

SAFEGUARD

www.safeguard.co.nz

2012 MEDIA KIT

PUBLICATION DEADLINES
FEATURES SCHEDULE
ONLINE OPTIONS



THOMSON REUTERS



SAFEGUARD

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

Safeguard in print

Safeguard magazine

Noted for its editorial quality and its ability to shape the agenda, the magazine has been widely read for more than 20 years. Published six times a year on a subscription-only basis, **Safeguard** is read by everyone with an interest in health and safety, from supervisors to senior executives.

Safeguard Update newsletter

Published fortnightly since 1994 and available on subscription only, this has become essential reading for anyone for whom health and safety forms a key part of their role.

Safeguard online

Safeguard website – safeguard.co.nz

Regularly visited by people looking for answers to health and safety issues, the website's home page banner advertisements are an affordable way of being seen by the health & safety sector.

Safeguard Buyers Guide – safeguard.co.nz

New Zealand's online marketplace of products and services for the health & safety sector. Advertise your business here and put yourself in front of people with health & safety needs, 24/7 – and get yourself listed automatically in the annual **Safeguard** magazine supplier index!

Safeguard Update – online edition

Launched late in 2011, subscribers to this highly regarded newsletter now have the option of having it delivered weekly to their email inbox.

Safeguard Jobs

Have a health and safety role to advertise? Reach potential candidates here. Each listing is advertised via **Safeguard Update** (print fortnightly and online weekly) as well as being posted in the **Safeguard Jobs** section of the **Safeguard website**.

Which **advertising** option is best for you?

Please talk to our advertising account manager, Katrina Robinson, about customised advertising and promotional opportunities, and for pricing of online advertising options.

Phone 09 360 3727

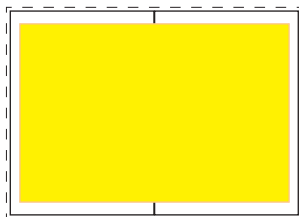
Email nathan.matthews@thomsonreuters.com

www.safeguard.co.nz

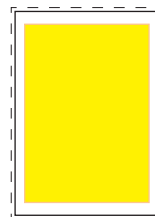
2012 Magazine Schedule

Issue	Month	Ad Material	Reaches readers
131	Jan/Feb Health & wellness	16 January	1st week February
132	March/April Safety culture	19 March	1st week April
133	May/June Ergonomics & protective equipment	25 May	mid-June
134	July/Aug Emergency management	23 July	2nd week August
135	Sept/Oct Professional development	20 September	1st week October
136	Nov/Dec OHS law	15 November	1st week December

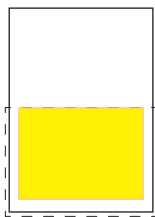
Display advertising rates and specifications



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

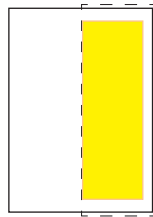


Full page
 Image area H260mm x W182mm
 Bleed H307 x W220mm
 includes 5mm bleed
 Trim H297 x 210mm

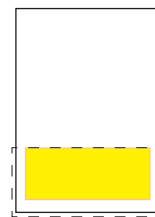


Half page

Horizontal H134mm x W182mm
 Bleed H157mm x W220mm

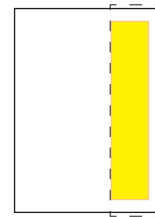


Vertical H260mm x W89mm
 Bleed H307mm x W108mm

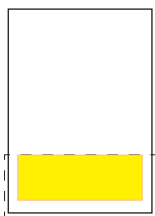


Third page

Horizontal H80mm x W182mm
 Bleed H103mm x W220mm

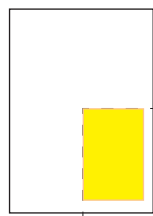


Vertical H260mm x W58mm
 Bleed H307mm x W77mm

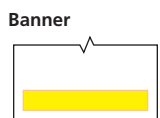


Quarter page

Horizontal H67mm x W182mm
 Bleed H90mm x W220mm



Vertical H134mm x W89mm
 Bleed H157mm x W108mm



Banner
 Horizontal H40mm x W182mm



Business Card
 Horizontal H55mm x W90mm

Ad rates

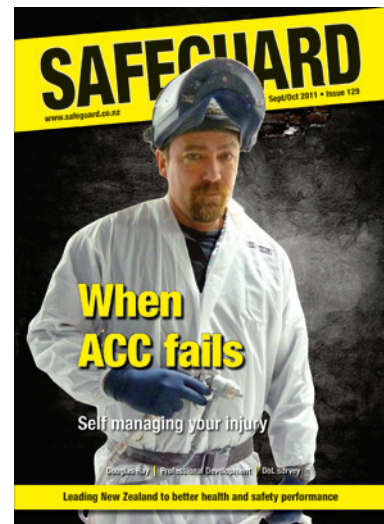
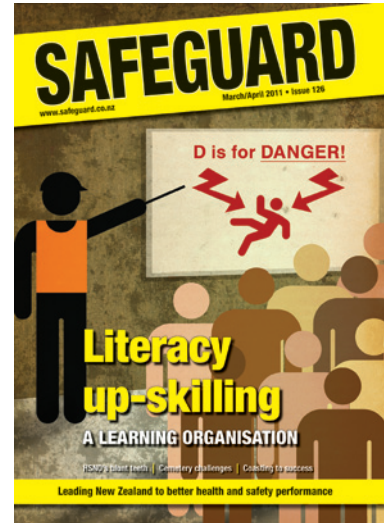
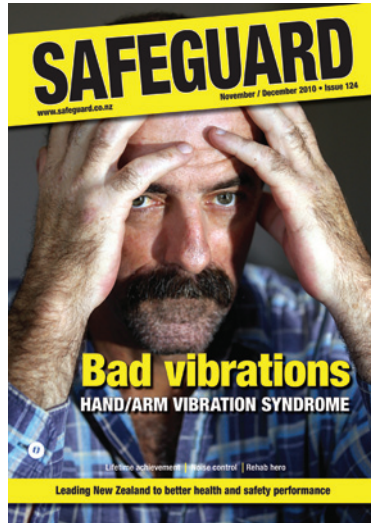
	1-2 issues	3-5 issues	6-8 Issues	9 + issues
Double A4 spread	\$4280	\$3852	\$3424	\$3210
Full page A4	\$2430	\$2187	\$1944	\$1823
Half page A4	\$1680	\$1512	\$1344	\$1260
Third page	\$1150	\$1035	\$920	\$863
Quarter page	\$980	\$882	\$784	\$735
Banner	\$690	\$621	\$552	\$518
Business Card	\$290 per insertion; minimum 3 insertions; buy 6 insertions and get a 7th insertion free!			

- 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 SPECS AVAILABLE ON REQUEST.

SAFEGUARD

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



Advertising contact

To discuss any advertising options please
call **Nathan Matthews** on 09 360 3727 or
Email nathan.matthews@thomsonreuters.com

www.safeguard.co.nz

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