

# SAFEGUARD

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



# MEDIA KIT 2020

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



THOMSON REUTERS

# SAFEGUARD

## 2020 SAFEGUARD MAGAZINE PRINT SCHEDULE

Issue	Month	Ad Bookings Close	Ad Material Deadline	Reaches Readers
179	JAN/FEB Engineering controls Air & sea	10 January	16 January	1st week February
180	MAR/APR Occupational cancer Cultural maturity	12 March	17 March	1st week April
181	MAY/JUN Cannabis referendum Influencing the system	11 May	15 May	1st week June
182	JUL/AUG Legal roundup H&S reps	10 July	16 July	1st week August
183	SEP/OCT Professional development Vehicle exposures	11 September	16 September	1st week October
184	NOV/DEC Healthy work Respiratory exposures	12 November	17 November	1st week December

## 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.



## 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.



@SafeguardNZ

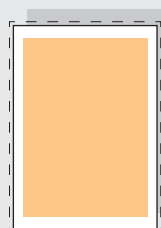


facebook.com/SafeguardMagazine

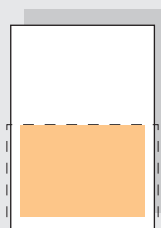
# SAFEGUARD MAGAZINE DISPLAY PRINT ADVERTISING SPECIFICATIONS



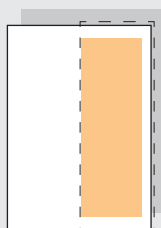
**DPS (Double page spread)**  
Image area H260mm x W392mm  
Bleed H307 x W430mm  
includes 5mm bleed  
Trim H297 x W420mm



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

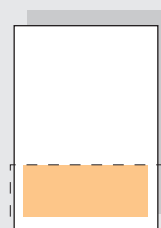


**Half page**

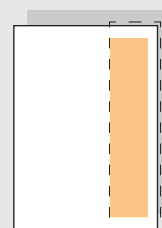


**Horizontal**  
Bleed H134mm x W182mm  
H157mm x W220mm

**Vertical**  
Bleed H260mm x W89mm  
H307mm x W108mm

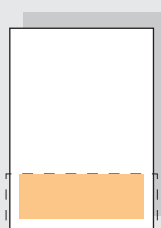


**Third page**

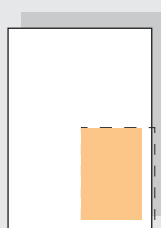


**Horizontal**  
Bleed H80mm x W182mm  
H103mm x W220mm

**Vertical**  
Bleed H260mm x W58mm  
H307mm x W77mm



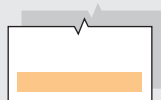
**Quarter page**



**Horizontal**  
Bleed H67mm x W182mm  
H90mm x W220mm

**Vertical**  
Bleed H134mm x W89mm  
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.

<b>SMALL</b>	\$400	Up to 85mm high
<b>MEDIUM</b>	\$650	86-170mm high
<b>LARGE</b>	\$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:

- **Safeguard National Health & Safety Conference**
- **New Zealand Workplace Health & Safety Awards**
- **LegalSafe**
- **HealthyWork**
- **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 Henry Kosima,  
Ph +64 9 361 8920**



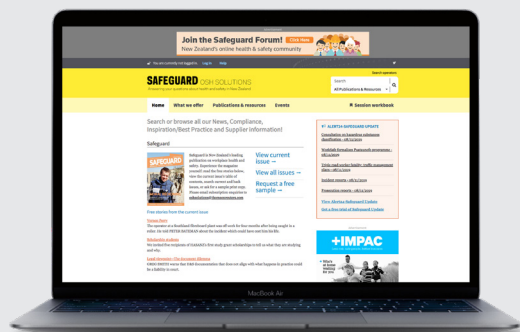
# ONLINE OPPORTUNITIES

## SAFEGUARD WEBSITE

**Banner ads on our website are reserved for advertisers in the print magazine.**

- 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

**OUR WEBSITE  
CONNECTS YOU WITH  
A HIGHLY TARGETED  
AUDIENCE OF H&S  
DECISION MAKERS.**



## SAFEGUARD INSIDER

**Safeguard Insider is Safeguard's free bi-monthly e-newsletter, going to opt-in subscribers. Already distributed to over 4,000+ people, this is a growing platform with high engagement.**

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

## ADVERTISING & SPONSORSHIP

## LET ME HELP PROMOTE YOUR BUSINESS

**Safeguard** 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.

**Let's catch up, call Henry Kosima**

**P 09 361 8920 M 027 591 7127**

**E** [henry.kosima@thomsonreuters.com](mailto:henry.kosima@thomsonreuters.com)

**WWW.SAFEGUARD.CO.NZ**

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