

Urban List Announces New Zealand Expansion

30 May 2019: Lifestyle media brand, Urban List—the home of urban culture—today revealed plans to extend beyond their Auckland footprint, with the launch of a new New Zealand-wide platform, designed to connect with Kiwis across both islands.

In early April, Urban List invited its 350,000-strong Kiwi audience to have a voice in the future of the brand, calling for input as to which regions and themes they would like to see covered. More than eight out of 10 readers supported Urban List's expansion into new markets—primarily Wellington, Christchurch, Queenstown, Hamilton and Dunedin—with readers requesting the platform extend beyond local things to do and eat. More than 80 percent of readers requested Urban List provide increased coverage of travel tips and destinations, as well as more content on lifestyle themes such as style, health, beauty, entertainment, career and finance.

"It is so exciting to see Urban List extending their reach—both thematically and geographically." Amber Young, Senior Account Manager from Drum Agency commented.

"They have built such credibility in the market so far and this expansion offers so many more opportunities for Drum clients, from the national reach to the diversity of themes that our clients can now leverage to connect with Kiwi passions."

A number of brand partners have already embraced the channel as a vehicle to connect with young New Zealanders, including Estrella Damm, Mitre 10 and KFC.

Urban List Founder, Susannah George, says she is extremely proud of the impact Urban List has had in the New Zealand market so far, thanking both the Urban List team and audience for the support and loyalty they have shown to the brand.

"As a company, our number one goal is to help people find and do more of what they love—to live their best life—and I am both humbled and pumped by this opportunity to extend that mission to the entire country."

The newly launched Urban List New Zealand will continue to provide local coverage of the best things to do and eat across a selection of New Zealand cities, as well as an extension of their coverage in Travel and Lifestyle categories: Style & Design, Health, Beauty, Entertainment, Career and Money.

About Urban List

Urban List is the home of urban culture, helping Australians and New Zealanders do more of what they love, to live their best life. Launching in Australia in 2011, the company has grown to influence the decisions of more than 2.3 million people every month, with up-to-date recommendations and inspiration that help you make the most of your city; uncover the best travel experiences of your life; and have things effortlessly dialled across style, beauty, health, entertainment, career and money.

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