

NEW ZEALAND ConstructionNews

INFRASTRUCTURE » CONSTRUCTION » CONTRACTING » QUARRYING & MINING

2010 MEDIA KIT

New Zealand Construction News is a tabloid-sized (A3) trade magazine published six times a year. It is targeted specifically at those involved in construction and infrastructure development, including contracting executives, marketing and purchasing personnel, academics and tertiary staff, government and local bodies, consultants, project management companies, architects, specifiers, developers, and civil and mechanical engineers.

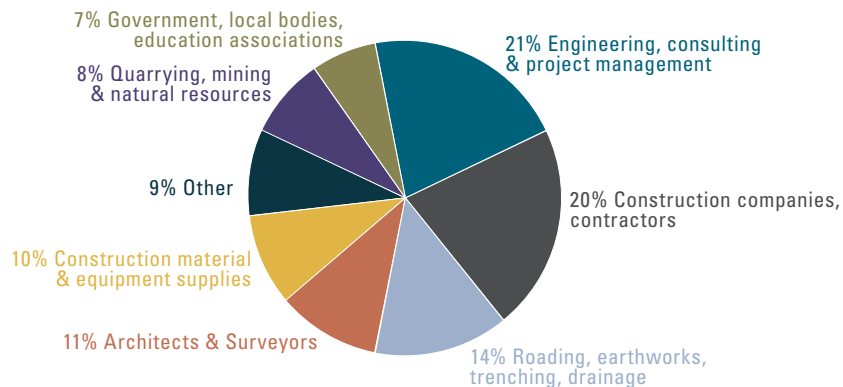
With regular sections on project updates, products and materials, legal issues and safety, opinion pieces from some of the industry's leading associations, and special features in each edition on a specific aspect of construction, New Zealand Construction News is well respected and widely read by those working in the industry.



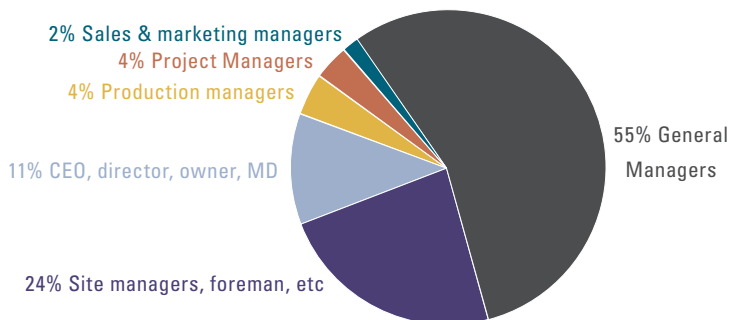
By offering an overview of construction, infrastructure and our built environment, New Zealand Construction News reflects the dynamism and vitality of one of New Zealand's more economically significant industrial sectors.

CIRCULATION = 6000

READER CATEGORIES



JOB TITLES



THE TEAM

Editor: Lynne Richardson
E: lrichardson@astonpublishing.co.nz
T: +64 9 481 3056
M: 0275 759 333
F: +64 9 480 4768

Sales: John Clarke
E: jclarke@astonpublishing.co.nz
T: +64 9 481 3057
M: 027 268 5223
F: +64 9 480 4768



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T: +64 9 481 3005 F: +64 9 480 4768

PO Box 340173, Birkenhead, North Shore City 0746, New Zealand



2010 DATES & FEATURES

REGULAR FEATURES (EVERY ISSUE)	News » Project Updates » Products & Developments » Legal & labour » Opinions
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SPECIALISED TOPICS	Feb/Mar	Apr/May	June/July	Aug/Sept	Oct/Nov	Dec/Jan 2010-11
Concrete		•		•		•
Sustainable construction	•		•		•	
Height access			•			•
Heavy machinery & tools		•		•		•
Quarrying & mining	•		•		•	
Roading	•		•		•	
Safety	•			•		
Training & education		•		•		•
Trenching, drainage & tunnelling		•			•	

