



THOMSON REUTERS

# SAFEGUARD

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

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.



## MEDIA KIT 2021



## 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

## 2021 SAFEGUARD MAGAZINE PRINT SCHEDULE

Issue	Month	Ad Bookings Close	Ad Material Deadline	Reaches Readers
185	<b>JAN/FEB</b> Safety clutter World roundup	11 January	18 January	1st week February
186	<b>MAR/APR</b> Healthcare sector Machinery	19 March	23 March	1st week April
187	<b>MAY/JUN</b> Awards Te Ao Māori	21 May	28 May	Mid June
188	<b>JUL/AUG</b> Legal roundup Chronic health issues	20 July	26 July	2nd week August
189	<b>SEP/OCT</b> Professional development Just culture	14 September	20 September	1st week October
190	<b>NOV/DEC</b> Healthy work Prequalification	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)

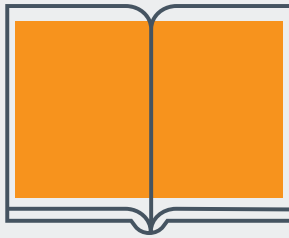
All prices quoted are per advertisement, in \$NZ and do not include GST.

### PREMIUMS FOR PLACEMENT

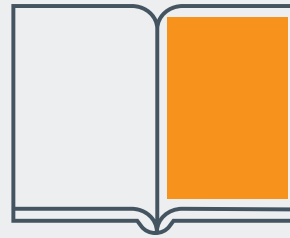
- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%

**INSERTS** Please contact us for pricing options.

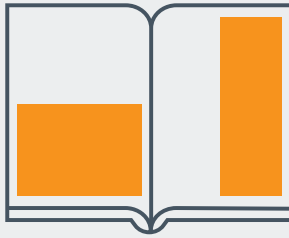
# SAFEGUARD MAGAZINE DISPLAY PRINT ADVERTISING SPECIFICATIONS



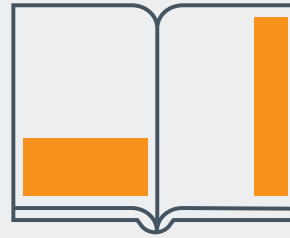
**DPS (Double page spread A3)**  
Image area H260mm x W392mm  
Bleed H307mm x W430mm  
includes 5mm bleed  
Trim H297mm x W420mm



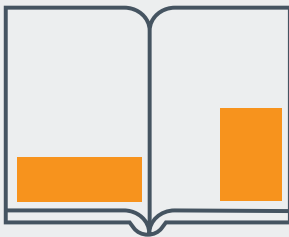
**Full page A4**  
Image area H260mm x W182mm  
Bleed H307mm x W220mm  
includes 5mm bleed  
Trim H297mm x W210mm



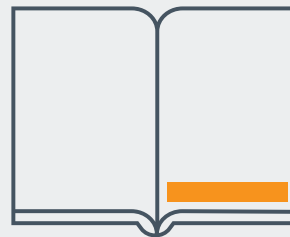
**Half page**  
**Horizontal**  
Bleed H134mm x W182mm  
H157mm x W220mm  
**Vertical**  
Bleed H260mm x W89mm  
H307mm x W108mm



**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.  
If supplying advert with bleed, the sizes above include 5mm bleed.

## 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 the weekly email 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,  
**M 027 591 7127**

# ONLINE OPPORTUNITIES



## 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 W120 x H600 pixels (jpeg)  
BANNER \$495 W500 x H90 pixels (jpeg)



## SAFEGUARD.CO.NZ

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 tablets, and larger (310 pixels wide x 258 pixels high) 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

## 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  
**M 027 591 7127**

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