



NEW ZEALAND
GEOGRAPHIC

PHOTOGRAPHER OF THE YEAR 2026

New Zealand Geographic Photographer of the Year is the country's largest and most popular photographic competition and exhibition. With high participation, strong audience engagement, sticky social content, an innovative exhibition format and an entertaining theatre-style awards night, the season of events delivers enormous reach, value and connection with the public, while aligning brands with the visual arts, authentic content and themes of environmental and social responsibility.



PHOTOGRAPHER OF THE YEAR 2025, KEY METRICS

ENTRIES: 7,405 [NZGEO.COM]

ONLINE: 199,761 VIEWS [NZGEO.COM/GOOGLE ANALYTICS]

VOTES CAST: 26,335 [NZGEO.COM]

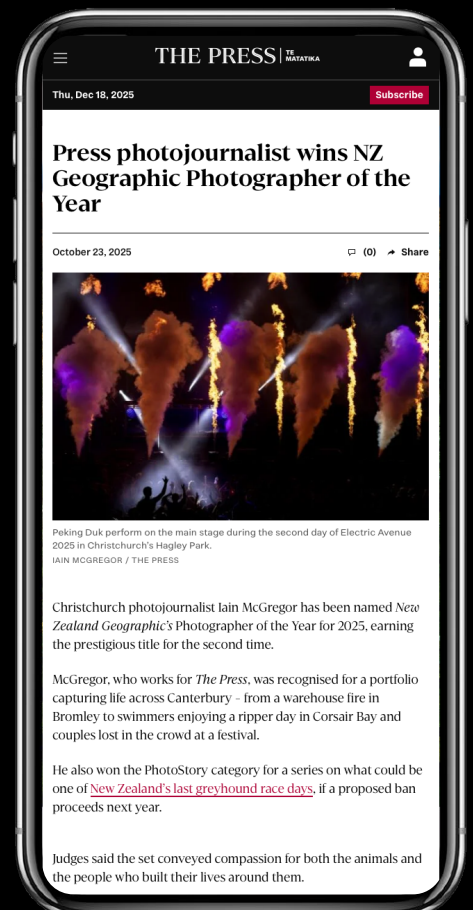
EXPO VISITORS: 485,553 [BRITOMART GROUP]

SOCIAL REACH: 433,877 [FACEBOOK + INSTAGRAM]

PRINT READERS: 407,000 X 4 ISSUES [NIELSEN]

EMAIL RECEIPTS: 53,000 X 22 NEWSLETTERS [NZGEO.COM]

Digital Marketing Report available on request. The season also results in significant pick-up by mainstream press and third-party media. A comprehensive media survey in 2016 revealed 12.6 million media impressions (gross) across the season of activities.



A close-up photograph of a sloth's head and front paws. The sloth is resting on a large, yellowish-brown kelp frond. The sloth's fur is grey and shaggy, and its eyes are closed. The background is dark and out of focus, showing more kelp fronds.

With access to high quality imagery and an audience of hundreds of thousands of highly engaged viewers, the alignment for sponsors is near perfect.





COMPETITION

As in previous years, we expect the 2026 competition to receive more than 6000 entries from both professional and amateur photographers.

The awards celebrate the real New Zealand, rather than a Photoshopped version—an antidote to the fake-news, filter-bubble, AI imagery flooding our news feeds. It allows sponsors to align with an authentic reflection of New Zealand and access a large, highly engaged audience across print, web social and experiential media.

Many photographers prepare their portfolios across the year in anticipation of the closing date. For the pros—including many press photographers—the competition represents the highest accolade in photojournalism.

There are seven awards across all entries;

Photographer of the Year

Young Photographer of the Year

Senior Photographer of the Year

People's Choice

Colour

Te Ao Māori

Mobile

And eight categories with winners, runner's-up and highly commended;

Wildlife—to capture an animal or groups of animals in their natural environment.

Landscape—showcase the wonders of New Zealand, its mountains, wetlands, coasts and plains.

Photo Story—a set of four to six images that work together to tell a story.

Society—a category which celebrates the traditions and relationships of all New Zealanders.

Aerial—celebrates images that defy the old visions from above and bring new perspectives of our landscapes and life.

Built Environment—focusing on the structures in which we live and work, and the infrastructure that supports society.

Adventure—to celebrate intrepid adventures in the great outdoors.

Portrait—celebrating the time-honoured art of the portrait photograph.

Astrophotography—images of celestial bodies and the night sky.



