



BEST NEWS ENTERTAINMENT LTD  
新西蘭佳訊全媒體集團

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THE LARGEST  
CHINESE-  
LANGUAGE  
MEDIA  
GROUP IN  
NEW  
ZEALAND

A LITTLE BIT ABOUT US...

**We are the  
*bridge* between  
communities.**



- **Largest Chinese-language media group in NZ**

BNE acquired World TV in 2021, which was founded in June 2000. The media group has been in the local Chinese community for more than 20 years, providing Asian communities with high-quality programmes, including news, informational, lifestyle, and entertainment programmes.

- **Integrated media**

With a portfolio of TV channels, radio stations and digital platforms, we enjoy a market share of more than 90% of Chinese audiences in NZ.



**Who  
we  
are**

# Our platforms



The News channel



The Lifestyle channel



News & Current affairs



Lifestyle & Entertainment



WeChat Public Platform

# Freeview 28



## TV28

TV 28 is the most popular Chinese-language free-to-air TV channel amongst Chinese audiences in New Zealand. The channel features news shows, current affairs programmes, educational programmes, and informative programmes consisting of topics such as real estate, health & wellbeing, legal content and much more. Some of the primetime programmes include morning prime show <I Love New Zealand> and afternoon news <New Perspectives>, which have been around for more than 15 years and are thoroughly enjoyed by our audiences.

Enjoying audience coverage of more than 90% of Chinese audiences in New Zealand ,(ie. approx. 56,800 of Chinese aged 18+) we endeavour to provide the most updated and relevant information to the local Chinese community.



## Freeview 29



## Panda TV

TV 29 features a wide variety of lifestyle and entertainment programmes, such as talk shows <Morning Music>, <100% Entertainment>, <This is All You Need>, and sports report <Sports Today>. Our programme line-up also includes popular drama series; news and current affairs from mainland China, Hong Kong and Taiwan; variety shows of diverse formats; documentaries with Asian emphasis, as well as a wide range of 'infotainment'.

# AM936

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The logo for AM936 is centered within a large white circle. The letters 'AM' are in a bold, black, sans-serif font. The numbers '936' are in a light blue, rounded, sans-serif font. The '9' and '6' contain a white spiral graphic.

VOICE OF CHINESE

華人之聲廣播電台

## 'Chinese Voice'

AM936 broadcasts 24 hours a day, 7 days a week over the Greater Auckland Region. The channel delivers local news, current affairs and a wide range of informational programmes, such as immigration, law, health and lifestyle, and educational content. The channel aims to communicate to the majority of Mandarin-speaking audience in New Zealand. It enjoys a listenership of more than 32,000 live audiences on average daily, with the largest audience demographic group being those between 18-36 yrs and 25-54 yrs.

**FM99.4**

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## Love FM Music and Entertainment

