



NZSM

New Zealand Security Magazine

2024 MEDIA KIT

DEFSEC.NET.NZ



ADVERTISING BENEFITS

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

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.



- PROVIDING INSIGHTFUL FEATURES & DELIVERING INDUSTRY NEWS SINCE 1994 -

UPCOMING FEATURES

- Feb / Mar 24** Banking, Insurance and Finance
Loss Prevention, Industry Training

- April / May 24** Government, Transport, Tourism,
Access Management, IT security threats

- June / July 24** Wholesalers and Manufacturers,
Perimeter Protection, Alarms, CCTV

- Aug / Sept 24** Building, Construction, Facilities
Integration, Consultants, Electricians,
CCTV Installers, Architects, Engineers,
Intergrators & Estimators

- Oct / Nov 24** Professional, Business & Industry Awards
Accountants, Lawyers, Business Managers
and Consultants

- Dec 24 / Jan 25** Retailers – The largest retails in the
country by number of employees

NZSM DEADLINES 2024

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

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



This media kit is dated December 2023. It supersedes all previous NZSM media kits and is subject to change without notice.

CONDITIONS

WEB

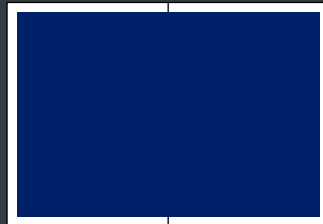
- All prices include hyperlinking.
- Image can be changed as often as desired.
- Web advertisements are also carried on each of our eNewsletters during the advertising period.
- Note: these prices are for web-only advertising and do not apply for web advertisements that are part of a print advertisement 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).

CANCELLATIONS

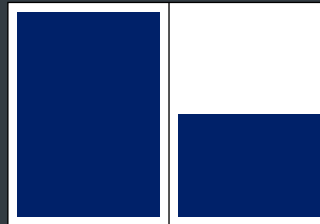
- Cancellations to be in writing two weeks prior to advertising material deadline or a 50% cancellation fee may apply.

PAGE ADVERTISING OPTIONS: SIZES

All sizes are in millimeters



Double page spread
297h x 420w
plus 5mm bleed



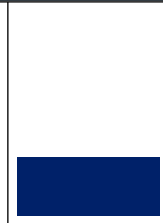
Full-page
297h x 210w
plus 5mm bleed



Half-page
landscape
130h x 190w



Half-page
portrait
270h x 92w



Third-page
landscape
90h x 190w



Third-page
portrait
270h x 60w

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

PAGE ADVERTISING OPTIONS: COSTS

	Casual	3 Issues	6 Issues
Double Page Spread	\$2550	\$2155	\$1950
Full Page	\$1500	\$1200	\$995
Half Page	\$750	\$600	\$495
Third Page	\$650	\$560	\$450
Pages 2 & 3	\$1600	\$1300	\$1150

WEB ADVERTISING OPTIONS: COSTS

Options	1 mth	3 mths	6 mths	12 mths
Leaderboard	\$600	\$1600	\$3000	\$5000
Header banner	\$480	\$1300	\$2400	\$4000
Footer banner	\$400	\$900	\$1600	\$3000
Sidebar tile	\$400	\$1100	\$2000	\$3400
Background skin	\$800	\$2000	\$3600	\$6000
Promotional video	\$500	\$1300	\$2400	\$4000
Sponsored guest content	\$500	\$1300	\$2400	\$4000

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 200,000 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 5,000 engaged professionals – and rising.



ABOUT US

NZSM is an on line 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 electronic distribution only. We make NZSM available free for viewing and download via the Issuu content publishing platform. Subscribers to our e-newsletter THE BRIEF receive each edition of NZSM to their inbox. Additionally, NZSM is available at thousands of libraries, universities, businesses and government agencies globally via licensing with EBSCO research and e-journal databases.

KEY PEOPLE



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DEFSEC

DEFSEC Media Limited

Publishers of premier publications covering industry sectors that help keep New Zealanders safe.