



The Kiwi Diary 2023

Partnership Book

Celebrating New Zealand-inspired creativity
& building community since 2004



Connect with Inspiration and Culture

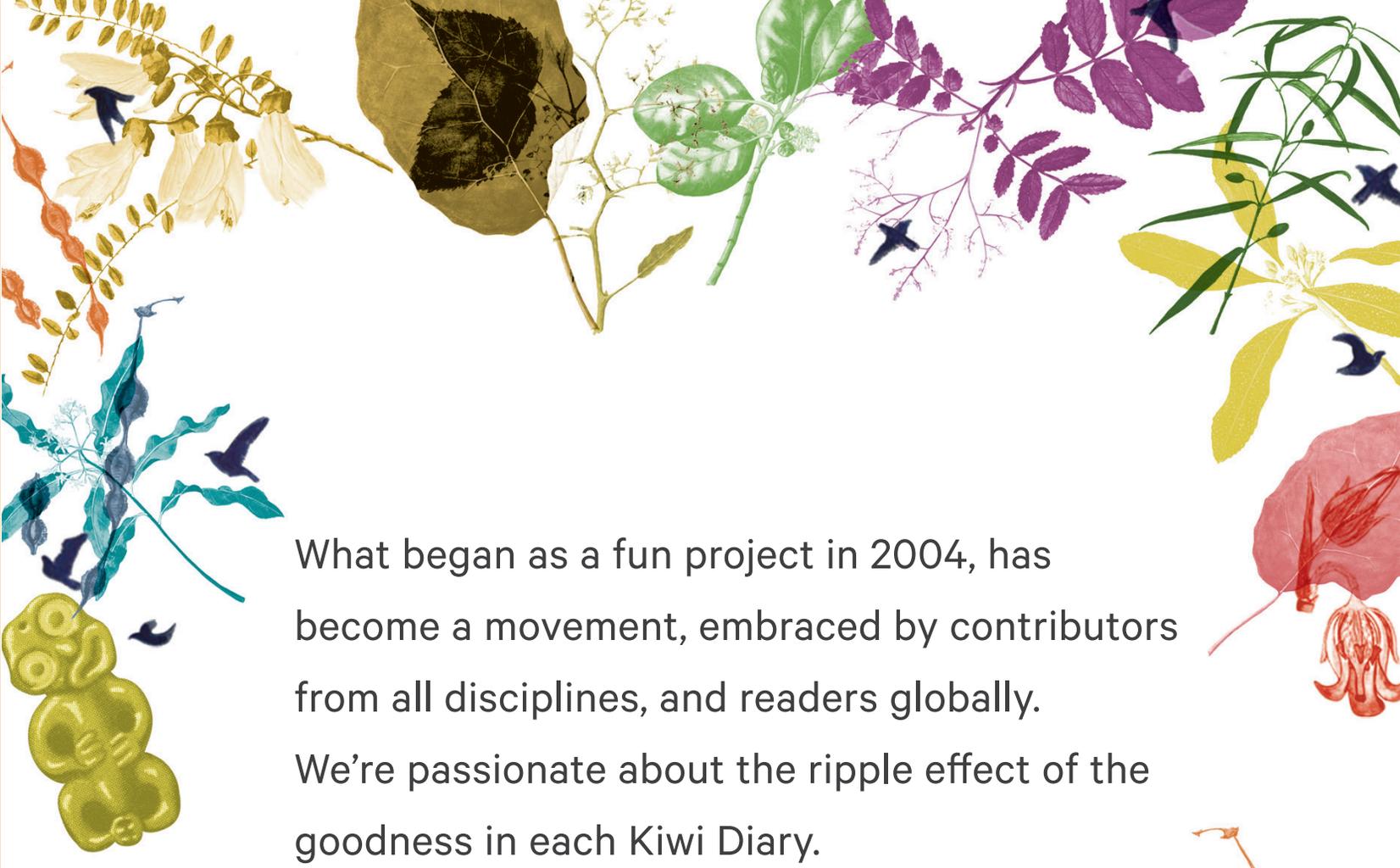
WWW.THEKIWIDIARY.CO.NZ

Front Cover Artwork: 'Weaving' by Lance Kerr



Nest Relief, Rebecca Smallbridge, The Kiwi Diary 2014

Ma te huruhuru ka rere te manu
With feathers a bird can fly



What began as a fun project in 2004, has become a movement, embraced by contributors from all disciplines, and readers globally.

