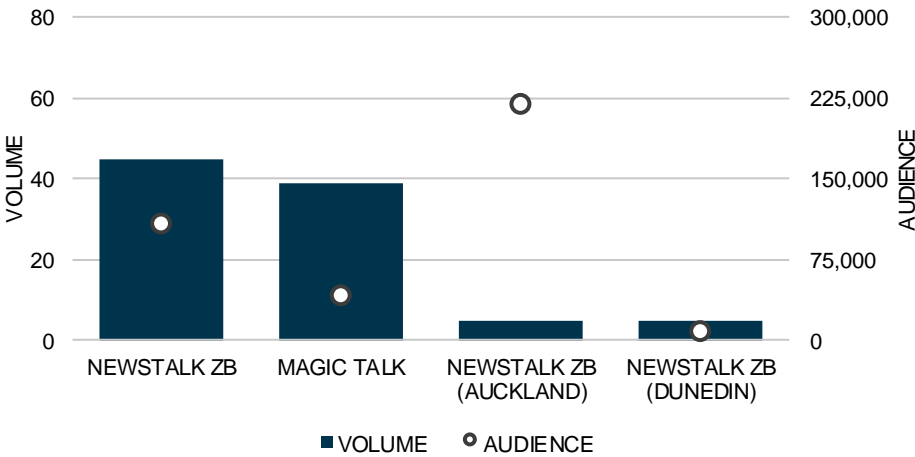
Press

Chart 2



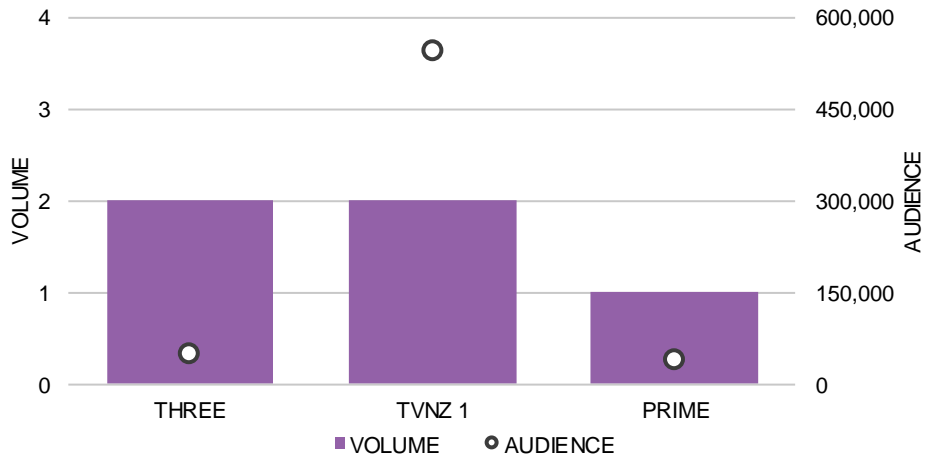
Radio

Chart 3



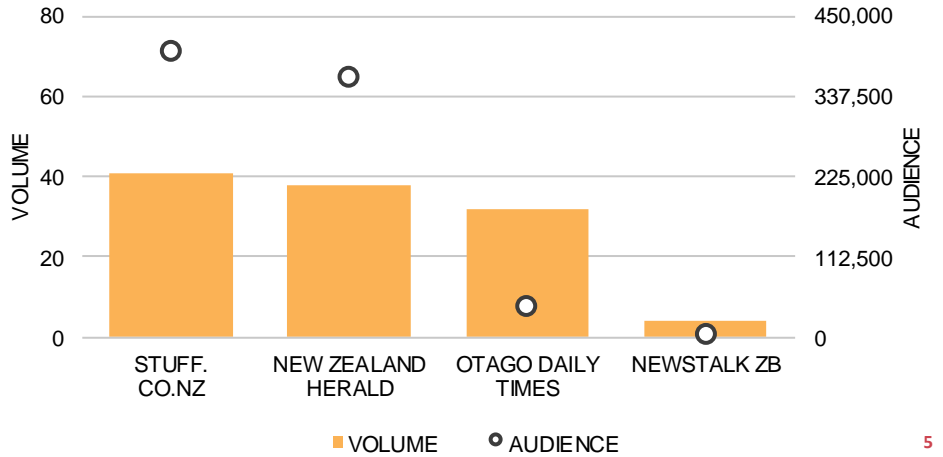
Television

Chart 4



Internet

Chart 5



These charts show the volume and audience or circulation of the leading journalists in each media type.



