



New Zealand Security Magazine

2023 MEDIA KIT

www.defsec.net.nz

ADVERTISING BENEFITS

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 promotional vehicles:

- Print advertisers receive website advertising, eNewsletter and social media promotion and print and online editorial space – 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.

**NEW ZEALAND'S
ONLY SECURITY
INDUSTRY
PUBLICATION**



NZSM DEADLINES 2023

ISSUE DEADLINES	BOOKING	MATERIAL
FEBRUARY/MARCH	16 JANUARY	23 JANUARY
APRIL/MAY	13 MARCH	20 MARCH
JUNE/JULY	15 MAY	22 MAY
AUGUST/SEPTEMBER	17 JULY	24 JULY
OCTOBER/NOVEMBER	11 SEPTEMBER	18 SEPTEMBER
DECEMBER/JANUARY	13 NOVEMBER	20 NOVEMBER

UPCOMING FEATURES

Feb / Mar 23	Banking, Insurance and Finance Loss Prevention, Industry Training
April / May 23	Government, Transport, Tourism, Access Management, IT security threats
June / July 23	Wholesalers and Manufacturers, Perimeter Protection, Alarms, CCTV
Aug / Sept 23	Building, Construction, Facilities Integration, Consultants, Electricians, CCTV Installers, Architects, Engineers, Intergrators & Estimators
Oct / Nov 23	Professional, Business & Industry Awards Accountants, Lawyers, Business Managers and Consultants
Dec 23 / Jan 24	Retailers – The largest retails in the country by number of employees



This media kit is dated December 2022. It supersedes all previous NZSM media kits and is subject to change without notice.

GENERAL CONDITIONS

Payment Facilities

- Payment 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.

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

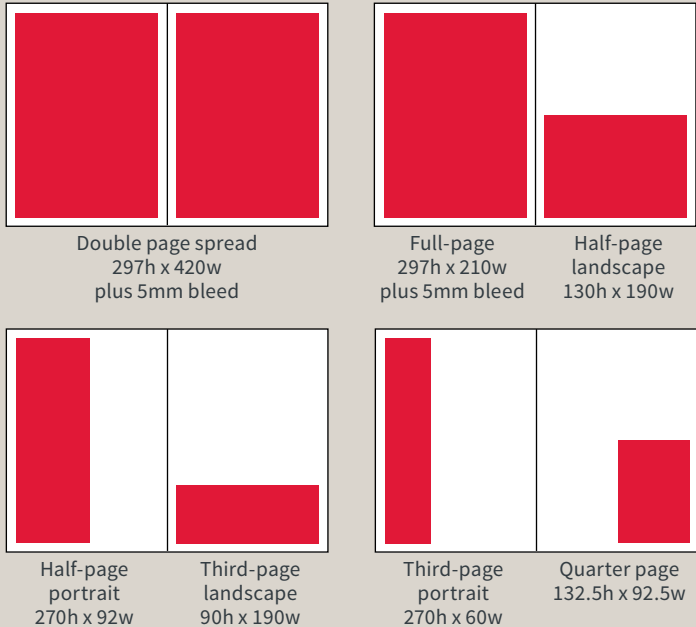
- A4 or smaller single page separate insert: \$250 per 1000.

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.
- Leaderboard/banner advertisements are rotated (maximum of 4 positions available).

PRINT ADVERTISING OPTIONS: SIZES

All sizes are in millimeters



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

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
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: COSTS

Options	1 mth	3 mths	6 mths	12 mths
Leaderboard	\$300	\$800	\$1500	\$2500
Header banner	\$240	\$650	\$1200	\$2000
Footer banner	\$200	\$450	\$800	\$1500
Sidebar tile	\$200	\$550	\$1000	\$1700
Background skin	\$400	\$1000	\$1800	\$3000
Promotional video	\$250	\$650	\$1200	\$2000
Sponsored guest content	\$250	\$650	\$1200	\$2000

ABOUT US

New Zealand Security Magazine (NZSM) is a multi-platform publication providing its advertising partners an unmatched vehicle to promote their brand and market their solutions to potential customers and security industry professionals.

NZSM has been delivering news and cutting-edge features covering every aspect of the security industry

since 1994. 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.

KEY PEOPLE & CONTACT DETAILS



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POSTAL & DELIVERY ADDRESS

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ABOUT OUR READERS

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 website (over 50,000 page views per month) and distributed via direct email to around 1,000 subscribers. We also cover all big security sector events.

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

