

# capital letter

administration • legislation • law

## 2026 MEDIA KIT



## About

*Capital Letter* is an online publication for the New Zealand legal profession. It provides court judgment summaries from the High Court, Court of Appeal, Supreme Court and Environment Court. It also provides updates on legislation, statutory reviews and general reviews.

*Capital Letter* was founded in 1978 as a weekly print publication. In 2020 it transitioned to a real-time digital format which can be accessed anywhere, anytime from any device. The editorial has been broadened, and an eNewsletter is delivered to subscriber inboxes each weekday.

*Judgments Express* publishes all judgments from the higher courts, in a briefer format to *Capital Letter*. A weekly eNewsletter is delivered to subscribers inboxes once a week.



**Josh Riddiford, Editor – Capital Letter**

Josh has a BA (Hons) in Political Science from Canterbury and a Masters in Public Policy from Victoria. He has worked as a journalist for a number of years and also had a stint at the Ministry of Justice in the Office of Treaty Settlements.

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**Helen Bowen, Editor – Judgments Express**

Helen is a criminal lawyer/legal writer who specialises in therapeutic courts including Te Kooti Rangatahi (Youth Court) and Te Whare Whakapiki Wairua (the alcohol and other drug treatment Court).

Her background is in legal writing, criminal defence work and restorative justice consultancy.

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**Gavin Evans, Group Editor**

Gavin started his career with the *Evening Post* in Wellington in 1987. He has spent the past 27 years in financial journalism, first with the NZ Press Association, and then *Bloomberg News*, *Energy News* and *BusinessDesk* prior to his current appointment.

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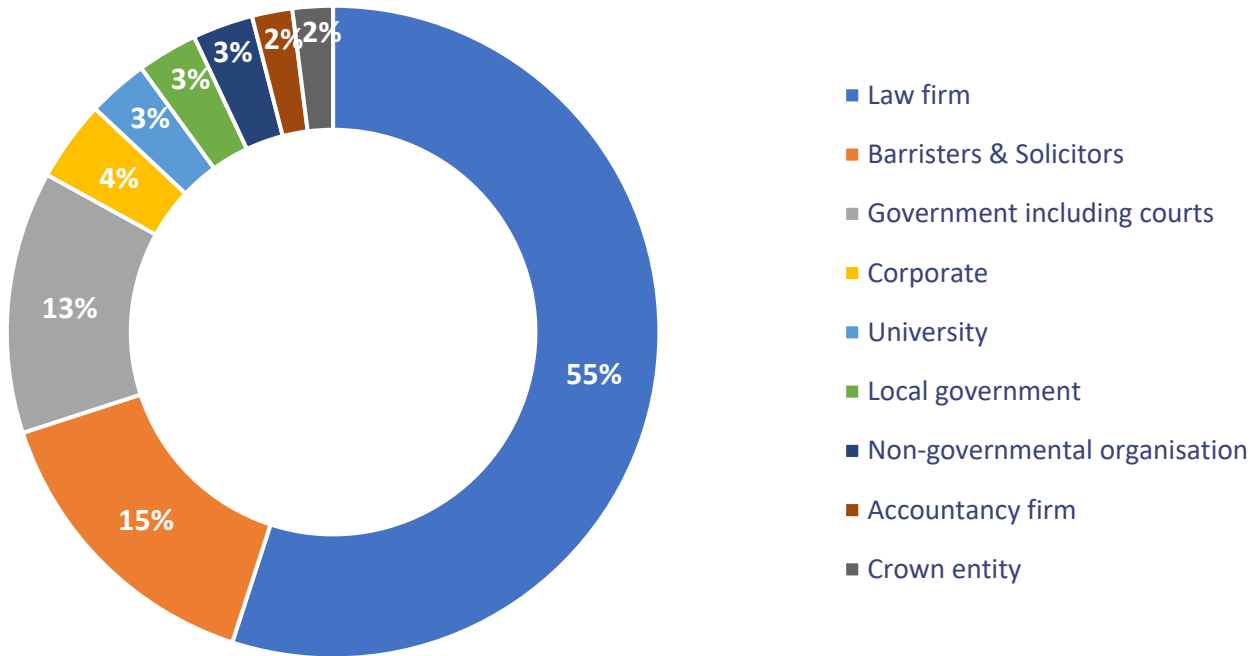
## Freeman

The publisher of *Capital Letter* is Freeman Media trading as Freeman. The company is an experienced and savvy information services provider to the New Zealand corporate community, established in 2002 by Matt Freeman.

It specialises in online subscription news and information services for specific business sectors, also publishing a range of reports and maps, and running industry events.

To learn more, visit [freemanmedia.co.nz](http://freemanmedia.co.nz)

# Subscribers by category



## Channels

The *Capital Letter* website is the hub of real-time news and information relating to court judgment summaries from the High Court, Court of Appeal and Supreme Court. It also provides updates on legislation, statutory reviews, general reviews and much more.

Driving busy professionals to the website is important and the daily weekday eNewsletter does this with ease providing headlines and teaser article text to drive click-throughs. Advertising options for both the daily eNewsletter and website follow overleaf.