We're passionate about the ripple effect of the goodness in each Kiwi Diary.

With your support, we can continue

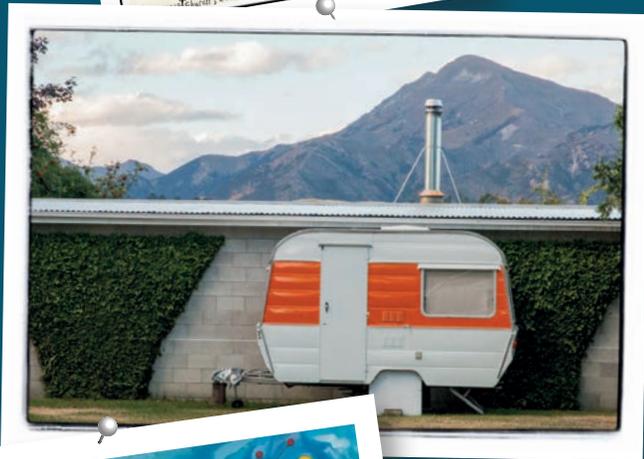
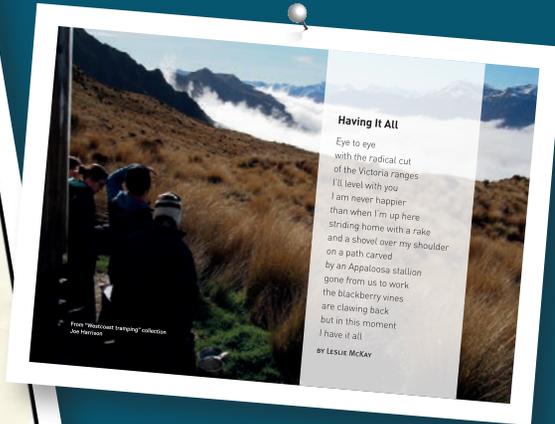
to entertain, educate and inspire,

spreading ideas that promote a connected, healthy and thriving society and environment.

FOR all those things
THAT we didn't HAVE
AND WANTED
AND LOST
and were NEVER GIVEN
AND had
AND HAD TAKEN

FOR all those things
WE
LIVE

© 2010 F&W



“The KD team have developed a really cool concept that brings Kiwi artists, writers and ideas together into a great coffee table diary. ***It's...engaging, local, profoundly Kiwi.***”

> **MARKETING MANAGER, ICEBREAKER**

Peonies with Buds, 2017
Claudia Slaney



About The Kiwi Diary

History

In 2004, friends Annabel Wilson and Freda Wells decided to take the diary concept, and inject a little, kiwi... time flies and the **18th edition** is now on the horizon: due out September 2022.

What is The Kiwi Diary?

An expression of what it means to be kiwi

(thus constantly evolving.) KD is designed to showcase kiwi culture, people and their creativity.

A fusion of journal /art book and intelligent magazine

This sturdy A5 spiral-bound diary overflows with art, poetry, history, photography, recipes and thought-pieces. An enriching treasury of information, KD is designed to inspire a sense of connection to people and place.

A vehicle for good social and environmental values

Months of careful curation bring together 260 pages that gently share stories that encourage bringing us back to seeing and thinking with the heart. KD becomes a loved and treasured keepsake for locals and tourists alike; the perfect gift and souvenir of New Zealand.

Goals

The goals of The Kiwi Diary are:

- to celebrate and showcase New Zealand's people, history, environment and culture
- to inspire us to make a positive difference through dialogue and information
- to promote ideas for enjoying (without destroying) Papa-tu-a-nuku, our environment.

Philosophy

Through supporting creativity, KD aims to strengthen New Zealanders' sense of pride and connection to New Zealand | Aotearoa. Evidence now shows that a sense of connection increases trust and interaction in the community, translating into tangible economic, social and environmental benefits.

