

NZ CN

NEW ZEALAND

CONSTRUCTION NEWS 2019 MEDIAKIT

INFRASTRUCTURE
CIVIL & COMMERCIAL
RESIDENTIAL
CONTRACTING

NEW ZEALAND CONSTRUCTION NEWS is a tabloid-sized (A3) trade magazine published six times a year. It is targeted specifically at those involved in civil, commercial and large-scale residential construction and infrastructure development, including contracting executives, marketing and purchasing personnel, academics and tertiary staff, government and local bodies, consultants, project management companies, architects, quantity surveyors, specifiers, developers, and civil and mechanical engineers. With regular sections on project updates, urban development, products and materials, workplace health and safety, legal and labour issues, opinion pieces from some of the industry's leading personnel and associations, and special features in each edition on a specific aspect of construction, New Zealand Construction News is well respected and widely read by those working in the industry.

By offering an overview of construction, infrastructure and our built environment, New Zealand Construction News reflects the dynamism and vitality of one of New Zealand's more economically significant industrial sectors.



CIRCULATION =
5000

THE TEAM



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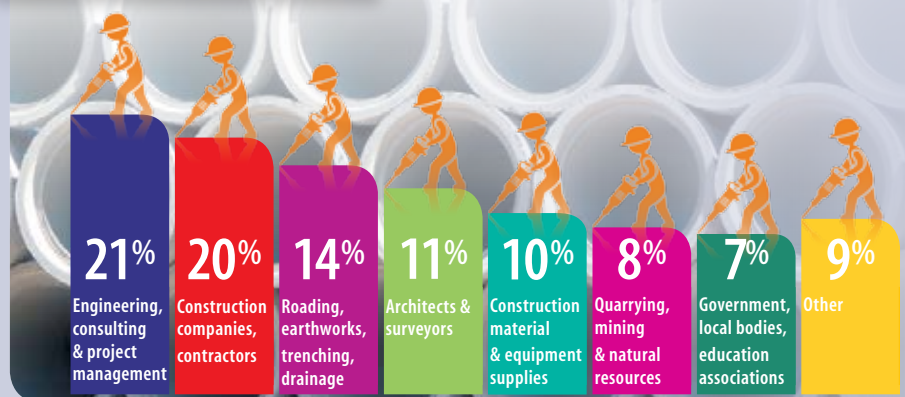
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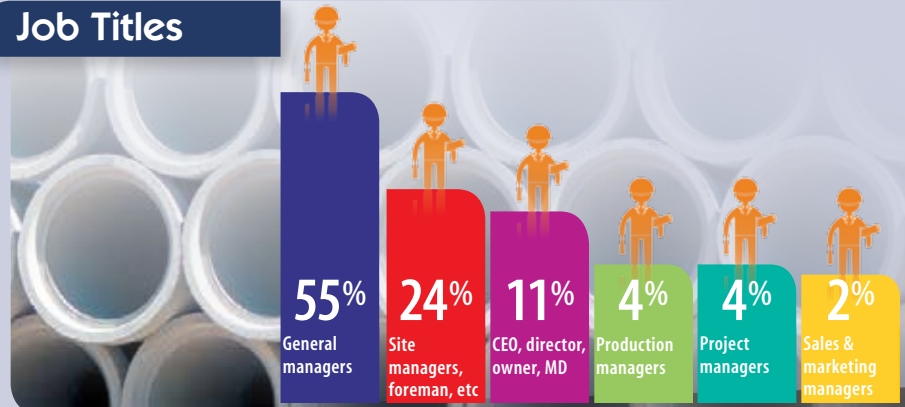
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Reader Categories



Job Titles



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2019 Dates & Features

REGULAR FEATURES (EVERY ISSUE)