## Audience

Currently 440+ organisations subscribe to *Capital Letter*. Of these 56% are law firms, 15% barristers and solicitors, 13% government organisations and 4% corporate.

The readership goes well beyond this base. For example, the Ministry of Justice subscription is organization-wide and reaches the Supreme Court, Court of Appeal, High Court, 58 District Courts, Coroners Court, Environment Court, Employment Court and Māori Land Court. It also includes the 29 tribunals, authorities and committees that the Ministry supports.

*Capital Letter* is subscribed to by six libraries and eight universities. Subscription copies at libraries are available to the public. Subscription copies at universities are centred around law schools but often available to the wider student base.

### Key legal professionals and decision-makers read *Capital Letter*

**442** organisations subscribe

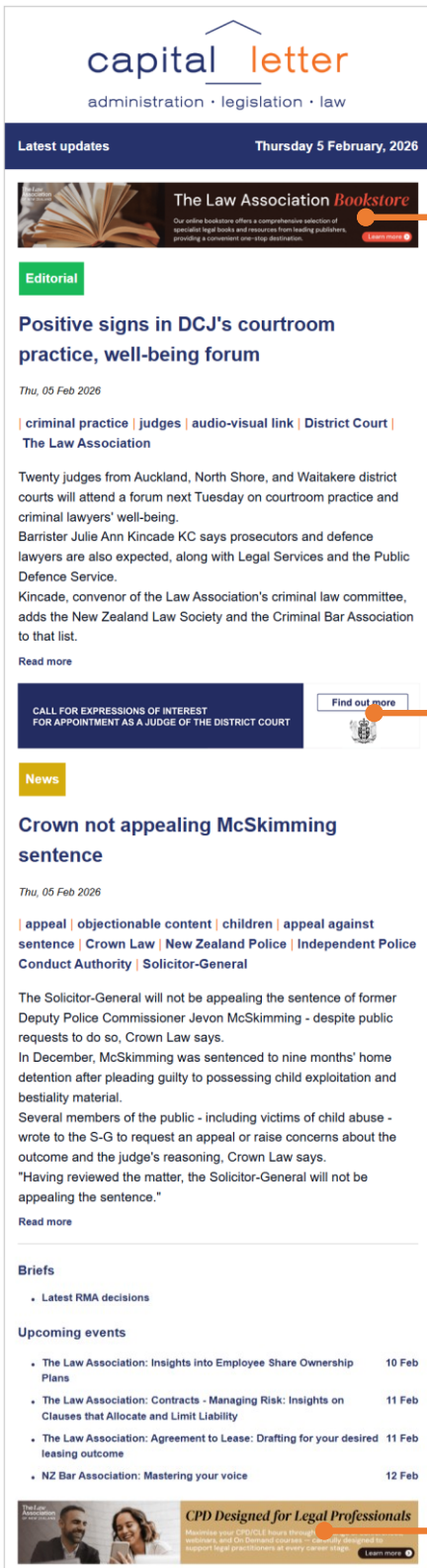
**71%** practicing law subscribers

**5665** *Capital Letter* newsletter subscribers

**6312** *Judgments Express* newsletter subscribers

### Widespread Courts readership

Supreme Court, Court of Appeal, High Court, 58 District Courts, Coroners Court, Environment Court, Employment Court and Māori Land Court plus 29 tribunals, authorities and committees



# Daily eNewsletter

Ad specification,  
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## Publication

- Ads run for a week Monday 10am to Monday 10am
- Deadline for completed ad artwork is Wednesday prior to publication
- Ads on daily eNewsletter are static - ads on news website are animated
- Always check availability as we sell out

## File sizes & settings

- Please optimise ad files. Set resolution to 72ppi and limit to 100kb file size
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The screenshot shows the homepage of capitalletter.co.nz. The top navigation bar includes 'Court decisions and summaries', 'Legislation', 'News', 'Calendar', 'Lawyers', 'Law firms', 'Topics', and 'Organisations'. The main content area is divided into several sections:

- Recent comments:** Includes articles like 'Result of judgment for applicant being... political motivation alleged by judge's counsel' and 'NZ party secretary admits letter party... Seabed miner withdraws fast-track application'.
- Columns:** Features 'Commerce Act changes - key takeaways', 'Four ways the legal system is falling people - as shown in Lanning v Zhou', and 'The case for a quarrying NES'.
- Upcoming events:** Lists events such as 'The Law Association High Court Rules Changes' and 'NZLS CLE: Asset Protection Update 2026'.
- News:** Contains articles like '\$60k fine for unconscionable trading' and 'EVIDENCE: COHEN v R'.
- Legislation:** Features 'New bill to overturn HC ruling on backdated ACC payments'.
- Judgments:** Includes 'MEDICINES: PROFESSIONAL ASSOCIATION FOR TRANSGENDER HEALTH v MINISTER OF HEALTH'.
- Popular:** Lists trending items like 'Top 500 NZ rankings for 2026 released'.
- Organisation cloud:** A grid of logos for various government and legal entities.
- Topic cloud:** A grid of tags for different legal topics.

The media kit pricing is for casual advertisers. Annual advertisers attract significant discounts and benefits.

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