The Kiwi Diary is reputed for sourcing a noteworthy array of contributors including thought-leaders such as Dr Anne Salmond, FLox, Sir Paul Callaghan, Geoff Park, Emma Miazga, Jonathan Crayford, Nick Bollinger, Gottlieb Bruan-Elwert, Natalia Shamroth, Nick Gerritsen, Dr Mike Joy, Dr Prudence Stone, Dr Lee Nelson, Ans Westra, David Trubridge, Janet Hunt, Dr Niki Harre, Dr Mary Grogan, Dr James Flynn, Dr Ed Willis, Steve Logan, Sean Weaver, Kathy Cumming, Dr Hanne Nielson... and many more.

The KD Way – The inspiration cycle

KD distills all forms of kiwi creativity into an annual zeitgeist.

Each page traverses the collective New Zealand mind through art, stories, environmental tips, recipes, music, quotes, 'how- to's, Te Reo, poetry, jokes and whimsy, planting mind's with a lush garden of ideas and inspiration. Like your daily toast & PB, KD is your daily inspiration spread!

The Kiwi Diary keeps your finger on the pulse kiwi culture and the good things in life. It is the fruits of a year of hard work, and delivers plenty of space to record notes, thoughts and plans for the year ahead.

JOIN FORCES WITH US TO KEEP THE INSPIRATION CYCLE GOING!



Laura Frost
The Kiwi Diary, 2015

Exposure

Figures

Starting with 100 diaries in 2004, our print run grows every year, reaching several thousand by 2013. With your help we plan an initial print run of 2-3,000 diaries (selling between September 2022 to February 2023).

Friends, affiliates and stockists

MFAT, Moore Wilsons, Hema Beauty, Felt.co.nz, Cleverstore, HAKA, Greenpeace, NZ Film Archive, Ikoiko, McGuiness Institute, Royal Society of NZ, Akina, Bluebridge, Kapai Cafe, Oooby.org, Wellpark, Radio Active, Celsias.co.nz, KEA, Commonsense Organics, Happyzine, 350.org, Ecostore, Frocks on Bikes, Organic Explorer, ConsciousConsumers.org, The City Market and many more (we have around 80 stockists nationwide).

In the media

Promotion and Features: online via thekiwidiary.co.nz, facebook, and newsletters to our extensive database. We have featured every year in Good Magazine, North & South, Mindfood, Celsias, Happyzine, Dominion Post, Next Magazine, Kiwi FM, Kiaora Magazine, Homestyle Magazine, Wild Tomato, Akina, Radio Active, numerous craft blogs, and many more.

Reader profile

The Kiwi Diary has a growing base of loyal readers who are:

- 60/40, female/male, 16–50yrs
- intelligent and educated, readers of publications such as North & South, Listener, Mindfood, Time and The New Yorker
- ‘Aware & Care’ – for society, the environment and their health
- passionate about the best in food, drinks and adventure
- invest in products with a good social record
- moving into positions of influence in their careers
- identify with The Kiwi Diary’s support for innovation and information
- widely travelled, mobile and interconnected, passionate about New Zealand’s culture, environment and heritage
- active and engaged: curious and embrace the new. Thought-leaders within their friendset and communities, they want the facts
- global audience – including ex-pats and besotted tourists.

The emotions expressed in reader’s feedback over the years has often blown us away, particularly Kiwis abroad. As the saying goes, what goes around comes around – there are no shortcuts to building a loyal audience. Read some of their comments a few pages over...

OVER **60**
STOCKISTS
NATIONWIDE

AT A GLANCE

Distribution: 2,000+

Readership: 40,000*

Frequency: annual

RRP: \$38.00

* Based on each individual diary being read daily by its owner, and also shared and viewed by at least a minimum of 10 other people per year.



Melissa Wastney: *Kahurangi* – Contributor since 2007



Antony Kitchener
Spoon Fish
Contributor since 2012

Why partner with us?

We'd like this to be a conversation starter, let's chat. Please ask how we've worked with sponsors in the past, and how we can tailor your involvement to best meet your objectives.