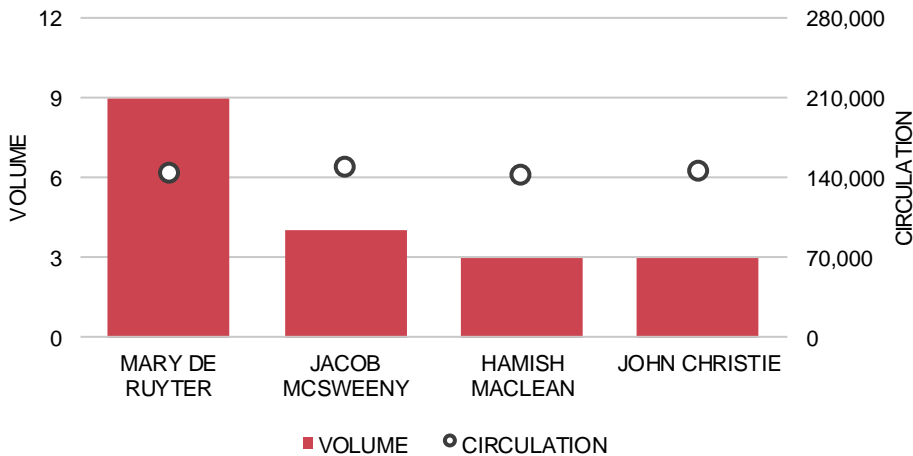
Leading Bylines & Comperes

These charts show the volume and audience or circulation of the leading outlets in each media type.



