



Rebecca Hawkes, Banquet (2021) Oil Painting

THE BIG IDEA TE ARIĀ NUI

Advertise with us

The Big Idea is an online hub, providing breaking news updates, the latest jobs and opportunities, events as well as ideas and inspiration from across the creative industries to help individuals and organisations create their own success.

advertising@thebigidea.co.nz

About The Big Idea



For years, thebigidea.co.nz has nurtured New Zealand's creative community, supporting creatives to find work and arts organisations to increase their competency and skill.

Through this we have developed a loyal following for whom thebigidea.co.nz is the first port of call for news, work, opportunities and inspiration.

Our vibrant online channels include a website and membership portal, an active [Facebook](#), [LinkedIn](#), [Instagram](#) and [X](#) account and a well-read twice a week email bulletin.

When you connect with [The Big Idea](#) you reach New Zealand's longest running and largest online creative community. We have a record of 21 years working in New Zealand's vibrant creative economy.

[The Big Idea](#) demonstrates the importance of creativity to New Zealand's cultural and economic wealth.

What our members say

“There’s no other organisation like The Big Idea in NZ; you provide an invaluable and expanding role within NZ’s creative sector.”

“Your site is great. I’ve used it to find work, I’ve used it to advertise jobs, and I really enjoy your in-depth arts professional pieces.”

“We have a job listing with you and have had a great response with a huge number of applications.”

“A true home for Creative Kiwis - a website where NZ’s arts talent & creative bods can truly connect and share.”

“Keep up the great work that you do. The Big Idea is THE arts and creative site for NZers”

Areta Wilkinson, Toro Atua (2023), new public artwork for Rolleston Town Centre, artist impression (render detail day). Image: Georgina Stokes.

Audience

Website

101,000+ monthly pageviews*

E-Newsletter

16,000+ subscribers
92 issues a year

Instagram

9,600+ followers*

Facebook

15,700+ followers*

Twitter

13,400+ followers*

LinkedIn

3,800+ followers*

* Google Analytics August 2023

Advertise with us

Package rates include:

7 days, Mon - Sun on website

7 days, Mon - Sun on mobile / tablet

Newsletter delivered twice a week to over 16,000+ subscribers.

Ad type	Position	Website	Mobile	Weekly rate
Large Leaderboard	Top	970 x 90	468 x 60	\$600
Medium Rectangle	2nd	300 x 250	300 x 250	\$400
Full width Premium	Footer	1340 x 270	468 x 60	\$800

Ad type	Position	Bulletin	Weekly rate
Bulletin Premium	Top	1200 x 300	\$500
Bulletin Middle	Middle	1200 x 300	\$300
Bulletin Lower	Footer	1200 x 300	\$200

*Note: All display advertising options support static imagery or animated gif creative.

Bill Hammond, Melting Moments I (1999)

Classified listing guide

Standard \$150*

The Big Idea has 34,000+ visits and 99,000+ pageviews each month. A Standard listing is published for up to 60 days on the Jobs page and can include a logo/image within its listing.

Note: Standard Events are free of charge.

Auckland Council / Community & Access Arts

Call for Proposals from creative groups, collectives or individuals

Region: Auckland

Closes: 31 Jul 2022

Promoted \$240* Stand out from the crowd

This appears at the top of the Standard listings for up to 60 days. Stand out with a logo / image on the Jobs / Events hub page. Your listing is also referenced 2 times in the twice a week email Bulletin to 16,000+ subscribers

Auckland Council / Community & Access Arts

Call for Proposals from creative groups, collectives or individuals

Exhibit or develop a unique offering for the 2023 exhibition taking place in one of 5 local arts facilities

Region: Auckland

Closes: 31 Jul 2022



Spotlight \$350* Shine a light on your listing

Spotlight includes a featured Promoted listing, a featured spot on the homepage, at the top of Jobs / Events pages and on all listing pages. Spotlight listings are featured prominently in our twice a week email Bulletin.

Promoted Listing

+

Featured


Auckland Council / Community & Access Arts

Call for Proposals from creative groups, collectives or individuals

Exhibit or develop a unique offering for the 2023 exhibition taking place in one of 5 local arts facilities

Region: Auckland

Closes: 31 Jul 2022





Call for Proposals from creative groups, collectives or individuals

Exhibit or develop a unique offering for the 2023 exhibition taking place in one of 5 local arts facilities

Auckland

07/31/2022

Spotlight Max - \$450* Take it to the Max

We give you the works to maximise your reach. All the benefits of a Spotlight with promotion across our social media channels – [Facebook](#), [X](#) and [LinkedIn](#).

Promoted Listing

+

Featured

+

Social



Auckland Council / Community & Access Arts

Call for Proposals from creative groups, collectives or individuals

Exhibit or develop a unique offering for the 2023 exhibition taking place in one of 5 local arts facilities

Region: Auckland

Closes: 31 Jul 2022





Call for Proposals from creative groups, collectives or individuals

Exhibit or develop a unique offering for the 2023 exhibition taking place in one of 5 local arts facilities

Auckland

07/31/2022



Call for Proposals from creative groups, collectives or individuals

Exhibit or develop a unique offering for the 2023 exhibition taking place in one of 5 local arts facilities

Auckland

07/31/2022

*All prices exclusive of GST - updated August 2023

Partnership content



Martin Hill, Green Leaf Circle.