Benefits to you

We're inviting like-minded organisations to partner with us, to support this unique project and share the credit for getting Kiwi Diary and it's message to the world!

Benefits include:

Production of The Kiwi Diary 2023. Another edition of The Kiwi Diary goes to print, with content from approximately 60 contributors from Cape Reinga to Stewart Island! The Kiwi Diary fuels the inspiration cycle, spreading good ideas and values – worldwide! Our aim is to inspire our readers to connect to, and live mindfully within their community.

Long-term coverage: be seen for 12 months in this boutique book, by discerning readers who prefer to support values-aligned companies who demonstrate they're support for the community. Your involvement shows your commitment to social responsibility, creating a positive association with your brand and to be honest; confirm your cool factor.

We want to **tell your story** – reach thousands of intelligent adventurous readers to raise your profile, and express your values and build your community.

The perfect Christmas gift. The Kiwi Diary is 100% unique, a gift that truly keeps giving, designed to entertain, educate and inspire. It sells through a range of retail shops, boutique design stores, cafes as well as online, leading up to Christmas. This truly one-of-a-kind gift is high-impact exposure – as a diary tends to go wherever its owner goes all year long!

The Kiwi Diary 2023 also makes a great and original corporate gift, bringing inspiration and your brand, hand in hand to your clients for 365 days throughout 2023.

Build a powerful bridge between your company and the community and open doors to a new audience you might not have previously reached, including contributors and their networks.

Complimentary diaries to use as gifts for staff, customers, clients and friends.

Option to **retail the kiwi diary**, spread your brand awareness while generating revenue.



KIWI DIARY =
WIN/WIN/WIN:
YOU/US/THE
COMMUNITY

The Kiwi Diary formula



Exposure to
creativity

=



Increased sense
of pride and
connection with
New Zealand

=



More trust and
engagement
in the community

=



Tangible benefits
to society, the
environment and
the economy.

Sponsorship details

Platinum partner

Investment: \$4,000

- Your logo on all advertising material
- First two-page spread advertisement at front of the diary
- Special mention of your support in all print, online and launch publicity
- Option for significant advertorial content in diary
- 30 complimentary diaries
- Regular social media links/shout-outs
- Your website link on www.thekiwidiary.co.nz
- Your logo listed on our homepage as the Platinum Sponsor, with emphasis on your role in making The Kiwi Diary 2023 happen
- Weekly mentions and shout-outs in social media during high sales period
- VIP invites to and mention at our launch

Gold partner

Investment: \$3,000

- Your logo on all advertising material
- Full-page colour advertisement for your company at front of the diary
- Acknowledgement of your support in all print, online and launch publicity
- Option for advertorial content in diary
- 20 complimentary diaries
- Your website link on www.thekiwidiary.co.nz
- Your logo listed under the Gold Supporters list and all publicity material
- Fortnightly mentions and shout-outs in social media during high sales period
- VIP invites to and mention at our launch

Silver partner

Investment: \$2,300

- 1/2 page colour advertisement at the front of the diary
- Option for advertorial content in diary
- 14 complimentary diaries
- Acknowledgement of your support in all print, online and launch publicity
- Your website link on www.thekiwidiary.co.nz
- Your logo listed under the Silver Supporters list in the diary
- Monthly mentions and shout-outs in our social media campaign Nov 2022 to Feb 2023
- VIP invites to and mention at our launch

Bronze partner

Investment: \$1,150

- A third-page colour advertisement
- Eight complimentary diaries
- Your website link on www.thekiwidiary.co.nz
- Monthly mentions and shout-outs in our targeted social media campaign
- Your logo listed under the Bronze Supporters list at the front of the diary
- VIP invites to and mention at our launch

Advertising opportunity

Investment: \$700-\$400

- A colour advertisement of negotiated dimensions.

“Your amazing Kiwi Diary came out as Starfish’s most successful gift (sales and demand) through the Christmas period. Massive congratulations to you all for an awesome, awesome diary!”