KAU

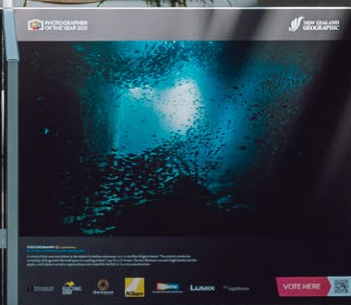
Lover

As an event with online interaction, social engagement, free outdoor exhibitions, and quality reproduction in print, Photographer of the Year is a uniquely multi-channel proposition.

ERICA SINCLAIR

JAETANGOHIÀ





AWARDS NIGHT

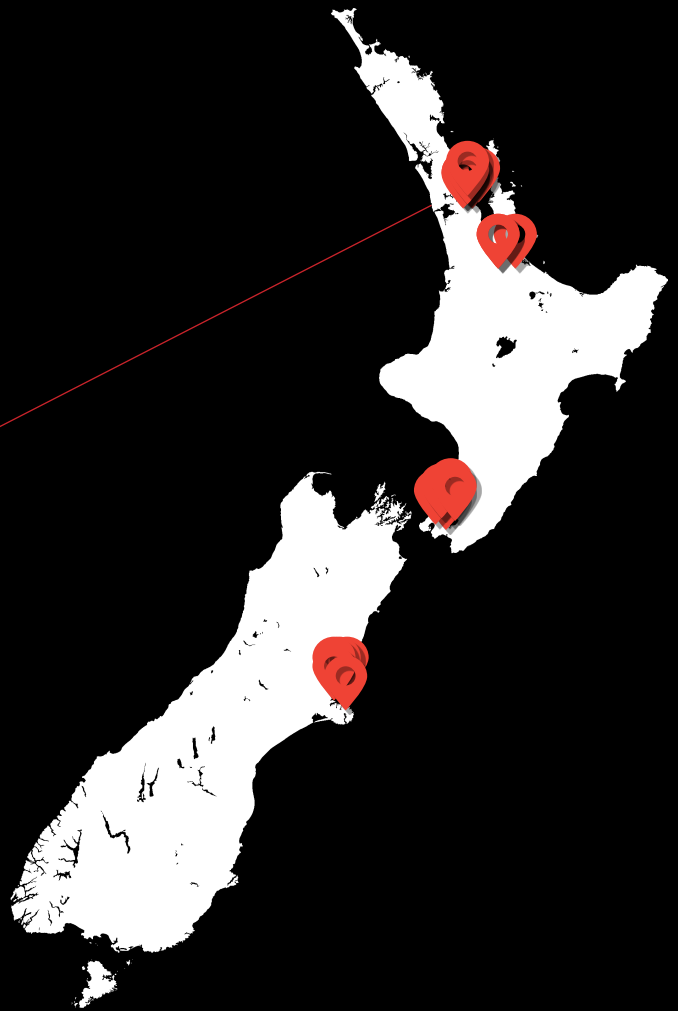
High resolution projection technology and New Zealand's leading imagery provides a memorable celebration of image-making. A world-class keynote speaker and interviews with runners-up and winners tell the story behind the images in an insightful, authentic and accessible way that makes the trial and triumphs of photographers real to the audience.

EXHIBITION

Finalists will be printed and displayed as part of a popular and high-profile exhibition in the atrium in Britomart, Downtown Auckland. The exhibition attracted more than 400,000 visitors in 2025.

* DATA SOURCES: BRITOMART PEDESTRIAN COUNTER / LUMO

RICHARD ROBINSON







*This is a modern, connected,
distributed season of events for the
digital and social age that allows
sponsors to reach more people, more
effectively and engage them on their
own devices wherever they are.*



PROPOSAL SUMMARY

Sponsors for 2026 will receive branding across all channels—magazine, entry website, voting website and all signage at the exhibition—naming rights on categories, promotion at all events and in all electronic direct mail to the substantial database. Sponsors can use Photographer of the Year branding and imagery to promote their involvement, and even host the voting mechanism on their own websites—you're in control of how you align with the event and leverage the content.

COVERAGE AND TIMING

Magazine: May/Jun, Jul/Aug, Nov/Dec 2026 issues

Calendar: Shipped free with Jan/Feb 2027 issue

Website: Entries and voting on nzgeo.com/photo/ from May–November 2026, thereafter winners online indefinitely.

Exhibition: Westpac Atrium, Britomart.

Awards night: Function in late October in Auckland, location to be advised.

Each sponsor will receive a complementary full page advertisement in the Nov/Dec 2026 edition of New Zealand Geographic. Each sponsor will receive two complementary tickets to the awards event. Press releases and advertising for the event will include sponsor logos and naming rights.

KEY DATES

May 4: Open for entries

July 15: Entries close

September 1: Finalists announced, voting opens

October 29: Awards night



PHOTOGRAPHER
OF THE YEAR



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CONTACT

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