

NEW ZEALAND ConstructionNews

INFRASTRUCTURE » CONSTRUCTION » CONTRACTING » QUARRYING & MINING

2012 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.

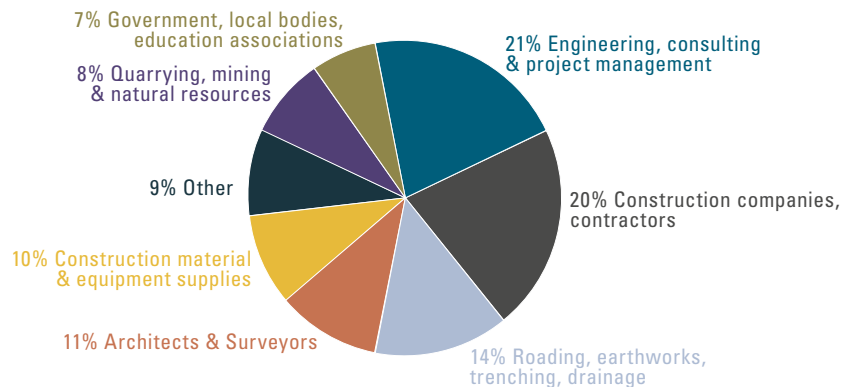
With regular sections on project updates, products and materials, legal and labour issues, opinion pieces from some of the industry's leading associations, and special features in each edition on a specific aspect of construction, New Zealand Construction News is well respected and widely read by those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



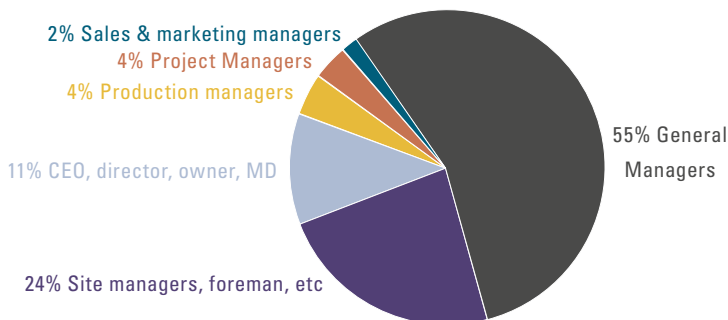
By offering an overview of construction, infrastructure and our built environment, New Zealand Construction News reflects the dynamism and vitality of one of New Zealand's more economically significant industrial sectors.

CIRCULATION = 6000

READER CATEGORIES



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2012 DATES & FEATURES

REGULAR FEATURES (EVERY ISSUE)	News » Project Updates » Products & Developments » Legal & Labour » Opinions
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ADVERTISING FEATURES	Feb/Mar	Apr/May	June/July	Aug/Sept	Oct/Nov	Dec/Jan 2012-13
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		●		●		●
Earthmoving and excavation – Diggers and excavators, drainage and dewatering, new tools and equipment, innovative techniques, best-practice examples, caring for the environment			●			●
Health and safety – Workplace initiatives, award-winning programmes, input from Site Safe and other safety-related industry associations and organisations		●			●	
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, tools and equipment – New products and services that get the job done	●			●		
Quarrying and mining – Developments from those involved with sourcing aggregates and raw materials, and the methods for extraction; includes input from AQA and IOQ	●			●		
Roading – New developments within our nation's roading infrastructure, with examples of award-winning projects and initiatives; includes input from the NZTA and Roothing New Zealand	●		●		●	
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	●			●		
Timber construction – Wood/joinery products and services, new developments for seismic-resistant buildings, and innovative uses as a structural and/or decorative element; includes input from NZ Wood and other associations			●			●
Training and education – Course providers, industry training organisations, new/updated qualifications, apprenticeships, opportunities for school-leavers and professional development			●			●
Trenching, drainage and tunnelling – Going underground! Working safely below ground level, including new tools, excavation innovation, drainage and dewatering, and best-practice examples		●			●	

DEADLINES	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec2012/Jan2013
Editorial contributions	10 February	13 April	8 June	3 August	3 October	16 November
Advertising booking	15 February	18 April	13 June	8 August	5 October	21 November
Advertising material	17 February	20 April	15 June	10 August	9 October	23 November
Approximate publication dates	6 March	9 May	3 July	28 August	26 October	11 December

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.

Need help writing your own PR or advertorial? Aston Publishing has access to a number of independent freelance writers who are available for those who struggle to write their own promotional material. These writers are specialists in their field, and have written extensively in our media and elsewhere. They are very affordable and efficient. Contact either John or Lynne for contact details.

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 speciality!

ADVERTISING RATES & SPECIFICATIONS

	CASUAL	3 ISSUES	6 ISSUES
4 page cover wrap	POA		
Outside Front Cover Banner	1600	1400	1300
Inside Front Cover, Outside Back Cover	3200	2900	2600
Double Page Spread	4425	4000	3600
Full Page Tabloid	2950	2700	2400
Half Page Tabloid (Vertical/Horizontal)	1950	1780	1580
Quarter Page Tabloid (Horizontal)	1590	1440	1320
Quarter Page Tabloid (Vertical)	1325	1200	1100
Small Page A4	1950	1780	1580
Half Page A4 Horizontal	1325	1200	1100
Quarter Page A4 (Vertical)	900	820	720
Services to Industry	–	250	200
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.	1950	–	–

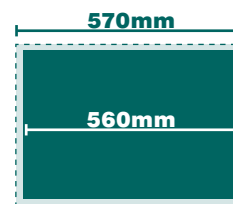
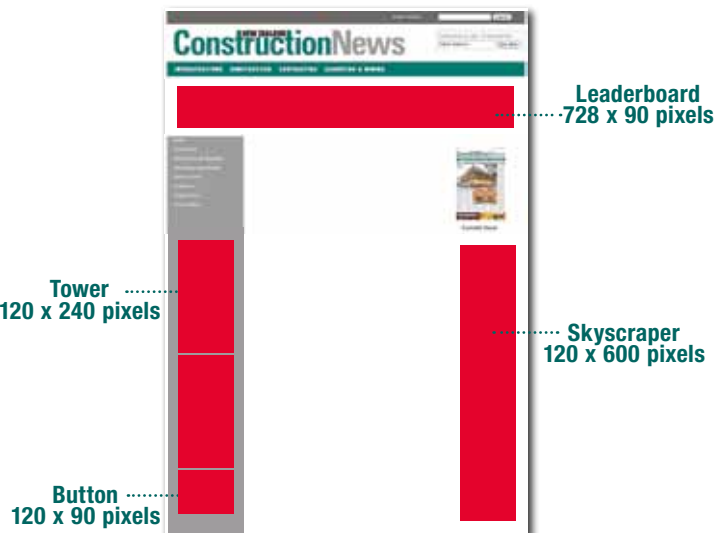
Requests for specific page placement will attract a 15% premium.
 Rates are in NZ dollars, and exclusive of GST.
 Cancellations to be in writing six weeks prior to booking deadline. The publisher reserves the right to use previous material if copy is not supplied by deadline, and to charge in full for 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, 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	NZ\$300
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

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 or flash



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



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



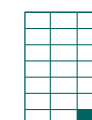
Small A4
 172mm wide x 260mm high



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

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