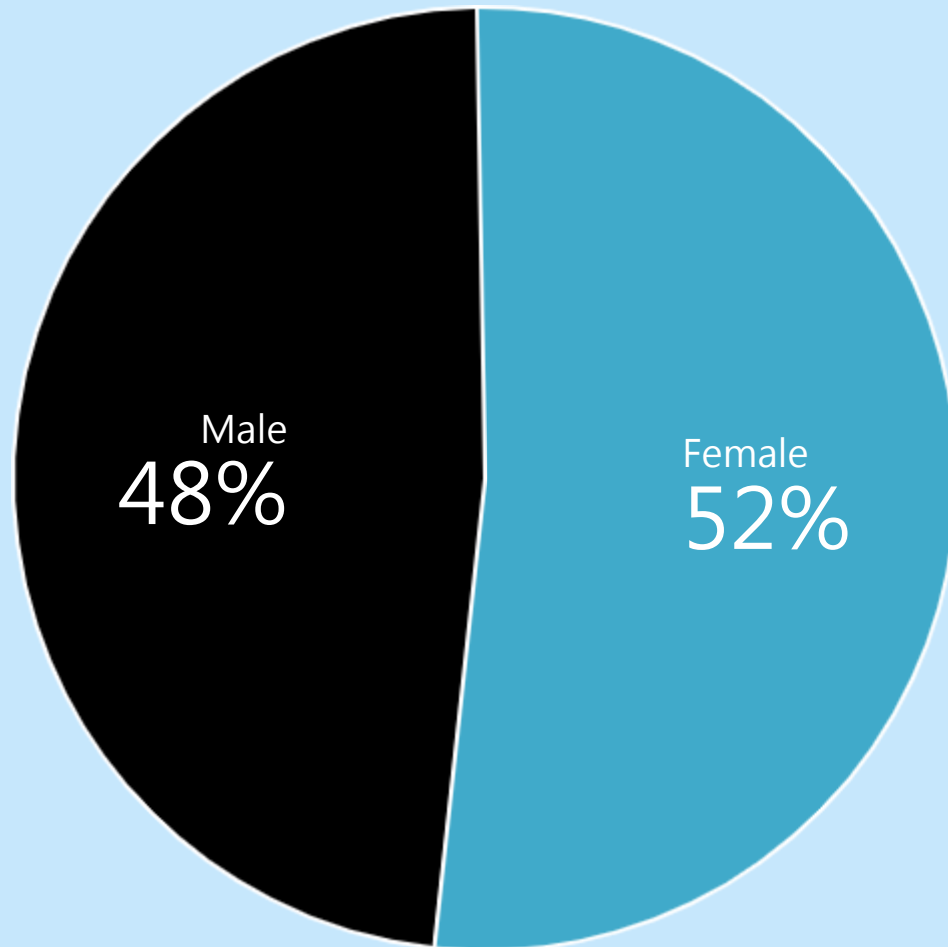
The local Chinese contemporary hit radio, broadcasting throughout the Greater Auckland Region, and worldwide via the Internet (IHeart Radio). The network targets the 15-39yr demographic, with pop and rock music playlists, entertainment talk shows, and other lifestyle programmes. With live audiences of more than 32,000 daily on average, the channel has become the “go-to” for young people especially during morning and evening rush hours.





