Star Media

HOME & LEISURE Show

5 - 7 July 2024

Wolfbrook Arena
Christchurch

Reach 1000's of customers for your business.

25TH ANNIVERSARY Show

And be part of the Show's 25th ANNIVERSARY celebration, with a grand prize to draw the crowds.

The Star Media Home & Leisure Show will put your brand and product face-to-face with 1000's of targeted consumers over 3 amazing days, to get your message out to market and help your business grow.

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.

Your stand investment includes venue hire, carpet, power supply, spotlight, security and car parking, advertising, administration, hot drinks and the option for lunch each day.

Before the show we will promote any show specials or offers that you have through selected media.

Your company is promoted in the Home & Leisure Show Guide given to visitors at the Show

Star Media prides itself on our show marketing campaign, which is the largest in the South Island. Promotion starts 8 weeks before the show and includes newspaper, radio, outdoor signs and digital.

We invest $120,000 in value to promote our show plus give away prizes to help draw a large attendance to the show.

Before the show we will promote any show specials or offers that you have through selected media.

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

Plus...

You receive a FREE image and editorial in the NEW LOOK Home & Leisure Show GUIDE

- Presented on high quality gloss stock with a hard front cover, insuring your message is presented in the best way
- The pages are packed with images and editorial showcasing your business
- The Home & Leisure GUIDE will have a lengthy shelf life ensuring your message has longevity in the market place, and visitors can use this for future reference
- Distributed to Home & Leisure Show visitors

ONLY CHRISTCHURCH HOMESHOW
NZ OWNED

The most advertised Home Show in the South Island

Extensive marketing campaign in Canterbury to reach your target market.

- Weekly Promotion across all The Star Media titles (216,000 reach) PLUS a full page wrap across 112,000 newspapers
- Digital marketing campaign – reaching a wider audience, including Facebook and Instagram
- Promotion on starnews.co.nz
- Promotion across local community newspapers
- Your business will feature in the Home & Leisure Show GUIDE on high grade gloss stock given to visitors to The Show
- Scheduled advertising in The Press newspaper
- Advertising in the South Island 03 magazine
- 130 outdoor city signs promoting the event in key high traffic areas two months prior to the event
- Extensive Radio campaign across a variety of stations
- Personalised invites to the offices of lawyers, architects, designers and accountants
- Glossy postcard invites to Christchurch PO Boxes - business owners

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NZ OWNED

Your business or services may also fit into one of our unique zones, including:

LEISURE ZONE
including boats, jetskis, caravans, campervans and more

ECO ZONE
Promote your businesss as eco-friendly, and non harmful to the environment

OUTDOOR LIVING ZONE
All product for outdoor living and entertainment

TASTE ZONE
where you can promote the latest in delicious and innovative produce.

VENUE
Wolfbrook Arena,
Jack Hinton Dr, Addington

DATE
5-7 Jul 2024

TIMES
10am – 4pm Fri, Sat, Sun

CAR PARKING
Free

STAND BUILD-UP
Thursday 4 July,
7am–10pm

STAND BREAK DOWN
Sunday 4pm–9pm
Monday 7am–1pm

Our crowd are your customers!

Here's why exhibiting at our Show is a great idea for your business. Have that important face-to-face with 1000's of highly targeted consumers.
No other sales or marketing medium can offer the same impact in such a short space of time.

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

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We believe we deliver the best Home & Leisure Show in the South Island.

but dont just take our word for it.....

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

'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

"I would highly recommend The Star Home & Leisure 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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