News » Urban development » Projects » Products & services » Legal & labour » Opinion

| ADVERTISING FEATURES | | Apr/ May | Jun/ Jul | Aug/ Sep | Oct/ Nov | Dec/Jan 2019-20 |
|--|---|-------------|-------------|-------------|-------------|--------------------|
| Concrete construction – Everything concrete – products and services, new innovations and developments, its use as a building and/or decorative element; includes input from CCANZ and other associations | | ● | | ● | | ● |
| Heavy equipment, earthmoving and excavation – Diggers and excavators, drainage and dewatering, new tools and equipment, innovative techniques, best-practice examples, caring for the environment | ● | | ● | | ● | |
| Height access – Working at height safely and securely, machines that reach to high places, scaffolding commentary from SARNZ | ● | | ● | | ● | |
| IT in construction – How technology is changing the way we build and construct, including hardware and software | | ● | | ● | | ● |
| Materials construction (timber, steel, other) – Products and services, new developments in seismic-resistant buildings, innovative uses of materials for structural or decorative purposes | ● | | ● | | ● | |
| Roading – New developments within our nation's roading infrastructure, with examples of award-winning projects and initiatives; includes input from the NZTA and Civil Contractors NZ | | ● | | ● | | ● |
| Sustainable construction – Products, services and construction methods that make efficient use of resources, that are environmentally friendly, non-hazardous, reduce waste, and can be disposed of by future generations | ● | | | ● | | |
| Training, education and recruitment – Course providers, industry training organisations, new/updated qualifications, apprenticeships, opportunities for school-leavers and professional development, with input from Connexis and the BCITO | | ● | | | ● | |
| Trenching, drainage and tunnelling – Going underground! Working safely below ground level, including new tools, excavation innovation, drainage and dewatering, and best-practice examples | | | ● | | | ● |
| Workplace Safety NZ – a round-up of news on workplace H&S initiatives, products and services, and award-winning programmes, with updates from WorkSafe NZ, Site Safe and other safety-related associations and organisations | ● | ● | ● | ● | ● | ● |

2019 Deadlines

| | Feb/Mar | Apr/May | Jun/Jul | Aug/Sep | Oct/Nov | Dec2019/Jan2020 |
|-------------------------------|-------------|----------|---------|-----------|------------|-----------------|
| Editorial contributions | 1 February | 5 April | 7 June | 9 August | 4 October | 15 November |
| Advertising booking | 5 February | 10 April | 12 June | 14 August | 9 October | 20 November |
| Advertising material | 8 February | 12 April | 14 June | 16 August | 11 October | 22 November |
| Outside cover wrap | | | | | | |
| Approximate publication dates | 25 February | 30 April | 28 June | 30 August | 30 October | 9 December |

Editorial Submissions

We seek top-quality, exclusive editorial articles for each edition of NZCN, accompanied by high-resolution photos and/or illustrations. Preference will be given to articles relating to New Zealand projects, products and/or services, or those projects overseas involving New Zealanders and New Zealand-sourced products/services. Potential contributors should in the first instance contact the editor to discuss their article, the number of words and the deadline for submission. Editorial should be sent as a Word document, with images sent as separate attachments (not

embedded in the Word document or main body of the email) with preferred captions for each photo. Images must be of good quality, in focus and taken at a high resolution – ideally 300 dpi. We cannot reproduce images that have been down-sized for email or web purposes.

The editor reserves the right to edit material and to reject submissions. The accuracy of the material is the responsibility of the contributor.

While we welcome material from commercial sources, it should be as independent as possible. 'Advertorial' material (which

reads like a brochure, and overtly promotes a business's products/services) will not be considered unless accompanied by paid advertising. Unsolicited editorial will only be considered for publication if space permits.

Need help writing your own PR or advertorial?

We have access to a number of independent freelance writers who are available at very cost-effective rates to write editorial on your behalf. These writers are specialists and have written extensively for trade media. Ask us for their contact details.