## About Our Audiences

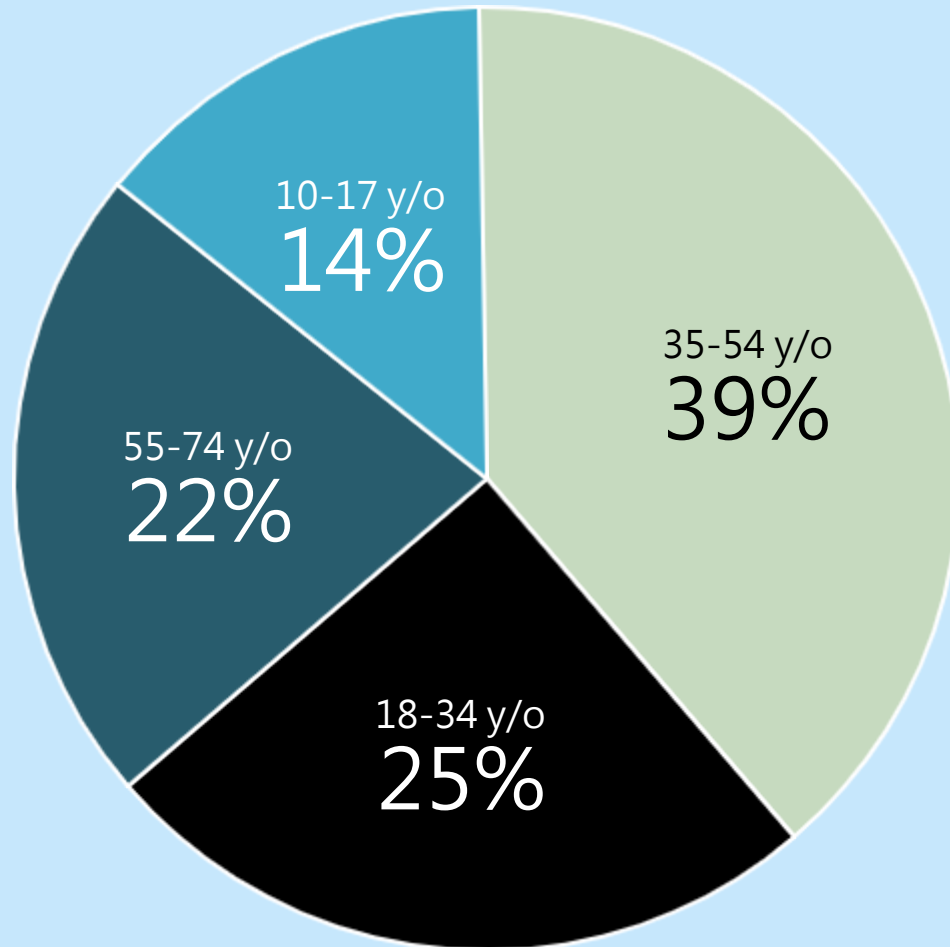
# Our audiences - by Gender



68,000+

of audiences in New Zealand

# Our audiences - by Age



...that  
is more  
than 90%

of Chinese audience market share  
in NZ

According to Trace Chinese Poll April 2019...



