

SAFEGUARD

Information . Innovation . Inspiration

safeguard.co.nz

**2014
MEDIA KIT
AN ADVERTISER'S
BEST FRIEND**

**NEW ZEALAND'S
HEALTH AND SAFETY HUB,
IN PRINT AND ONLINE**



THOMSON REUTERS



From the editor

Safeguard started out as a magazine in 1988 and has blossomed into one of New Zealand's most recognisable and influential health and safety brands – in print, online, and at our own conferences and awards.

Safeguard provides information, innovation and inspiration to help keep people healthy and safe at work. That is our core value proposition. Anything else comes second.

Our qualitative and quantitative market research has identified the following five key information needs of people who have responsibility for managing workplace health and safety (and how **Safeguard** fulfils them).

News

Safeguard Update newsletter (print and online)

Best practice

Safeguard magazine (print and online)
Safeguard annual awards

Compliance

Safeguard Safety Partner (online)

Suppliers

Advertising (in print and online)
Suppliers Directory (online)

Community

Safeguard forum (online)
Safeguard on Twitter
Safeguard conferences

safeguard.co.nz brings all these needs together in one "all you can eat" information hub.

If you provide commercial solutions to improve health and safety then please consider our print and online advertising options, because your customers use **Safeguard** to help them achieve their business goals.

–Peter Bateman

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2014 Safeguard magazine schedule

| Issue | Month | Ad Material | Reaches Readers |
|-------|--|--------------|-------------------|
| 143 | Jan/Feb Law + Forestry | 15 January | 1st week February |
| 144 | March/April Systems + Construction | 17 March | 1st week April |
| 145 | May/June Leadership + Agriculture | 28 May | Mid-June |
| 146 | July/Aug Product Showcase | 22 July | 2nd week August |
| 147 | Sept/Oct Personal Health + Qualifications | 18 September | 1st week October |
| 148 | Nov/Dec Safety by Design | 14 November | 1st week December |

Our regular Solution Zone section is suitable for brief items about health and safety products and services available in the New Zealand market. This is an advertorial section and is under the control of our advertising manager. Naturally, priority is given to current or intending advertisers.

About our readers

- 97% are very satisfied or quite satisfied with the magazine
- 84% begin reading the magazine straight away or within a day or two.
- The magazine's pass-on rate is between four and five.

What our readers say

"I love Safeguard because it is my only link with the real world of health and safety. I read it from cover to cover and I am in the forum. Just keep up the good work!"

"Safeguard is an awesome magazine and also helps to create awareness among the staff here."

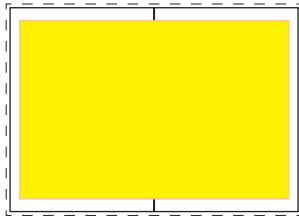
"In an environment where time and money are commodities in short supply you do well to make reading your magazine the priority it is."

Why advertising pays*

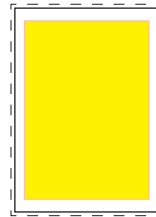
- The magazine medium's essential strength lies in the active way in which readers choose and use their magazines. Magazines are an active medium, with the reader in control.
- Advertising is seen as an integral part of magazines. Relevant advertising is valued by readers, and is consumed with interest.
- Because advertisements are relevant and valued, ad clutter is not a problem in magazines. Clutter does not depress reading of ads, and may create a marketplace.
- Readers take action as a result of seeing advertising in magazines.
- Advertising in business magazines builds brand awareness.

* Media consultant Guy Consterdine

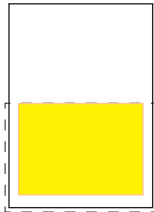
Safeguard display advertising specifications



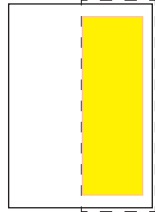
DPS (Double page spread)
 Image area H260mm x W392mm
 Bleed H307 x W430mm
 includes 5mm bleed
 Trim H297 x W420mm



Full page
 Image area H260mm x W182mm
 Bleed H307 x W220mm
 includes 5mm bleed
 Trim H297 x 210mm

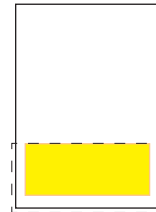


Half page

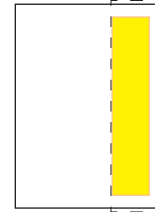


Horizontal H134mm x W182mm
 Bleed H157mm x W220mm

Vertical H260mm x W89mm
 Bleed H307mm x W108mm

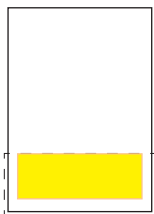


Third page

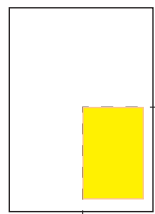


Horizontal H80mm x W182mm
 Bleed H103mm x W220mm

Vertical H260mm x W58mm
 Bleed H307mm x W77mm



Quarter page



Horizontal H67mm x W182mm
 Bleed H90mm x W220mm

Vertical H134mm x W89mm
 Bleed H157mm x W108mm

Banner



Horizontal
 H40mm x W182mm

Business Card



Horizontal
 H55mm x W90mm



Safeguard display advertising prices

| Ad rates | 1-2 issues | 3-5 issues | 6-8 Issues | 9 + issues |
|-------------------|---|------------|------------|------------|
| *Double A4 spread | \$3402 | \$3063 | \$2723 | \$2552 |
| *Full page A4 | \$2430 | \$2187 | \$1944 | \$1823 |
| *Half page A4 | \$1680 | \$1512 | \$1344 | \$1260 |
| Third page | \$1150 | \$1035 | \$920 | \$863 |
| Quarter page | \$980 | \$882 | \$784 | \$735 |
| Banner | \$690 | \$621 | \$552 | \$518 |
| Business Card | \$290 per insertion; minimum 3 insertions; buy 6 insertions and get a 7th insertion free! | | | |

