

# NZSM

New Zealand Security Magazine

2019 Media Kit

[www.defsecmedia.co.nz](http://www.defsecmedia.co.nz)



# The Magazine For New Zealand's Security Professionals

## ABOUT US

New Zealand Security Magazine (NZSM) is a multi-platform publication providing its business partners with an unmatched means to market themselves to potential customers and security industry professionals.

Since 1994, NZSM has been delivering news and cutting-edge features covering every aspect of the security industry. Our close working relationships with key industry organisations and stakeholders ensure we get the inside story.

NZSM is available via print subscription, via distribution at any of several key security industry events, via membership of a security industry organisation, or by downloading the digital edition from the Defsec website.

## ABOUT OUR READERS

NZSM is New Zealand's only security industry publication. Via its unique print/digital package and allied sector reach, NZSM is a force multiplier for advertisers, transforming print advertisements into multi-platform, multi-sector marketing vehicles:

- Print advertisers receive website advertising, eNewsletter and social media promotion and print and online editorial – it's all part of the package.
- As part of Defsec Media, New Zealand's defence, fire protection and security publishing group, NZSM provides advertisers with an online audience spanning not only security but also the allied sectors of Defence and Fire Protection.

## KEY PEOPLE & CONTACT DETAILS



**Nick Dynon**, *Managing Editor*

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## POSTAL AND DELIVERY ADDRESS

27 West Crescent,  
Te Puru 3575,  
Thames RD5,  
New Zealand

# Providing Insightful Features & Delivering Industry News Since 1994

## ADVERTISING BENEFITS

Readers of NZSM include around 12,000 security professionals as well as people such as security managers in local and central government and corporates who buy or manage security services and products, and business owners.

NZSM's digital edition receives thousands of downloads by an engaged readership. Articles from the magazine are also posted on the Defsec Media website (over 60,000 page views per month) and distributed via direct email to around 800 subscribers.

We support an online community numbering in the thousands. Our LinkedIn connections alone total around 4,000 engaged professionals – and rising.

## NZSM DEADLINES 2019

Issue Deadlines	Booking	Material
February/March	Jan 11	18
April/May	Mar 8	15
June/July	May 10	17
August/September	July 12	19
October/November	Sept 13	20
December/January	Nov 8	15

## UPCOMING FEATURES

**Feb /Mar 19**

**Banking, Insurance and Finance**  
Loss prevention, industry training

**April / May 19**

**Government, Transport, Tourism**  
Access management, IT security threats

**June / July 19**

**Wholesalers and Manufacturers**  
Perimeter Protection, Alarms, CCTV

**Aug / Sept 19**

**Building, Construction, Facilities Integration**  
Consultants, Electricians, CCTV Installers, Architects, Engineers, Intergrators & Estimators

**Oct / Nov 19**

**Professional, Business & Industry Awards**  
Accountants, lawyers, business managers and consultants

**Dec 19 / Jan 20**

**Retailers**  
The largest retails in the country by number of employees

# GENERAL CONDITIONS

## Payment Facilities

Paymnet by credit card now available.

## Cancellations

Cancellations to be in writing two weeks prior to advertising material deadline or a 50% cancellation fee may apply.

This media kit is dated December 2018 it supersedes all previous NZSM media kits and is subject to change without notice.

# PRINT CONDITIONS

## All rates are per issue.

All costs are in NZ\$ and are subject to GST.

Rates are for full colour advertising.

Any advertisement production or modification charges, are in addition to the above charges.

File format IS high resolution PDF.

Rates do NOT include commission for agencies.

## Inserts

A4 or smaller single page separate insert: \$250 per 1000.

# WEB CONDITIONS

All prices include hyperlinking.

Image can be changed as often as desired.

Web advertisements are also carried on each of our eNewsletters during the advertising period.

Note: these prices are for web-only advertising and do not apply for web advertisements that are part of a print advertisement package.

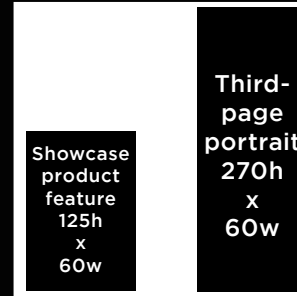
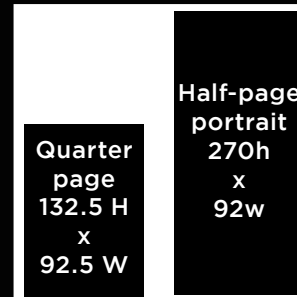
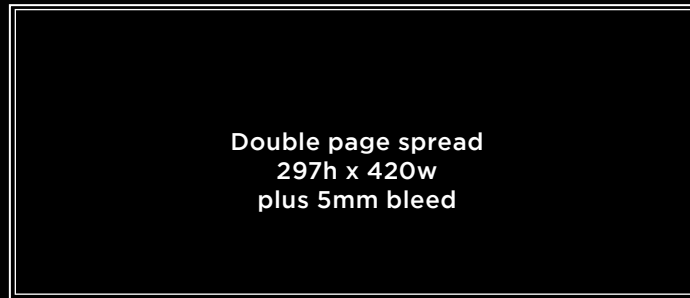
Rates DO NOT include agency commission.

Web file format PNG, GIF and JavaScript code

[www.defsecmedia.co.nz](http://www.defsecmedia.co.nz)

# PRINT ADVERTISING OPTIONS: SIZES

All sizes are in millimeters



# PRINT ADVERTISING OPTIONS: COSTS

	Casual	3 Issues	6 Issues
Double Page Spread	\$3800	\$3600	\$3400
Full Page	\$2495	\$2395	\$2295
Half Page	\$1450	\$1350	\$1250
Third Page	\$1150	\$1095	\$950
Quarter Page	\$850	\$750	\$650
Showcase	\$300	\$275	\$250
Pages 3,5,7	\$2795	\$2695	\$2495
Inside front	\$2895	\$2795	\$2595
Inside back cover	\$2795	\$2695	\$2495
Outside back cover	\$2895	\$2795	\$2595

# WEB ADVERTISING OPTIONS: SIZES

All sizes are in pixels

## Leaderboard 728 x 90px

Appears at the top of every page on our website

## Header banner (every page) 728 x 90px

Appears under the menu bar on every page on our website

## Footer banner (every page) 728 x 90px

Appears above the footer on every page on our website

## Banner (magazine-specific) 728 x 90px

Appears in every post from a specific Defsec magazine (e.g. NZSM)

## Sidebar tile 300 x 250px

Appears in the right sidebar of every page on our website

## Background skin

Frames the left and right sides of our homepage

## Promotional video

Appears on the homepage page on our website

## Sponsored/guest content (up to 1,200 words)

A catalogued and SEO-maximised post on our website

# WEB ADVERTISING OPTIONS: COSTS

Options	1 mth	3 mths	6 mths	12 mths
Leaderboard	\$150	\$400	\$700	\$1,250
Header banner	\$120	\$320	\$600	\$1,000
Footer banner	\$80	\$220	\$400	\$700
Banner (magazine-specific)	\$100	\$270	\$500	\$850
Sidebar tile	\$100	\$270	\$500	\$850
Background skin	\$200	\$500	\$900	\$1,500
Promotional video	\$120	\$320	\$600	\$1,000
Sponsored guest content	\$120	\$320	\$600	\$1,000

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