Chinese population that watches TV in NZ

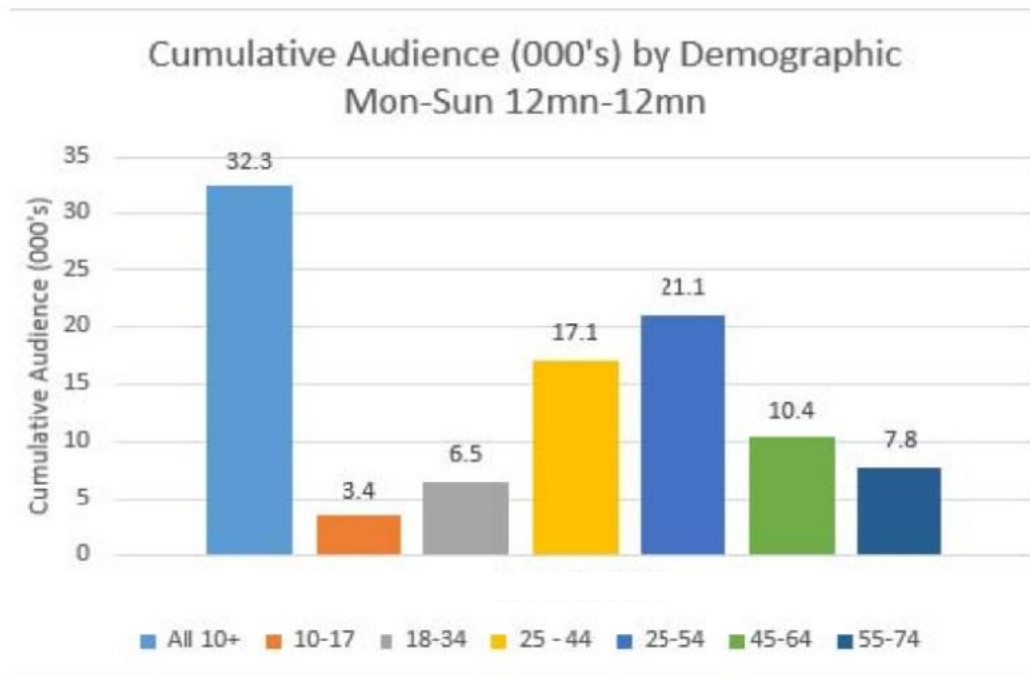


Chinese population that watches BNE's channels in NZ

**THAT IS 90% OF THE AUDIENCE SHARE!**



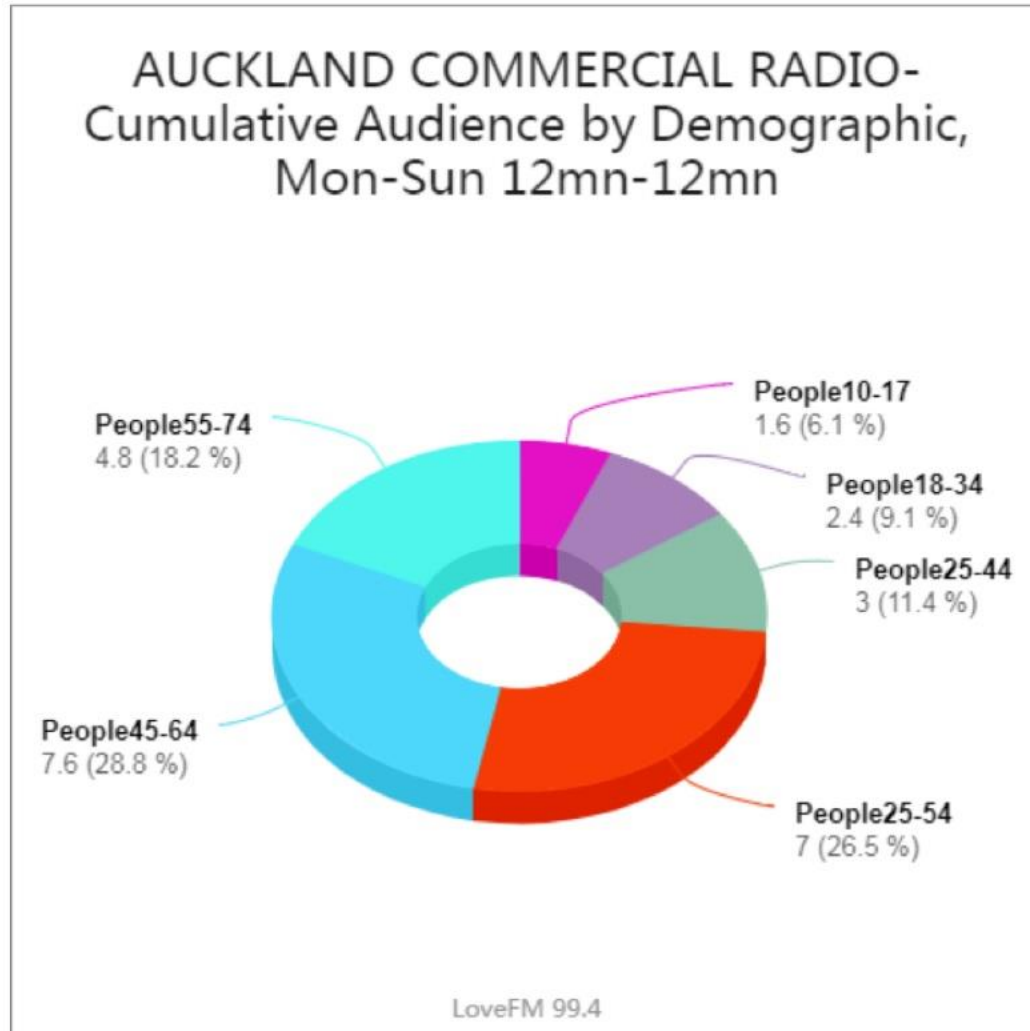
## According to GfK Commercial Radio Survey Results



## AM936 result shows...

- AM936 listenership has steadily increased over the years. According to GfK Commercial Radio Survey results, the channel reaches more than 32,300 listeners throughout the Greater Auckland region.

## According to GfK Commercial Radio Survey Results



## FM99.4 result shows...

- FM99.4 listenership numbers are also on the rise. Average time spent listening has grown to 3 hours 50 minutes daily. With large amount of listeners between the 25-44yo and 45-64yo demographic, the channel reaches more than 19,400 listeners throughout the Greater Auckland region.

# Rate Card

## Rate Card for Freeview TV Commercial

### Standard Advertising Rates per spot

| Freeview 28 |            |           |
|-------------|------------|-----------|
|             | Prime Time | Non-Prime |
| 30sec       | \$290      | \$145     |
| 20sec       | \$230      | \$115     |
| 15sec       | \$195      | \$98      |

\*For effective use of our media, minimum booking is 10 spots within one calendar month.

### Special T&Cs for Package Rates:

Booking and scheduling of all package rates are arranged on a fair rotational basis within the specified time zone at the absolute discretion of BNE.

\*Prime time is defined as 6-11PM, all other times during the day are considered Non-prime time.

\*Adaptation of sound tracks, design & production of Chinese subtitles:  
Additional \$800+gst per TVC.