- All prices are in \$NZ and do not include GST
- Inside front/back and outside back cover add 15% premium
- Please enquire about insert pricing options

*Print ads of this size come with the right to supply a free online ad (see over for details)

Digital requirements

Available on request.

SAFEGUARD *update*

This fortnightly print newsletter is ideal for advertising health and safety events and job vacancies. Display ads are black and white, 80mm wide in vertical format.

(Note: all pricing is GST exclusive)

| Ad size | Price | Dimensions |
|---------|-------|-----------------|
| Small | \$400 | Up to 85mm high |
| Medium | \$650 | 86-170mm high |
| Large | \$900 | 171-256mm high |

contact details

TO DISCUSS ADVERTISING, PLEASE CONTACT NATHAN MATTHEWS

Phone 09 360 3727 or 027 591 7127
 Email nathan.matthews@thomsonreuters.com
 Web www.safeguard.co.nz

SAFEGUARD

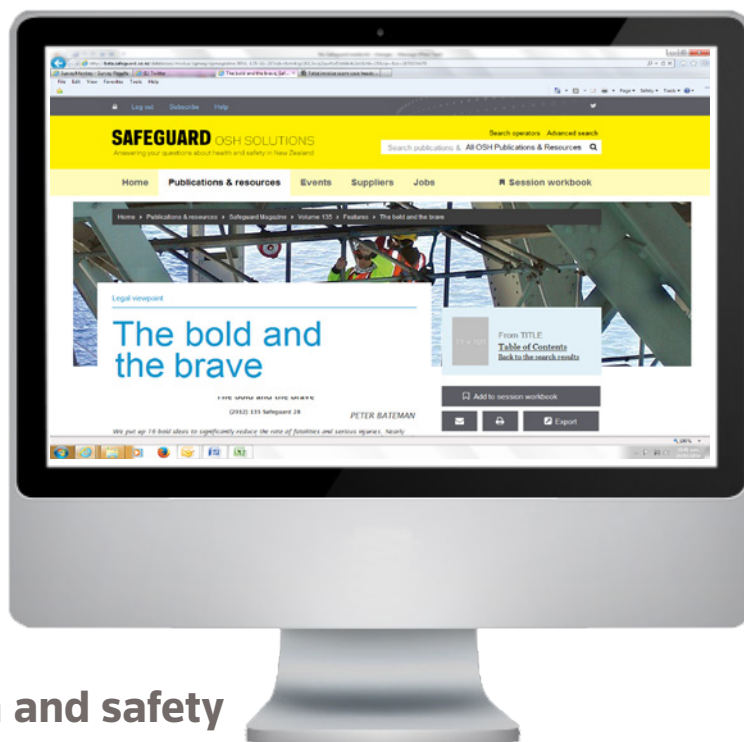
Thomson Reuters, PO Box 147245, Auckland 1144, NZ

Advertise on our website

Safeguard now has a comprehensive new website which brings together not just the magazine but the full range of Thomson Reuters health and safety compliance and best practice products. Visitors to the site can read selected articles and carry out preliminary research for free, while subscribers can read current and past issues of **Safeguard** online or search our comprehensive database to find the solutions to their health and safety questions.

Our site will connect you with a highly targeted audience of H&S decision makers and your ad will feature alongside relevant editorial content.

Reaching New Zealand's **health and safety** decision-makers in **print** and **online**.



Online advertising options

There are two ways to get noticed on **safeguard.co.nz**

1. Sign up for a half-page or larger print advertisement in **Safeguard** magazine and get a FREE banner ad:
 - A full page advertiser gets a free premium online ad (a top-two spot)
 - A half page advertiser gets a free standard online ad (one of the remaining three spots)
 - Online ad duration is aligned with your print ad campaign
 - Online ads must be in jpg format, 180 x 150 pixels, no alternating images
 - Online ads must have a clickthrough URL supplied
 - Online ads should avoid a white background
2. List your business in the Suppliers Directory.
 - A basic listing is free, so it's a no-brainer—you've got to be there!
 - Upgrade to a premium listing for a very reasonable annual investment of only \$395+GST
 - Enter your details now at **safeguard.co.nz**

Digital requirements

Available on request

Please contact Jon Evans in our studio:
Phone: 0-9-525 3004 or 0274 940 235
Email: jon@criticalmass.co.nz

Contact details

TO DISCUSS ADVERTISING, PLEASE CONTACT NATHAN MATTHEWS

Phone 09 360 3727 or 027 591 7127
Email nathan.matthews@thomsonreuters.com
Web www.employmenttoday.co.nz

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