

# fire NZ 2024

CONFERENCE & EXHIBITION

[WWW.FIRENZ.ORG](http://WWW.FIRENZ.ORG)



## MEDIA KIT

TĀKINA, WELLINGTON  
23-25 OCTOBER 2024





Fire Protection Association New Zealand  
Private Box 302372, North Harbour  
Auckland 0751  
Ph: + 64 9 414 4450  
Fax: + 64 9 414 5707  
fpanz@fireprotection.org.nz  
www.fireprotection.org.nz

Institution of Fire Engineers  
(NZ Branch)  
PO Box 3961  
Wellington 6140  
secretary@ife.org.nz  
www.ife.org.nz

Society of Fire Protection Engineers  
(NZ Chapter)  
PO Box 91511, Victoria Street West  
Auckland 1142  
Ph: + 64 9 308 7030  
secretary@sfpe.org.nz  
www.sfpe.org.nz

## About us

FireNZ is New Zealand's only specialist magazine focusing on fire services, protection and prevention in New Zealand.

The magazine is a joint venture of the Fire Protection Association of New Zealand (FPANZ), the New Zealand Chapter of the Society of Fire Protection Engineers (SFPE), the Institution of Fire Engineers New Zealand Branch (IFE) and Defsec Media Limited who has published New Zealand Security Magazine for the last 25 years.

FireNZ has a close working relationship with all industry associations and stakeholders. This enables us to deliver a trusted information source full of insightful features and articles on current trends, legislation, industry news and views, new products and services and other activities relating to fire protection and the wider fire industry.

FireNZ profiles businesses involved in the wider fire industry, and the developments and trends that are shaping the market.

It is a cost effective means for industry partners to market themselves to potential clients and fellow industry professionals.

Offering a comprehensive industry-wide readership, each issue of FireNZ has a targeted distribution of 3,000 free copies of the magazine to the person in charge of purchasing fire products and services throughout New Zealand. This level of quality circulation will enable you to promote your business directly to the end user, to key decision makers in the fire industry and to many other relevant New Zealand companies, government departments and local bodies.

## What our readers buy

Readers of this information rich resource buy your products and services. Whether it is a sprinkler for a high rise, IT software, fire alarm systems, entry technology, uniforms, training or maintenance services, we are providing the latest on new products, technological advances, retailing techniques and sales and service information.

FireNZ reaches the entire industry, making it a highly effective means of carrying your message direct to the industry's buyers.

## Readership overview

FireNZ is targeted at those working directly and indirectly in the domestic and commercial fire industry as well as people working within the public sector such as managers of local and central government organisations who buy or manage fire services and products, business owners and managers right through to suppliers, installers and front-line staff.

Our readers take their job seriously and make an active choice to be kept informed and up-to-date with the fire industries.

FireNZ is the perfect place to market you and your company, your products and services. If you have a product or service that you want to promote to the fire industry then then give us a call.

## Digital Edition

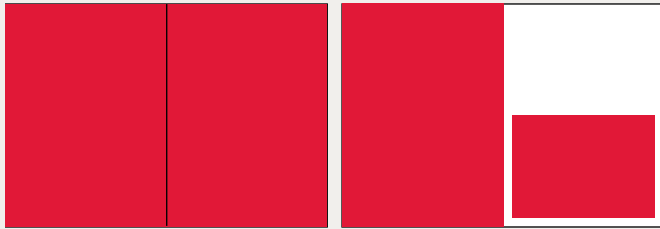
FireNZ is published on the Defsec website with each issue receiving thousands of downloads by an engaged readership. Articles from the magazine are also posted on the website (over 50,000 page views per month), distributed via direct email to around 1,000 subscribers, and promoted via our social media channels.

## About the magazine

Size:	A4
Binding:	Stitched
Colour:	Full colour throughout
Core Target:	Business owners, managers and people who have an active interest in the fire industry
Content:	Technology, industry profiles, trends, legislation, industry news & views, new products
Distribution:	Mailed to industry 31 <sup>st</sup> September 2024
Circulation:	3000
Booking deadline:	August 31st 2024
Copy deadline:	18th September 2024

## PRINT ADVERTISING OPTIONS: SIZES

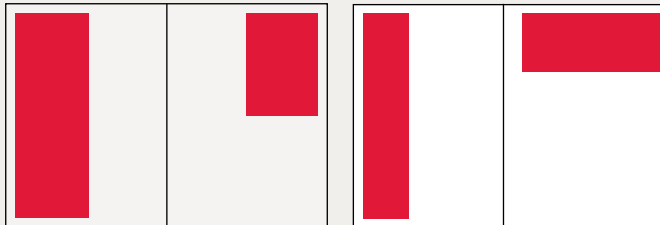
All sizes are in millimeters



Double page spread  
297h x 420w  
plus 3mm bleed

Full-page  
297h x 210w  
plus 3mm bleed

Half-page  
landscape  
130h x 190w



Half-page  
portrait  
270h x 92w

Quarter page  
132.5h x 92.5w

Third-page  
portrait  
270h x 60w

Third-page  
landscape  
90h x 190w

## 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. FireNZ)

**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

Size	Cost (NZ\$)
Full Page	\$1995.00
Half Page	\$995.00
Third Page	\$795.00
Quarter Page	\$595.00
DPS	\$3300.00
Inside front	\$2195.00
Inside back cover	\$2095.00
Outside back cover	\$2195.00

## WEB ADVERTISING OPTIONS: COSTS

Options	3 mths	6 mths	12 mths
<b>Leaderboard</b>	\$1600	\$3000	\$5000
<b>Header banner</b>	\$1300	\$2400	\$4000
<b>Footer banner</b>	\$900	\$1600	\$3000
<b>Banner</b> (magazine-specific)	\$1100	\$2000	\$3400
<b>Sidebar tile</b>	\$2000	\$3600	\$3400
<b>Background skin</b>	\$1300	\$2400	\$6000
<b>Promotional video</b>	\$900	\$2400	\$4000
<b>Sponsored</b> (guest content)	\$9050	\$2400	\$4000



For more information please contact:

**Craig Flint**

Mobile: + 64 (0) 274 597 621

Email: craig@defsec.net.nz

**Nick Dynon**, Managing Editor

Phone: + 64 (0) 22 366 3691

Email: nick@defsec.net.nz

**DEFSEC Media Limited**

27 West Crescent

Te Puru 3575,

Thames RD5

New Zealand

Phone: + 64 (0) 274 597 621

Email: craig@defsec.net.nz

Web: www.defsec.net.nz

**FireNZ Magazine** is published by

**DEFSEC Media Limited** on behalf of

**Fire Protection Association New Zealand**

**Institution of Fire Engineers (NZ Branch)**

**Society of Fire Protection Engineers (NZ Chapter)**