



## Heart of the City Media Kit – July 2022

Heart of the City is the business association for Auckland’s city centre. We’re committed to the growth and success of the city centre as a vibrant, accessible, safe and welcoming urban community.

Through our websites, weekly newsletter, Facebook, and Instagram, we spread the word about what’s on and what’s new in the city centre.

Each platform has an engaged and diverse audience, interested in the latest retail, hospitality and events news and stories in the city centre. Further details about our audience numbers are below. We update these numbers quarterly.

Contact us if you’re representing a business in the city centre (that’s located within our [boundary](#)) that is new or has a special offer or activity underway; or have news of an upcoming event that’s happening here.

### Our audience (July 2022 – updated quarterly)

EDM database: nearly 36k

Instagram: nearly 45k

Facebook: 181k followers

### Monthly Website Views on [heartofthecity.co.nz](http://heartofthecity.co.nz):

- Pageviews – 528K
- Sessions – 302k
- Users - 222k

Contact: To pitch your opportunities, email [info@heartofthecity.co.nz](mailto:info@heartofthecity.co.nz)