

SAFEGUARD

NEW ZEALAND'S HEALTH AND SAFETY HUB,
IN PRINT, ONLINE AND IN PERSON



MEDIA KIT 2019

IF YOU PROVIDE COMMERCIAL SOLUTIONS
TO IMPROVE HEALTH AND SAFETY THEN
PLEASE CONSIDER OUR PRINT AND ONLINE
ADVERTISING OPTIONS, BECAUSE YOUR
CUSTOMERS USE SAFEGUARD TO HELP
THEM ACHIEVE THEIR BUSINESS GOALS.



THOMSON REUTERS



FROM THE EDITOR

Safeguard started out as a magazine in 1988 and has blossomed into one of New Zealand's most recognisable and influential health and safety brands – in print, online, and at our own conferences and awards.

Safeguard provides information, innovation and inspiration to help keep people healthy and safe at work. That is our core value proposition. Anything else comes second.

If you provide commercial solutions to improve health and safety then please consider our print and online advertising options, because your customers use **Safeguard** to help them achieve their business goals.

Peter Bateman

Follow us via your favourite social media channel.



SAFEGUARD

2019 SAFEGUARD MAGAZINE PRINT SCHEDULE

Issue	Month	Ad Bookings Close	Ad Material Deadline	Reaches Readers
173	JAN/FEB Learning teams Respiratory exposures	11 January	16 January	1st week Feb
174	MARCH/APRIL Road transport Influencing change	18 March	22 Mar	1st week April
175	MAY/JUNE Award results Pedestrians vs mobile plant	21 May	28 May	Mid-June
176	JULY/AUG Product Showcase Legal roundup	19 July	24 July	2nd week Aug
177	SEPT/OCT Income survey Healthy work	13 Sept	18 Sept	1st week Oct
178	NOV/DEC Board engagement Forestry	11 Nov	15 Nov	1st week Dec

SAFEGUARD MAGAZINE DISPLAY ADVERTISING PRICES

ADVERT SIZE	1-2 issues	3-5 issues	6-8 issues	9+issues
*Double A4 spread	\$3402	\$3063	\$2723	\$2552
*Full page A4	\$2430	\$2187	\$1944	\$1823
*Half page A4	\$1680	\$1512	\$1344	\$1260
Third page	\$1150	\$1035	\$920	\$863
Quarter page	\$980	\$882	\$784	\$735
Banner	\$690	\$621	\$552	\$518

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

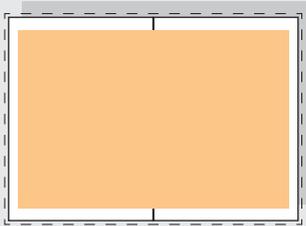
All prices quoted are per advertisement, in \$NZ and do not include GST.

PREMIUMS FOR PLACEMENT

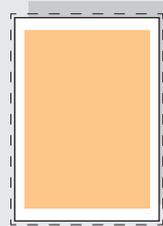
- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%

INSERTS Please contact us for pricing options.

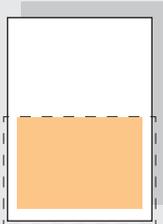
SAFEGUARD MAGAZINE DISPLAY PRINT ADVERTISING SPECIFICATIONS



DPS (Double page spread)
Image area H260mm x W392mm
Bleed H307 x W430mm
includes 5mm bleed
Trim H297 x W420mm

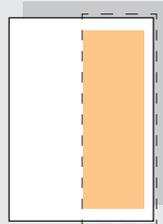


Full page
Image area H260mm x W182mm
Bleed H307 x W220mm
includes 5mm bleed
Trim H297 x 210mm

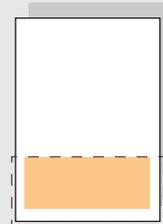


Half page

Horizontal H134mm x W182mm
Bleed H157mm x W220mm

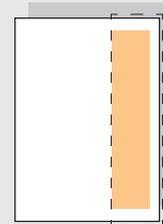


Vertical H260mm x W89mm
Bleed H307mm x W108mm

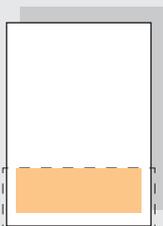


Third page

Horizontal H80mm x W182mm
Bleed H103mm x W220mm

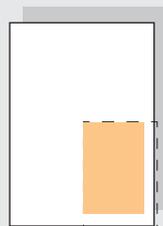


Vertical H260mm x W58mm
Bleed H307mm x W77mm



Quarter page

Horizontal H67mm x W182mm
Bleed H90mm x W220mm



Vertical H134mm x W89mm
Bleed H157mm x W108mm

Banner



Horizontal
H40mm x W182mm

SPECS:

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

SAFEGUARD *update*

This full colour fortnightly print newsletter is ideal for advertising health and safety events and job vacancies. Display ads are 80mm wide in vertical format.

SMALL	\$400	Up to 85mm high
MEDIUM	\$650	86-170mm high
LARGE	\$900	171-256mm high



ALERT24

This is an online weekly version of Safeguard Update in which the adverts open via a web link.

CONFERENCES, EVENTS AND AWARDS

SAFEGUARD runs the leading health & safety events in New Zealand, including the **Safeguard National Health & Safety Conference, New Zealand Workplace Health & Safety Awards, LegalSafe, HealthyWork** and **SafeSkills**.

These events are a great opportunity to get your brand face-to-face with health and safety 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



SAFEGUARD

ONLINE OPPORTUNITIES

SAFEGUARD WEBSITE

Our site connects you with a highly targeted audience of H&S decision makers.

Safeguard's OSH Solutions website brings together not just the magazine but the full range of Thomson Reuters health and safety compliance and 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 **Safeguard** online or search our comprehensive database to find the solutions to their health and safety questions.



ONLINE ADVERTISING OPTIONS

- Sign up for a half-page or larger print advertisement in **Safeguard** 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

SAFEGUARD INSIDER

Safeguard Insider is Safeguard's free bi-monthly e-newsletter, going to opt-in subscribers. Already distributed to 3500+ people, this is a growing platform with high engagement.

SKYSCRAPER	\$495	120x600 pixels (jpeg)
BANNER	\$495	500x90 pixels (jpeg)

THOMSON REUTERS ADVERTISING & SPONSORSHIP

I'd like to get to know your business better – let's catch up and discuss how **Safeguard** can help – *I'll bring the coffee.*

Call **Jacqueline Ngatai**
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