### Package Rates

| Plan | Total No. of Spots | Max. period to fulfil | All Prime Time |          |          | 50% Prime Time |          |          |
|------|--------------------|-----------------------|----------------|----------|----------|----------------|----------|----------|
|      |                    |                       | 30sec          | 20sec    | 15sec    | 30sec          | 20sec    | 15sec    |
| P400 | 400                | 26 weeks              | \$29,380       | \$23,500 | \$19,580 | \$22,030       | \$17,620 | \$14,680 |
| P200 | 200                | 13 weeks              | \$15,550       | \$12,440 | \$10,360 | \$11,640       | \$9,330  | \$7,780  |
| P100 | 100                | 8 weeks               | \$8,200        | \$6,580  | \$5,480  | \$6,150        | \$4,920  | \$4,100  |
| P50  | 50                 | 4 weeks               | \$4,320        | \$3,450  | \$2,880  | \$3,240        | \$2,590  | \$2,160  |

**\*\*All prices are 20% Agency Commission bearing.**

**All prices are exclusive of GST. BNE reserves the right to change the prices without further notice.**

## Rate Card for Radio Commercial spots

**AM936 AND/OR FM99.4**

**Rate for each Regular spot :**

**30-sec**      \$86 per spot

**20-sec**      \$68 per spot

**\*\*Minimum 10 spots per week**

**Basic Package Rate: (42 spots)**

**30- sec**  
\$1,860 per week

**20- sec**  
\$1,488 per week

### *Production cost:*

- *Recording: \$150+gst for standard VO recording (no more than 2 voice at a time).*
- *Translation & Recording: \$350+gst for 15" script; \$450 +gst for 30" script*

*\*Production costs are charged as nett price and do not include agency commission.*

### **Entitlement:**

3 spots daily each on two channels, to be scheduled as follows:

**1 spot between 7am and 10am; 1 spot between 10am and 4pm; 1 spot between 4pm and 7pm**

*ie. 42 spots per week in total*

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## 936 WeChat Public Platform

| Position                             |   | Display Type          | Dimensions (Pixels) | SOV % | Weekly Rates                        |
|--------------------------------------|---|-----------------------|---------------------|-------|-------------------------------------|
| Top Article (not currently for sale) | A | N/A                   | N/A                 | N/A   | N/A                                 |
| Non Top Article                      | B | Static picture & Text | N/A                 | 100%  | \$650/per (exclude editorial fee*)* |
| Top Banner of Top Article            | C | Still picture         | 900x200             | 100%  | \$975                               |
| Bottom Banner of Top Article         | D | Still picture         | 900x600             | 100%  | \$975                               |
| Top Banner of Non Top Article        | E | Still picture         | 900x200             | 100%  | \$810                               |
| Bottom Banner of Non Top Article     | F | Still picture         | 900x600             | 100%  | \$810                               |

### ***All advertisements above DO NOT provide external hyperlink***

\*On top of the advertising charge, additional fee of \$300+GST for interview and write-up applies for Editorial advertising. In cases where the working hour exceeds 4 hours, hourly rate of \$80/hour+GST applies.  
All WeChat articles are published Mon-Sat only. Asian Communications Media House reserves the right to NOT publish any messages on Sundays or Public Holidays.

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## Rates for Advertising and Sponsorship within BNE Programmes

### 《I Love New Zealand》

- **Brand Endorsement :**

- 1-min ad lib by show hosts.  
**\$580 per adlib**

- **“有话慢慢说” Call-in Segment Co-sponsorship :**

- Mon-Friday , 8:40 – 9:50am ( Broadcasted in 3 segments : i. 8:40 – 8:59am; ii. 9:10- 9:28am; iii. 9:35 – 9:50am )  
**Annual rate : \$59,400**

- **In-Studio Interviews :**

|      | Rate per interview |
|------|--------------------|
| 5min | <b>\$1,200</b>     |

### 《New Perspectives》

- **Brand Endorsement :**

- 1-min ad lib by show hosts.  
**\$580 per adlib**

- **In-Studio Interviews :**

|       | Rate per interview |
|-------|--------------------|
| 5min  | <b>\$1,200</b>     |
| 20min | <b>\$1,875</b>     |

**\*\*All prices are 20% Agency Commission bearing.**  
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**Sponsorship packages for other BNE-produced programmes are available and updated regularly.**

These can be tailored to suit the needs and objectives of your brand. Please feel free to get in touch with us for further details.

**For further information, please contact HAGA ELAX Ltd – the sole and exclusive marketing agency of BNE.  
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Email: [info@bne.co.nz](mailto:info@bne.co.nz)**

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