

Employment today

PEOPLE
PRODUCTIVITY
PERFORMANCE



MEDIA KIT 2019

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.



THOMSON REUTERS



Employment today

FROM THE EDITOR

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.

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.

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

2019 PUBLICATION SCHEDULE

Issue	Month	Ad booking deadline	Mailing
225	February Talent management/Recruitment Onboarding	17 January	1 February
226	March/April Our youth workforce Remuneration/Employee benefits	28 February	15 March
227	May Managing change Employee screening	4 April	18 April
228	June Health & wellness Career transition	16 May	31 May
229	July Leadership HR technology/HR metrics	20 June	5 July
230	August Corporate social responsibility Learning at work	25 July	9 August
231	September/October The ageing workforce/Diversity Conflict resolution	29 August	13 September
232	November Performance management Engagement & retention	10 October	25 October
233	December/January The work environment Coaching	21 November	6 December

MAGAZINE 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 are per advertisement, in \$NZ and do not include GST.

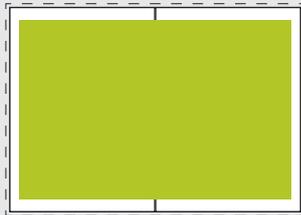
PREMIUMS FOR PLACEMENT

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

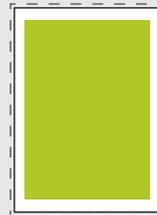
INSERTS Please contact us for pricing options.

MAGAZINE PRINT ADVERTISING SPECS

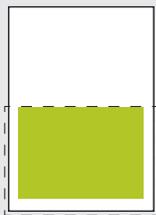
Please supply as a print ready high-res PDF. Images should be 300dpi and colours process CMYK.



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Trim H297 x W420mm

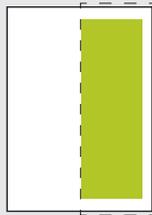


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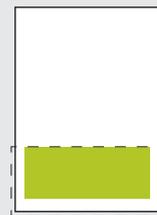


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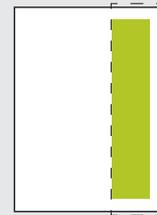


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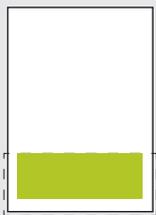


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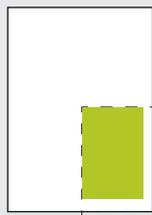


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QTR PAGE

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Vertical Bleed H135mm x W90mm
H155mm x W108mm

BANNER



Horizontal
H40mm x W185mm

Employment today Insider

Employment Today Insider is our free e-newsletter sent 9 times per year to over 1000+ subscribers. This is a growing platform with impressive open rates and click throughs.

Contact us for more details.

Skyscraper \$495
120x600 pixels (jpeg)



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,
Contact Jacqueline Ngatai,
Ph +64 9 361 8920



Employment Today

ONLINE OPPORTUNITIES

ET WEBSITE

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

Employment Today website 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** or search our comprehensive database to find the solutions to their employment questions.



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
- Online ad placement is random—if there are more ads than spaces the ads rotate

THOMSON REUTERS ADVERTISING & SPONSORSHIP

I'd like to get to know your business better. Let's catch up and discuss how **Employment Today** can help — *I'll bring the coffee.*

Call **Jacqueline Ngatai**
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