

Star \* Media

2025

# HOME & LEISURE

## Show

27-29 June

Wolfbrook Arena



be in to

# WIN!

## \$10,000

of FLOORING from  
**Choices**  
Flooring



**Reach thousand's  
of customers for  
your business.**

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

**Star \* Media**

A Star Media Event



## Why Exhibit at our 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 offer to 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.

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



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

**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





## 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

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

Scheduled advertising in The Christchurch Press newspaper

Digital marketing campaign - reaching a wider audience, including Facebook and the popular StarNews website

Personalised invites to the offices of lawyers, architects, designers and accountants plus many more via our edms

Your business will feature in the Home & Leisure Show GUIDE on high grade gloss stock given to visitors to The Show

Advertising in the South Island O3 Magazine





### VENUE

Wolfbrook Arena,  
Jack Hinton Dr, Addington

### DATE

27-29 June 2025

### TIMES

10am - 4pm Fri, Sat, Sun

### CAR PARKING

Free

### STAND BUILD-UP

Thursday 26 June,  
7am-10pm

### STAND BREAK DOWN

Sunday 4pm-9pm  
Monday 7am-1pm

## Our crowd are your customers!

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, re-decorating projects planned within the next 12-18 months



**66%** of visitors estimated to 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 months



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 business 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.





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

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



I just really wanted to thank you for the opportunity to exhibit at the Home & Lesiure Show this past weekend, it was far more successful for us than I had even hoped.

We loved the show, the set up and the other exhibitors! And we are now looking at similar around the country - we will be back. Thanks again, you are a superstar!

**Key Assets**



"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**



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**