**> Anna,
Starfish Sales
Operations
Manager/Buyer**

“Society is defined
not only by what it
creates but by what
it refuses to destroy”

> **John Sawhill**



David Trubridge
Snowflake
Contributor, 2014

Rave sheet



"My wife is a major fan, and owner/user. She is totally smitten with your publication. She has only been living in NZ for the past three and a half years, and believes the diary is the best thing she has found." > **Husband of Buyer**



"Gosh I wish I was clever like you guys to know all the wonderful stuff that goes in the Kiwi Diary, the most used wonderful present that is given as gifts within our household every year." > **Kathy Olsen | Director | Squiz**



"Received the Kiwi Diary and love it... no surprises there! Have yet to discover it all...there's a whole year for that but it's soooo awesome to have a Kiwi Diary again, I was feeling lost without one!" > **A Quinn**



"Thank you, thank you, thank you guys for the lovely KIWI DIARY 2011! I have never seen anything so rich in Kiwi culture...it is definitely 'prime cuts of mindfood for consumption. I LOVE it." > **Buyer**



"You were sold out at Ecostore so I ordered online yeharr!!" xx > **Buyer**

"I got the Kiwi Diary in time for Christmas for my Kiwi friend and I just thought I'd let you know she absolutely loves it, had never seen one before. Many thanks."

> **Jenny Lewis | Buyer from Australia**

"You guys really have nurtured something special in this wee gem of a diary! I love it so much." > **Rachel | Masters Graduate (Otago)**

"The Diaries have been very well received; a lot of people have been fussing over them. They truly are spectacular and it is obvious that a lot of work and care went into making them. We have sold all but two." > **Allison ORA Gallery | Stockist**

"I just got my copy of the Kiwi Diary 2011, and I read it from cover to cover in one sitting. With the text poetry, recipes and everything else I got so inspired I didn't know whether to laugh or cry." > **Sarah Bond | Contributing writer**

"The KD Team have developed a really cool concept that brings Kiwi artists, writers and ideas together into a great coffee table diary. It's...engaging, local, profoundly Kiwi." > **Marketing Manager | Icebreaker**

In the Media :

“Gorgeous spiral-bound treasury of New Zealand art, writings and whimsy, bound together with an eco-ethic” > North & South Magazine

“Careful thought, loving design and hours of late-night labour go into its creation. The Treaty of Waitangi always features, in English, Māori and an English translation of the Māori version. Each date includes a historical fact, painstakingly researched by the pair. There’s everything from Peter Snell’s world mile record to the day Y-fronts went on sale.” > Rebecca Palmer | The Dominion Post

“Glee at Kina as The Kiwi Diary started selling as soon as the box was unpacked this morning; Love and blessings from the Kina girls for all your fabulous work!” > Luella Raj | Kina NZ Design

“Scribble Heaven: The Kiwi Diary is a gorgeous gift book – an eco-responsible year planner with plenty of space for writing and doodling, along with lovely local pics, art, recipes, quotes, jokes and poetry that honour our heritage and culture.” > Next Magazine, Dec 2010



Kathy Ready
Union (crop)
Contributor, 2020



Featuring...

The talent

Below is just a small portion of our talented contributing artists, lecturers, writers, chefs, scientists, gardeners, photographers and poets. They're each an integral part of the word-of-mouth effect that continually strengthens The Kiwi Diary community – a community built to last on solid foundation that we recognise your company also pursues: people who's work is buliding towards a thriving society and environment..

Artists:

Alex DiMercurio
Alice Berry
Amanda Montgomerie
Amie Mills
Amy Pyle
Anoushka Szybowski
Anne-Marie Jean
Anna Stewart
Carla Braun-Elwert
Christian Hogue

Claudia Bergsdorf
Daniella Hulme
David Trubridge
Evan Heasman
Fabia Zanchi
Fiona Hall
Fiona Ryan
Flox
Gaz Jarman
Gregory O'Brien
Grant Muir
Greta Menzies
Ian Hamlin
Ilya Volykhine
Isla Osborne
Jer Thorpe
Kathy Ready
Kelly Spencer
Kirsty Dunn
Kowtow Artists
Lauren Stewart
Liam Barr
Lucy Gauntlett
Marci Tackett
Michael Lowe
Michaela Cox
Mike Davison
Naomi Clements
Raymond Jennings
Rosalind Clark
Shane Hansen
Sharon Parker
Stephen Templer
Virginia Watson