We offer our storytelling services to help build relationships by creating entertaining, useful and insightful content for our community.

We will:

- Work with you to identify a topic and angle that creates value for our audience and credibility for you.
- After discussing with you, draft an article in [The Big Idea](#)'s tone and style for you to ensure the greatest reach and engagement
- Identify or gather great images
- Work with you to finalise and approve the article
- Publish the article as a featured story, in number 1 position on our home page for one week
- Drive people to the story via our social channels: Facebook, LinkedIn, Instagram and X.
- Advertise the story in a premier place in our twice weekly email bulletin
- Mention the feature in the body text of our twice weekly bulletin
- Acknowledge your sponsorship and celebrate your support for The Big Idea and New Zealand's creative community
- Provide space for your logo (optional)

Rates start at \$1,800.00+gst

Donor-funded arts journalism

As a non-profit organisation invested in supporting the arts, artists and their careers, we offer philanthropists an opportunity to fund editorially independent arts journalism.

Please contact us to discuss.

POA

Tailored packages

Let us know how we can deliver what you require within your budget.
For campaigns over several weeks or months we can offer integrated advertising packages combining listings, display advertising, social media, E-Bulletin and editorial.

Listings

+

Display Advertising

+

Editorial

+

Email Bulletin

Social


On the keyboard
PREMIER SERIES

MOZART 40

14/09/23 to 14/09/23

APO | The New Zealand Herald Premier Series: Mozart 40

Mozart's second-to-last symphony is leavened with dancing shafts of light, but its essence is tragedy and anguish.



[Home](#)
[A big difference to the Big Idea: Why it's all the latest social issues...](#)
[Become a volunteer](#)

[STORES](#)
[JOBS](#)
[EVENTS](#)
[TOPICS](#)
[ADVERTISE](#)
[GUIDES](#)
[Q](#)


[Contact Us](#)

THE IDEAS STORE

Community Resource 2013 open call for entries

All North London residents, 16 years and over, are invited to participate in this annual fundraising public art event, part of World Service Community Resource Network, endorsed by Government Museum Network.

Deadline:
15th 10/10/2013




FORUM

Foram Community Arts

Realize your Art

Foram Arts and Board Community Arts Grants for 2013 are now open for applications


Realized:
15/10/2013




REGIONS

North London Community Arts Network


We are seeking Senior Advisors (personnel and finance) to sit with Managing and Programme Manager to plan, develop and implement the network for the future. **Applications:** 15/10/2013





National Youth Theatre - Community & Access Arts

Partnering arts leaders & practitioners needed
Help with the National Youth Theatre's
Regional Network, Access Arts
Expires: 20/10/2013




PAID JOBS

VOLUNTEER JOBS

Region

[All regions](#)
[Northampton](#)

[illegible]

02/09/23 to 23/09/23

Physical Traces: mapping with detail

Two artists: their work speaking to place, life and longing



Make a big difference for The Big Idea, or tell the world about yours. [Submit your idea](#)

[STORIES](#)
[JOBS](#)
[EVENTS](#)
[TOPICS](#)
[ADVANTAGE](#)
[SUGGESTIONS](#)
[LOG IN](#)

Call for Proposals from creative groups, collectives or individuals

Open details

Organization
Auckland Council

Closes
30 Jun 2022

Posted on
16 Jun 2022

Region
Auckland

Work type
Can be online,
Experiences of interest

Work classification
Community & Access
Arts, Culture & Heritage, The Museum

Auckland Council is calling for proposals from creative groups, collectives or individuals interested in submitting or showcasing a unique offering for the 2023 exhibition programme, to take place in one of the city's local art spaces: National Gallery of New Zealand, Frank Gehry Gallery, Auckland City Art Centre - Nga Tahu, a Simula, Naitenu Honekarekare (Māoriwaka) and Peppers Art Gallery.

We welcome creative groups, whether it is an exhibition, installation, event, or activity across a range of artistic forms. You might be an established gallery, graphic designer, digital artist, sculptor, installation artist, photographer, jeweller, sound artist, fashion designer, musician, or writer. You might be a group or a collective, or you might be an individual.

Any proposal to be put forward will be reviewed and you may only be for a selection of the exhibition programme. We will contact you if you are looking to book.

We are looking for creative groups, which achieve the following:

- will be ready to take their proposal between January and June 2023
- are suitable for one of the art facilities listed above
- exhibit practice, people, and themes relevant to the community where the art facility is located
- are self-motivated and unique creatives
- to creative groups, collectives or individuals from the respective local based area of the city art facility (i.e. Franklin, Manurewa and east from Auckland)
- complete their artwork and installation prior to the 1st of March
- accept when asked to participate

Auckland Council recognises that Te Kōwhiri Whānau Te Whānau o Waipareira is a foundational document on which local government in Auckland seeks to deliver Māori outcomes. We





Contact us



Advertising: advertising@thebigidea.co.nz

Your advertising spend with **The Big Idea** is the best way to reach New Zealand's arts community and an investment in the future of a vibrant arts and cultural sector.

[View our terms & conditions here >>](#)