

PEOPLE . PRODUCTIVITY . PERFORMANCE



Employment today

MEDIA
KIT 2017

Employment Today offers you a targeted environment in which to showcase your products, services or solutions to an audience whose key goal is to create great workplaces.

—Lyndsey Swan



THOMSON REUTERS



EDITOR'S NOTE

Work! It's what we all do. Whether we're an employer or an employee, work takes up a big chunk of our day. In fact, many reports suggest the amount of time we spend at work is increasing. A recent survey found the amount of overtime and extra work being done by Kiwis had increased by 27 percent over the previous year.

So if work plays such a huge role in our lives, we surely want it to be a great experience—and that's what **Employment Today** is all about! Our aim is to provide our readers with a range of thought-provoking and informative articles across the broad spectrum of topics that affect our working lives.

Everybody wants a workplace that is humming with productivity and purpose—a place where, in the words of one of our authors, people are engaged, empowered, creative, resilient, authentic and productive. But how do we get there?

The articles in **Employment Today** aim to help. Our key focus is on sharing ideas, information and solutions that will help our HR and people manager readers create an environment for success. Our contributors write about the myriad issues that have an impact on the way we work—issues that either place road blocks in the path of productivity (like stress, skill shortages or conflict) or ones that provide the tools or support to ensure our organisations get the best from their workforce (like learning & development, increased engagement, diversity and health & wellness).

Just like you, our aim is to help make the New Zealand workplace a place where individuals will thrive and be able to play their part in helping our organisations meet the social and economic challenges ahead.

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—Lyndsey Swan

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2017 PUBLICATION SCHEDULE

Issue	Month	Ad booking deadline	Mailing
207	February Talent management/Recruitment Onboarding	19 January	3 February
208	March/April Our youth workforce Remuneration/Employee benefits	2 March	17 March
209	May Managing change Employee screening	12 April	28 April
210	June Health & wellness Career transition	18 May	2 June
211	July Leadership HR technology/HR metrics	22 June	7 July
212	August/September Corporate social responsibility Learning at work	27 July	11 August
213	October The ageing workforce/Diversity Conflict resolution	7 September	22 September
214	November Performance management Engagement & retention	18 October	3 November
215	December/January The work environment Coaching	23 November	8 December

ABOUT OUR READERS

- **61% are managers, executives and consultants**
- **74% work for organisations with over 100 employees**
- **84% percent share their copy of Employment Today with colleagues**

WHAT OUR READERS SAY

"It's topical, well-written and informative. Essential reading for any HR practitioner."

"It's the best and most enjoyable magazine I receive."

"Excellent comprehensive coverage of leading edge HR practices."

WHY ADVERTISING PAYS*

- Advertising in business magazines builds brand awareness.
- 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.

* Media consultant Guy Consterdine

EMPLOYMENT TODAY MAGAZINE DISPLAY ADVERTISING PRICES

Advert Size	1-2 issues	3-5 issues	6-8 issues	9+issues
Double spread*	\$2603	\$2343	\$2083	\$1823
Full A4 page*	\$1674	\$1506	\$1339	\$1171
Half page*	\$1157	\$1042	\$926	\$810
Third page	\$792	\$713	\$634	\$555
Quarter page	\$675	\$608	\$540	\$473
Banner	\$495	\$446	\$422	\$396
Business Card	\$261	-	-	-

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

All prices quoted in this document are per advertisement, in \$NZ and do not include GST.

Inserts
Please contact us for pricing options.

Premiums for placement

- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%

Employment today

Insider

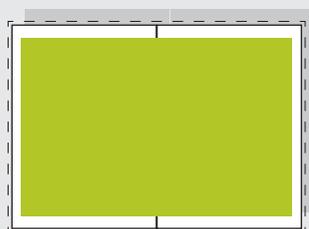
Employment Today Insider is our free e-newsletter sent 9 times per year. This is a growing platform with impressive open rates and click throughs.

Contact us for more details.

Skyscraper \$495
120x600 pixels (jpeg)

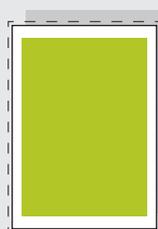


EMPLOYMENT TODAY DISPLAY ADVERTISING SPECIFICATIONS



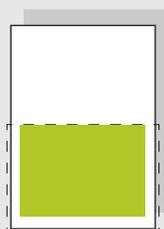
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includes 5mm bleed
Trim H297 x W420mm



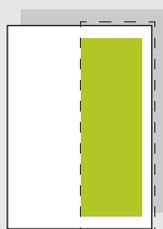
Full page

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includes 5mm bleed
Trim H297 x 210mm

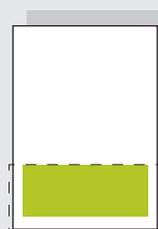


Half page

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Bleed H155mm x W220mm

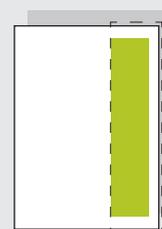


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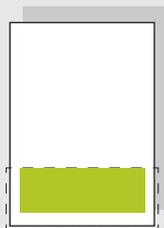


Third page

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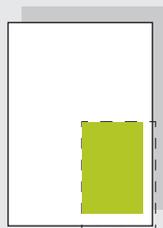


Vertical H266mm x W58mm
Bleed H307mm x W77mm



Quarter page

Horizontal H67mm x W185mm
Bleed H90mm x W220mm



Vertical H135mm x W90mm
Bleed H155mm x W108mm

Banner



Horizontal
H40mm x W185mm

SPECS:
Please supply as a print ready High-Res PDF. Images should be 300dpi and colours CMKY.

Employment Today

ONLINE



EMPLOYMENT TODAY WEBSITE

Our site connects you with a highly targeted audience of HR decision makers.

Employment Today has a comprehensive website which brings together not just the magazine but the full range of Thomson Reuters compliance and HR 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 **Employment Today** online or search our comprehensive database to find the solutions to their employment questions. Our site will connect you with a highly targeted audience of HR decision makers and your ad will feature alongside relevant editorial content.

ONLINE ADVERTISING OPTIONS

Sign up for a half-page or larger print advertisement in **Employment Today** 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 supplied in JPG format.
Two sizes are required: (180 pixels wide x 150 pixels high) for tablet viewing, and larger (310 x 258) for desktop viewing.
- Online ads must have a clickthrough URL supplied
- Online ads should avoid a white background

SOCIAL MEDIA

Follow us via your favourite social media channel.



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facebook.com/EmploymentToday

CONFERENCES AND EVENTS

EMPLOYMENT TODAY is associated with a growing portfolio of successful events of interest to HR professionals. We organise The **Law @ Work Employment Law Conference** and the **HealthyWork Occupational Health and Wellbeing Conference**.

These events are a great opportunity to get your brand face-to-face with HR decision makers, and there are numerous brand alignment and sponsorship opportunities available for each event.



For more information,
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CONTACT DETAILS

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DIGITAL REQUIREMENTS

Available on request

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