

SAFEGUARD

LEADING NEW ZEALAND TO BETTER HEALTH AND SAFETY PERFORMANCE



2010 MEDIA KIT

PUBLICATION DEADLINES
FEATURES SCHEDULE
ONLINE OPTIONS



THOMSON REUTERS



SAFEGUARD

REACHING NEW ZEALAND'S HEALTH AND SAFETY
DECISION-MAKERS IN PRINT AND ONLINE

Safeguard is the communications hub of New Zealand's health and safety community, in print and online.

Through **Safeguard** you have print and online options to ensure your message reaches managers and other budget holders with key responsibility for the health and safety of people at work.

Safeguard magazine is published six times a year. Noted for its editorial quality and ability to set the agenda, the magazine has been widely read for more than 20 years. It puts you in front of everyone with an interest in workplace health and safety in the private and public sectors, from supervisor to senior executive level.

Safeguard Update newsletter is published fortnightly. The authoritative newspaper of the health and safety sector, it is read by everyone for whom health and safety is a core part of their role. Our **Safeguard Jobs** service places your OHS vacancy in this newsletter – in front of the very people you're looking to hire – and on the jobs page of the **Safeguard** website.

Safeguard's website www.safeguard.co.nz is the online hub of NZ's health and safety community. It features Safeguard's active discussion forum, the Safeguard Jobs recruitment pages, and the popular Safeguard Buyers Guide online marketplace.

Safeguard Buyers Guide is New Zealand's online marketplace of health and safety suppliers. When someone has a need and isn't sure which supplier could help, this is where they come to search. Make sure your business is listed!

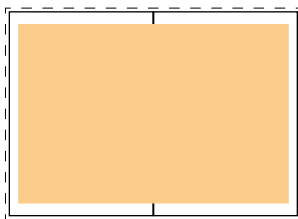
www.safeguard.co.nz

2010 Magazine Schedule

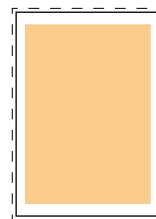
Issue	Month	Ad Material	Reaches readers
119	Jan/Feb Working at heights Training for safe work	11 January	1st week February
120	Mar/Apr PPE: Air quality HSNO	8 March	1st week April
121	May/June PPE: Eye and hearing protection Health assessment	10 May	1st week June
122	July/Aug Emergency response PPE: Protective clothing Salary survey	5 July	1st week August
123	Sept/Oct OHS qualifications OHS management software	6 September	1st week October
124	Nov/Dec Rehabilitation Machinery	8 November	1st week December



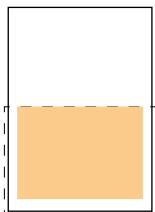
Display advertising rates and specifications



DPS (Double page spread)
Image area H260mm x W392mm
Bleed H307 x W220mm
includes 5mm bleed
Trim H297 x W420mm

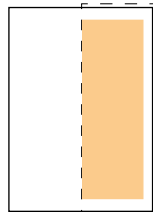


Full page
Image area H260mm x W182mm
Bleed H307 x W220mm
includes 5mm bleed
Trim H297 x 210mm

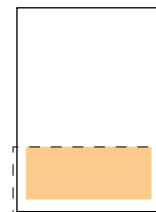


Half page

Horizontal H134mm x W182mm
Bleed H157mm x W220mm

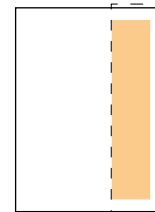


Vertical H260mm x W89mm
Bleed H307mm x W108mm

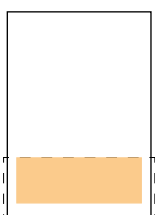


Third page

Horizontal H80mm x W182mm
Bleed H103mm x W220mm

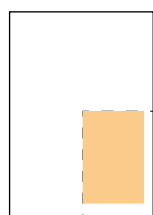


Vertical H260mm x W58mm
Bleed H307mm x W77mm



Quarter page

Horizontal H67mm x W182mm
Bleed H90mm x W220mm



Vertical H134mm x W89mm
Bleed H157mm x W108mm

Ad rates	1-2 issues	3-5 issues	6-8 Issues	9 + issues
Double A4 spread	\$4280	\$3852	\$3424	\$3210
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

- All prices are in \$NZ and do not include GST
- Inside front/back and outside back cover add 15% premium
- Please enquire about insert pricing options

DIGITAL FILE SPECIFICATIONS AVAILABLE ON REQUEST.

SAFEGUARD

advertising rates

All prices are in \$NZ and do not include GST.

Safeguard Jobs

The smart way to fill your health & safety vacancies.

Your vacancy appears in Safeguard Update newsletter in black & white and on the website in colour. Display ads are 80mm wide and in vertical format.

Small	\$400	Up to 85mm height
Medium	\$650	86 – 170mm height
Large	\$900	171 – 256mm height

(Agencies: vacancy ads are non-commission bearing)

Onsert premium an extra \$200 added to the above prices (If no space left in the next edition of Safeguard Update and your vacancy therefore requires us to print and onsert an extra A4 sheet).

Safeguard Update is published on the Monday after the material deadline.

Issue	Material deadline (12.00 midday)
378	Weds Jan 20, 2010
379	Weds Feb 3
380	Weds Feb 17
381	Weds Mar 3
382	Weds Mar 17
383	Weds Mar 31
384	Weds Apr 14
385	Weds Apr 28
386	Weds May 12
387	Weds May 26
388	Weds June 9
389	Weds June 23
390	Weds July 7
391	Weds July 21
392	Weds Aug 4
393	Weds Aug 18
394	Weds Sep 1
395	Weds Sep 15
396	Weds Sep 29
397	Weds Oct 13
398	Weds Oct 27
399	Weds Nov 10
400	Weds Nov 24
401	Weds Dec 8
402	Weds Jan 26, 2011

Safeguard Magazine

See page 3 for the publication schedule and advertising rates.

Safeguard Buyers Guide

www.safeguard.co.nz

\$395 to list your organisation online for 12 months

**TO DISCUSS ADVERTISING, PLEASE CONTACT
OUR ACCOUNT MANAGER: LIZ KAIWAI**

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