Advertising Rates & Specifications

(Rates are per issue)

| | CASUAL | 3 ISSUES | 6 ISSUES | ADVERT ART-WORK |
|--|--------|----------|----------|-----------------|
| 4 page cover wrap | 5500 | | | |
| Outside Front Cover Banner | 1600 | 1500 | 1400 | 100 |
| Inside Front Cover, Outside Back Cover | 3200 | 3050 | 2850 | 250 |
| Double Page Spread | 4425 | 4200 | 3850 | 400 |
| Full Page Tabloid | 2950 | 2800 | 2650 | 250 |
| Half Page Tabloid (Vertical/Horizontal) | 1950 | 1850 | 1750 | 150 |
| Quarter Page Tabloid (Horizontal) | 1590 | 1500 | 1400 | 100 |
| Quarter Page Tabloid (Vertical) | 1325 | 1250 | 1200 | 100 |
| Small Page A4 | 1950 | 1850 | 1750 | 150 |
| Half Page A4 Horizontal | 1325 | 1250 | 1200 | 100 |
| Quarter Page A4 (Vertical) | 900 | 850 | 800 | 75 |
| Services to Industry | 300 | 275 | 250 | – |
| Onserts: Maximum size: 297mmH x 210mmW (A4). Maximum weight: 100g. | 1950 | – | – | – |

Folded onserts must have a 'closed' edge to enable automatic feeding on the bindery equipment. Concertina folds are not suitable.

Requests for specific page placement will attract a 15% premium.
Rates are in NZ dollars, and exclusive of GST.

Cancellations to be in writing four weeks prior to booking deadline. The publisher reserves the right to use previous material if copy is not supplied by deadline, and to charge in full for advertising cancelled within the four week period prior to deadline.

Advert Material: Please supply as **PRESS READY PDF** or **PRESS READY EPS** via email to: dsilver@astonpublishing.co.nz, or supplied on disk to: David Silver, Aston Publishing, PO Box 340173, Birkenhead 0746, Auckland.

Online Advertising

| Type | Size | Per month | 3 month package | E-Newsletter (per issue) |
|--------------------------|------------------|-----------|-----------------|--------------------------|
| Website Leaderboard | 960 x 90 pixels | 400 | 1000 – save 200 | – |
| Website Medium rectangle | 280 x 233 pixels | 300 | 750 – save 150 | – |
| E-news Leaderboard | 700 x 100 pixels | – | – | 400 |
| E-news Tower | 120 x 240 pixels | – | – | 250 |

Rates for online and e-newsletter advertising are non-commission bearing. Online advertising material specifications: Max file size = 50 kilobytes. File format can be either jpeg, gif, animated gif or html5. Rates are in NZ dollars, and exclusive of GST.

LEADERBOARD 960 wide x 90 pixel height

Leaderboard space also available up to a height of 180 px

E-NEWS LEADERBOARD 700 wide x 100 pixel height

MEDIUM RECTANGLE 280 wide x 233 pixel height

This is a proportional reduction of the Industry Standard Size 'Medium Rectangle' (300x250px)

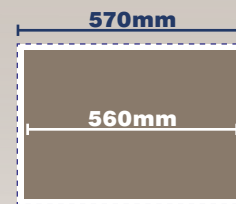


Inhouse Design Service

Take advantage of our inhouse design service, offered at a very competitive rate. If you have advert material which requires re-sizing, editing, or content updates, we can help. We also produce interactive pdfs, marketing catalogues, brochures, mailers (just about anything!) for any type of print or web.



Front page banner
260mm wide x 40mm high



Double page spread
560mm wide (+5mm bleed both edges)
410mm high (+5mm bleed both edges)



Full page
280mm wide (+5mm bleed both edges)
410mm high (+5mm bleed both edges)



Half page tabloid horizontal
260mm wide x 190mm high



Half page tabloid vertical
128mm wide x 388mm high



Quarter page tabloid horizontal
260mm wide x 95mm high



Quarter page tabloid vertical
128mm wide x 190mm high



Small A4
172mm wide x 260mm high



Half page A4 horizontal
172mm wide x 130mm high



Quarter page A4 vertical
84mm wide x 130mm high



Services to Industry
84mm wide x 50mm high