DEADLINES						
Editorial contributions	29 Jan	31 Mar	4 June	30 July	17 Sept	5 Nov
Advertising booking	3 Feb	7 Apr	9 June	4 Aug	22 Sept	10 Nov
Advertising material	5 Feb	9 Apr	11 June	6 Aug	24 Sept	12 Nov
Approximate publication dates	1 Mar	26 Apr	28 Jun	23 Aug	12 Oct	29 Nov

EDITORIAL

We seek top-quality, exclusive editorial articles and case studies, accompanied by high-resolution photos and/or illustrations, for each issue of New Zealand Constructions News. Preference will be given to articles relating to New Zealand, or those projects overseas involving New Zealanders. Potential contributors should in the first instance contact Lynne to discuss their article. 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. We welcome material from commercial sources.



INHOUSE DESIGN SERVICE

Take advantage of our inhouse design service, offered at a very competitive rate. Don't have time to get an advert designed? Or already have advert material which requires re-sizing, editing or content updates? Our production department is happy to help you get organised – advert makeovers are our specialty!

ADVERTISING RATES & SPECIFICATIONS

	CASUAL	3 ISSUES	6 ISSUES
Outside Front Cover Banner	1500	1350	1200
Inside Front Cover, Outside Back Cover	2950	2650	2400
Double Page Spread	4125	3700	3300
Full Page Tabloid	2750	2500	2200
Half Page Tabloid (Vertical/Horizontal)	1800	1620	1440
Quarter Page Tabloid (Vertical/Horizontal)	1225	1100	990
Small Page A4	1800	1620	1440
Half Page A4 (Vertical/Horizontal)	1225	1100	990
Quarter Page A4 (Vertical)	850	765	680
Services to Industry	–	250	250 + 1 free
Onserts Maximum size: 297mmH x 210mmW (A4). Maximum weight: 100gsm. Maximum no. of pages: 4. Folded onserts must have a 'closed' edge to enable automatic feeding on the bindery equipment. Concertina folds are not suitable.	2200	–	–

Rates are in NZ Dollars, and exclusive of GST.
 Cancellations to be in writing six 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 after deadline, regardless of the booking date.

Advert Material: Please supply as **PRESS READY PDF** or **PRESS READY EPS** via email to: jclarke@astonpublishing.co.nz, or supplied on disk to: John Clarke, Aston Publishing, PO Box 340173, Birkenhead 0746, North Shore City 0746, Auckland.

ONLINE ADVERTISING

Banner				E-Newsletter
Type	Size	Per month	3 month package	Per month
Leaderboard	728 x 90 pixels	NZ\$300	\$750 – save \$250	–
Skyscraper	120 x 600 pixels	NZ\$200	\$400 – save \$200	–
Tower	120 x 240 pixels	NZ\$150	\$300 – save \$150	NZ\$250
Button	120 x 90 pixels	NZ\$100	\$200 – save \$100	NZ\$200
Button	120 x 60 pixels	NZ\$50	\$100 – save \$50	NZ\$100



Skyscraper
120 x 600 pixels

Leaderboard
728 x 90 pixels

Tower
120 x 240 pixels

Button
120 x 90 pixels
Small Button
120 x 60 pixels

www.constructionnews.co.nz
 supports IAB International
 Banner specifications



Front page banner
260mm wide x 40mm high



Double page spread

Image: 540mm wide x 390mm high
 Trim: 560mm wide x 410mm high
 Bleed: 570mm wide x 420mm high



Full page tabloid
(including covers)
 Image: 260mm wide x 390mm high
 Trim: 280mm wide x 410mm high
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Half page tabloid horizontal
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Half page tabloid vertical
128mm wide x 388mm high



Quarter page tabloid horizontal
260mm wide x 95mm high



Quarter page tabloid vertical
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Small A4
172mm wide x 260mm high



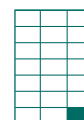
Half page A4 horizontal
172mm wide x 130mm high



Half page A4 vertical
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Quarter page A4 vertical
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Services to Industry
84mm wide x 50mm high