Star Media
HOME & LEISURE Show
Horncastle Arena,
2 - 4 July 2021
INCORPORATING
ecoZONE
Reach over
10,000 customers
for your business
Star Media
A Star Media Event

More than just a Home Show

You are not just buying space at our show you're investing in an opportunity to showcase your business over 3 amazing days at Canterbury's most advertised Home and Leisure Show. Our investment includes venue hire, carpet, power supply, spotlight, security and car parking, administration, hot drinks and lunch each day. You will also receive added value of ongoing advertising on our digital Starnews.co.nz website. Your company will be listed for 365 days after the show on The Home and leisure Show drop down, which will be linked to your website. We want your success and profile to continue long after our event and this is our way of helping you do this.

Before the show we will promote any show specials or offers that you have through selected media. We will also include you in the exhibitors list to be published in selected print the week of the show.

After the show we will run a feature on winners from the show so if you have any prizes drawn and won after the show we can include you in this advertising in selected print if you so desire.

Star Media prides itself on our show marketing campaign, which is the largest in Canterbury. Promotion starts 6 weeks before the show and includes print, radio, TV, billboards, outdoor signs and digital. We invest $150,000 to promote our show plus give away an Electric Vehicle worth $26,000 thanks to HVS, plus other prizes to help draw a large attendance to the show.

During the 3 day Show our goodie bags given out to the attendees, will include free samples from various companies.

NO other Home show in Canterbury offers all this added value when you book a stand.

+ You receive a FREE advert in the 2021 Home & Leisure magazine

- Presented on high quality gloss stock with a hard front cover, insuring your message and brand is presented in the best way
- 80+ pages packed with high quality editorial and photos showcasing the latest homes, and exploring current trends in the home
- Designed to inspire, the Home & Leisure Magazine will have a lengthy shelf life ensuring your message has longevity in the market place
- Delivered to all Home and Leisure Show visitors, Christchurch PO Boxes and Selected outlets

Bookings: Lisa Lynch M: 021 800 809 E: lisa.lynch@starmedia.kiwi www.starhomeshow.kiwi

The most advertised Home Show in the South Island

Extensive marketing campaign in Canterbury to reach your target market.

- TV marketing campaign on TVNZ for 2021
- Digital marketing campaign – reaching a wider audience, including Facebook and Instagram
- Promotion on starnews.co.nz
- Weekly Promotion across all The Star Media titles (230,000 reach) PLUS a a full page mailer wrapped across 155,000 newspapers
- Promotion across community newspapers
- Your business will feature in the 80+ page Home & Leisure magazine delivered to market and inserted into 10,000+ Star Media Home & Living Show bags
- Scheduled advertising in The Press newspaper
- Promotion on starnews.co.nz
- Advertising in a Canterbury Style magazine, online & print
- 180 outdoor city signs promoting the event in key high traffic areas to moths prior to the event
- Extensive Radio campaign via NZME and Mediaworks stations
- Personalised invites to the offices of lawyers, architects, designers and accountants
- Branded vehicle advertising
- 65,000 glossy postcard invites to targeted high income homes across Canterbury

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VENUE
Horncastle Arena, Jack Hinton Dr, Addington

DATE
2 - 4 July 2021

TIMES
10am–5pm Fri, Sat, Sun

CAR PARKING
Free

STAND BUILD-UP
Thursday 7am–10pm

STAND BREAK DOWN
Sunday 5pm–9pm
Monday 7am–1pm

Our crowd are your customers!

Previous survey results show:

95% of visitors had building, renovating or re-decorating projects planned within the next 12-18 months

66% of visitors estimated a spend $10,000+ on their planned project

55% of visitors had a total household income of over $80,000

86% of visitors owned a house or planned to build within 12 month

INCORPORATING
eco ZONE

Successful Ecozone now expanding for 2021

- Incorporating a dedicated section focused on eco-friendly and environmentally positive products
- Showcase your business in an area that is tailored to the environment
- Our Eco Zone will be promoted within our extensive marketing campaign across all media platforms
- Be a part of the first Home & Leisure Show to incorporate a green & environmentally friendly aspect
- The Eco Zone has been added to our show through popular demand, and the need to showcase our changing world and demand from our attendees
- Tailor-made packages and solutions available to meet your business needs

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Star Media
HOME & LEISURE Show

We believe we deliver the best Home & Leisure Show in the south Island. But dont just take our word for it.....

‘We have attended quite a few Home Shows in our time but this one was exceptionally good for us, in helping to launch our company in Christchurch and providing a good number of quality leads.

The show had a really good atmosphere and, in addition, the organisers really looked after the exhibitors in terms of facilities and catering. I would certainly book again for the next show.’

Aspiring Kitchens

Having met you earlier this year and listened to your promises, we decided to take the chance. We are glad we did because you delivered on every word. The first thing we needed to make sure after the show was we re-booked for next year, so thank you!

Whitehouse Builders

“I would highly recommend the Star Home and Living show to any business that wishes to showcase their products and services to a qualified crowd.

As a result of us exhibiting at the show, we had customers instore within hours purchasing from us.

I would also like to acknowledge the professionalism and excellent organisation from the team at Star Media”.

Target Furniture

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