Photographers:

Andy Reisinger
Amanda Rogers
Ans Westra
Claire Battersby
Fleur Wickes
Guy Ryan
Cory Griffiths
Gottlieb Braun-Elwert
Jason O'Hara
John Foggo
Laura Forest
Lu Davidson
Petr Hlavacek
Rebecca Robinson
Rowan Klevstul
Sarah MacFarlane
Steve Wells
Tanya Ellison
Tara Swan
Tim Lucas
Zeph Wadsworth

Food writers:

Anna & Roger Wilde
Anthony North
Ariana Quin
Carmel Wells
Fleur Sullivan
Natalia Schamroth
Nicola Galloway
Lauraine Jacobs
Dr Lee Nelson

**Food writers
(continued):**

Lou Beckingsale
Lucy Rixon
Martin Bosley
Matt Magoffin
Megan Salole
Rachel Taulelei
Sarah Bess Wadsworth
Shaun Clouston
Steve Logan
Ross MacFarlane
Tasha Wadson
Wendy Hillyer

Poets:

Anna Livesey
Annabel Wilson
Bridget Auchmuty
Immi Paterson-Harkness
Jan Kelly
Joan Fleming
John Pule
Kelvin Fowler
Laura Williamson
Libby Paulin

Liz Breslin
Marcel Currin
Natalie Panzer
Nigel Collins
Rowan Klevstul
Sarah-Jane Barnett
Sarah Robertson
Selina Marsh
Sue Wootton

Writers:

Antony Kitchener
Ariana Quin
Ed Willis
Freda Wells
Cleve Cameron
Laura Williamson
Lorna Clansey
Helen Fisher
Jamie Joseph
Joe Cederwall
Jonathan Crayford
Dr Mary Grogan
Max Rashbrooke
Dr Mike Joy
Nick Houldsworth
Nick Gerritsen

Dr Sean Weaver
Megan Salole
Dr Niki Harre
Dr Siobhan Lynch
Sarah Bond
Sarah Bess Wadsworth
Su Hoskin
Te Radar
Geoff Park
Tim Park
Martyn Pepperell
Dr Renee Liang





Cory Griffiths
Contributor since 2008



Ilya Volykhine | Wish Wellingtons (2019) | Contributor, 2020

The perfect ^{corporate} gift

What would you pay for:

A blank-paged diary? **\$30**

A beautiful new recipe book **APPROX \$40**

365 days of joy, usefulness and mindfood? PRICELESS ;-)

A book of 365 historical facts about New Zealand?

APPROX \$80

**Well-written, thought-provoking and informative
new magazine? APPROX \$15**

Health tips and nutritional guides **CAN BE PRICEY**

Visit to an exhibition at your favourite gallery? **APPROX \$10**

Small book of poetry? APPROX \$15-\$20

The benefits of corporate social responsibility? **PRICELESS**

BULK ORDER:

.....
10-19 > \$18 per copy

20-49 > \$17

51-100 > \$16

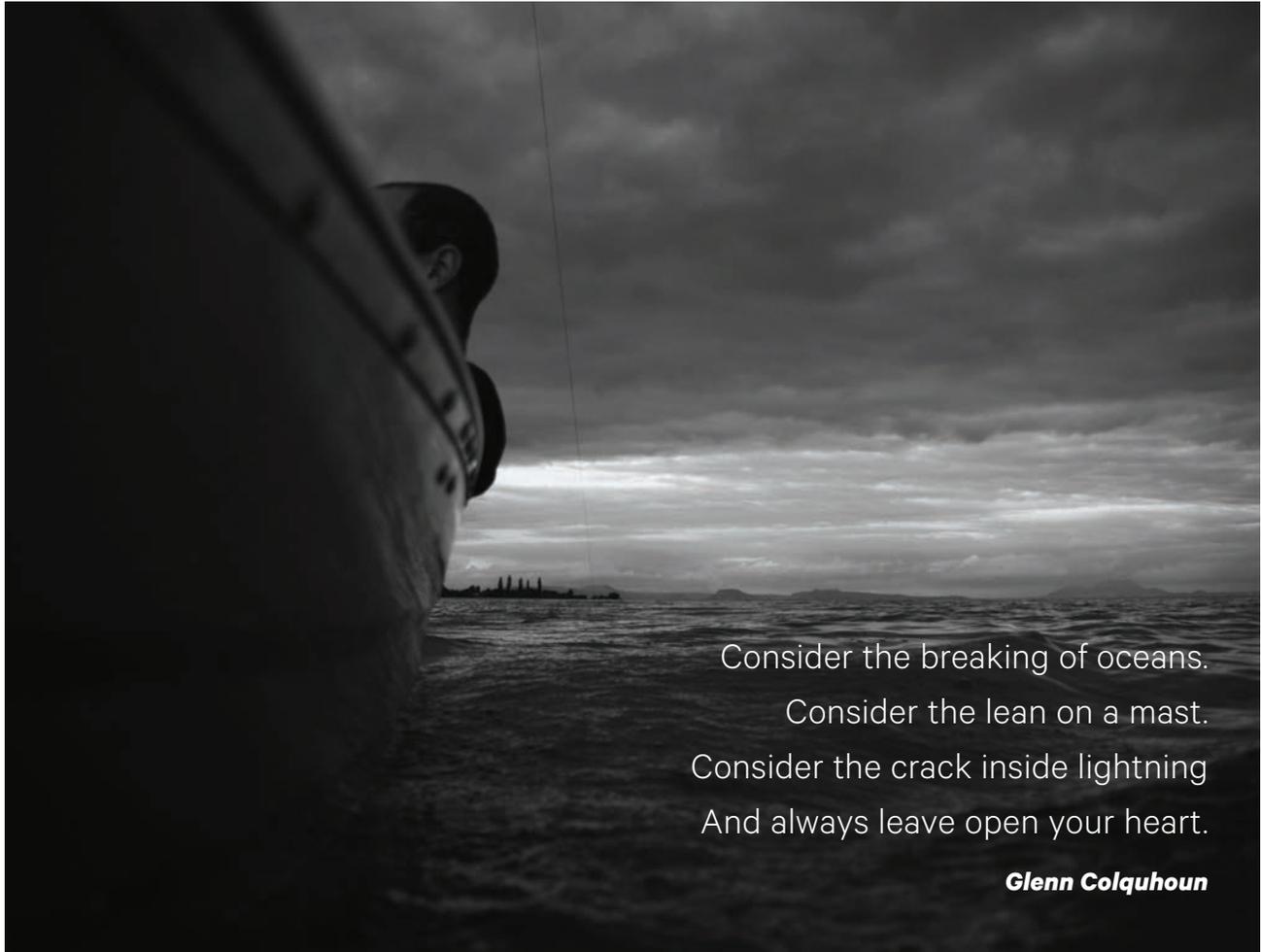
100-500 > \$15.50

500+ > \$13

Add:

Your own **tailored page** at the front of The Kiwi Diary; a perfect way to include a MESSAGE FROM YOUR CEO, **company goals** and **inspiring stories** to your customers for 2023. **Tailor The Kiwi Diary to suit your company, even the cover!**

.....
To chat about your ideas contact: freda@thekiwidiary.co.nz



Consider the breaking of oceans.
Consider the lean on a mast.
Consider the crack inside lightning
And always leave open your heart.

Glenn Colquhoun

Emma Louise Boyd
Contributor since 2009

Let's talk!

To discuss further, contact Freda Wells:

c: 021 0307 464

e: freda@thekiwidiary.co.nz

By supporting The Kiwi Diary, the values it embodies, and the community, you can make your mark and share your story, in thousands of diaries, homes and offices around NZ and the world.

Let's work towards building the world we want to live in. Be a part of the zeitgeist and New Zealand's most beautiful and inspiring book for 2023.

www.thekiwidiary.co.nz

www.facebook.com/kiwi.diary.nz

He toi whakairo, he mana tangata

*Where there is artistic excellence,
there is human dignity.*

WWW.THEKIWIDIARY.CO.NZ