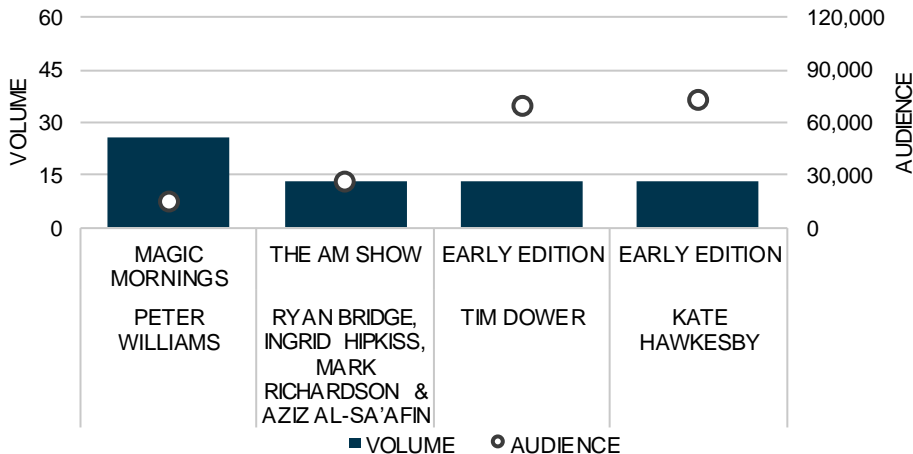
Press

Chart 6



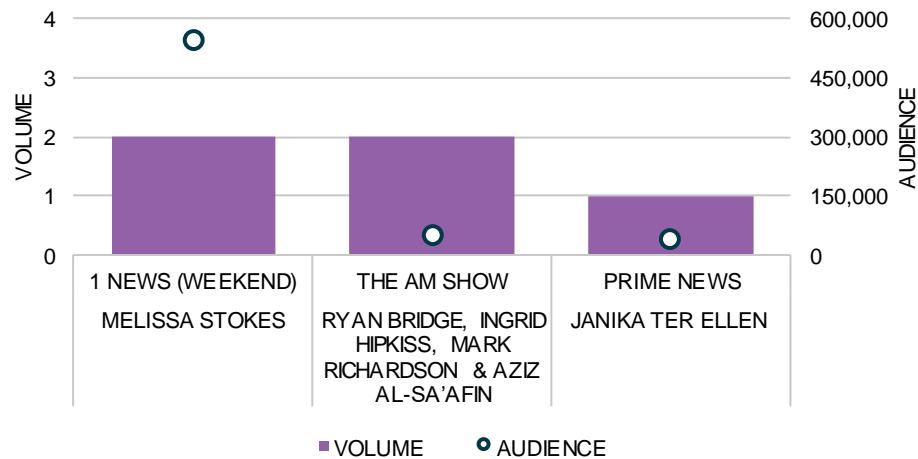
Radio

Chart 7



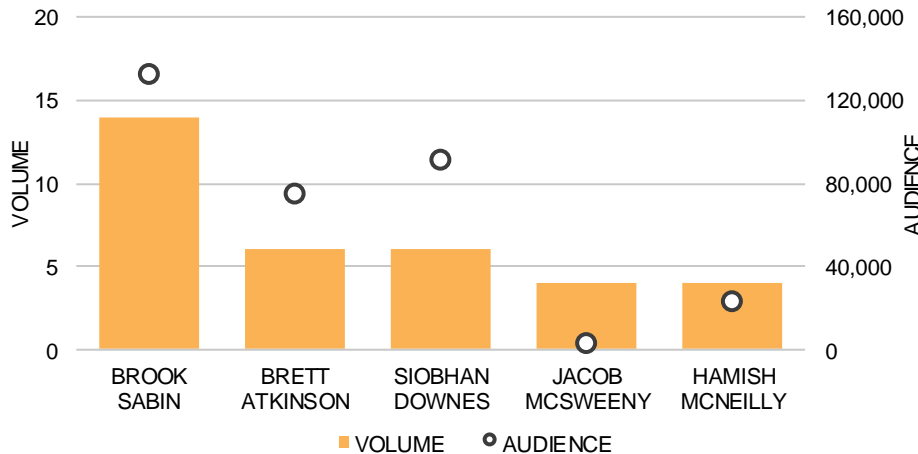
Television

Chart 8



Internet

Chart 9



Media Coverage Reports by Isentia provide valuable information on the volume of media coverage and audience reach in various regions and categories to assist clients in evaluation of publicity and planning media strategy.

Advertising Space Rates provide the cost of purchasing the equivalent amount of media space and/or time as advertising and are another quantitative statistic used to evaluate publicity. Isentia does not use the term “Advertising Value Equivalents” (AVEs or EAVs) because editorial and advertising are not equivalent (they are quite different in format, layout and content, with editorial sometimes being unfavourable) and this calculation is not a measure of value (it is a measure of comparative cost).

Media Analysis Reports by Isentia provide more information through qualitative and quantitative analysis. This includes the impact of media coverage measured in terms of tone, positioning, prominence, messages communicated, and other key variables. Media Analysis Reports are recommended where thorough understanding of the likely impact and effects of media coverage is required. Contact Isentia for more information on this product.

ASR Methodology

The Advertising Space Rates (ASRs) methodology used by Isentia is based on:

Print

- Casual column centimetre advertising rates
- Size of the content

Broadcast (Radio & Television)

- 30 second cost per thousand (CPM)
- Timeslot average audiences
- Prime time 30 second rate cards (where CPM/audiences are unavailable)
- Duration of the content

Internet

- Cost per thousand (CPM)
- Monthly page impressions
- Monthly unique visitors
- Monthly stories served
- Rate cards for internet (where CPM are unavailable)
- Size of the content

Average advertising rates were applied to some content. For more information, see our website or contact your Service Team.