

# NZSM

New Zealand Security Magazine

# MEDIA KIT 2025

# NEW ZEALAND'S ONLY SECURITY INDUSTRY PUBLICATION

February/March 2024

**NZSM**  
New Zealand Security Magazine

How security at the 1976 Montréal Summer Games set a precedent for future Olympics.

The 3rd Degree: New system makes identity and background checking simpler and safer.

Police Minister Mark Mitchell: Strong direction for policing, gang crime, law and order.

[www.defsec.net.nz](http://www.defsec.net.nz)

April/May 2024

**NZSM**  
New Zealand Security Magazine

Foodstuffs trial of controversial Live Facial Recognition CCTV poses big questions

Five years on from mosque attacks political leadership needed to raise awareness

Big Start to 2024: Private Security Personnel Licensing Authority enforcing the Act

[www.defsec.net.nz](http://www.defsec.net.nz)

June/July 2024

**NZSM**  
New Zealand Security Magazine

Newcomer TSS sets up shop and becomes New Zealand distributor for Paradox

Celebrating Excellence: Women in Security Awards Aotearoa winners announced

Mobile access on campus: The next step in human-centric student services

[www.defsec.net.nz](http://www.defsec.net.nz)

August/September 2024

**NZSM**  
New Zealand Security Magazine

Protecting people, saving lives: Meet the NZSA SAVED a Life Medal recipients

Mass surveillance at the Paris Olympics: security boon or privacy nightmare?

Crime Spiral: Lessons for New Zealand from Sweden's Gang Violence problems

[www.defsec.net.nz](http://www.defsec.net.nz)

October/November 2024

**NZSM**  
New Zealand Security Magazine

NZ Security Awards: Celebrating excellence in the security industry

HID: Access Control Systems can boost your sustainability scorecard

Police Minister: Targeting gangs to minimise the harms they cause

[www.defsec.net.nz](http://www.defsec.net.nz)

December 2024/January 2025

**NZSM**  
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Transport minister floats potential aviation security privatisation

Facial recognition a sledgehammer solution to retail security

Jamie Williams: How our online world is reshaping society

NZSM Celebrating 30 Years

[www.defsec.net.nz](http://www.defsec.net.nz)

## 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.



## NZSM DEADLINES 2025

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 2025

- |                      |   |
|----------------------|---|
| <b>Feb /Mar 25</b>   | Banking, Insurance and Finance<br>Loss Prevention, Industry Training  |
| <b>April/May 25</b>  | Government, Transport, Tourism,<br>Access Management, IT security threats   |
| <b>June/July 25</b>  | Wholesalers and Manufacturers,<br>Perimeter Protection, Alarms, CCTV  |
| <b>Aug/Sept 25</b>   | Building, Construction, Facilities<br>Integration, Consultants, Electricians,<br>CCTV Installers, Architects, Engineers,<br>Intergrators & Estimators |
| <b>Oct/Nov 25</b>    | Professional, Business & Industry<br>Awards Accountants, Lawyers,<br>Business Managers and Consultants  |
| <b>Dec 25/Jan 26</b> | Retailers – The largest retails in the<br>country by number of employees  |

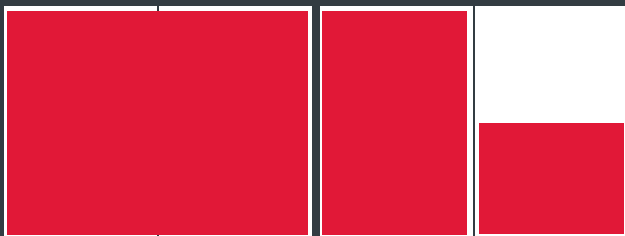


**NEW ZEALAND'S  
ONLY SECURITY  
INDUSTRY  
PUBLICATION**

*This media kit is dated December 2024. It supersedes all previous NZSM media kits and is subject to change without notice.*

## NZSM ADVERTISING LAYOUTS

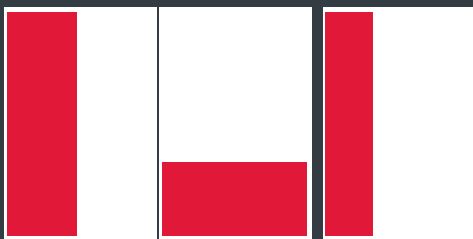
All sizes are in millimeters



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

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

## OUR PACKAGES

### Gold Package

**Includes:** Full-page advert in NZSM eMagazine, Header Banner advert (on DEFSEC website and THE BRIEF eNewsletter), Side Tile advert on DEFSEC website, editorial space (two pages in NZSM and article posted on DEFSEC website and promoted in THE BRIEF and LinkedIn). Rate (ex GST): \$1,750 (3 months), or \$2,800 (6 months) or \$4,500 (12 months)

### Economy Package

**Includes:** Header Banner advert (on DEFSEC website and THE BRIEF eNewsletter), and editorial space (two pages in NZSM eMagazine and article posted on DEFSEC website and promoted in THE BRIEF). Rate (ex GST): \$1,250 (3 months), or \$2,000 (6 months), or \$3000 (12 months)

### eAdvert Package

**Includes:** Header Banner advert (on DEFSEC website and THE BRIEF eNewsletter), and Side Tile advert on DEFSEC website. Rate (ex GST): \$1,500 (3 months), or \$2,400 (6 months), or \$3,750 (12 months)

### Editorial Package

**Includes:** Editorial space (two pages in NZSM eMagazine and article posted on DEFSEC website and promoted in THE BRIEF and LinkedIn). Rate (ex GST): \$1,000 (3 months), or \$1,600 (6 months), or \$2,500 (12 months)

## NZSM ADVERTISEMENT RATES

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

## WEB ADVERTISEMENT RATES

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

## COMPARE YOUR RETURN

**DEFSEC website:** www.defsec.net.nz

**Page views:** 500,000 per month

**Visits:** 1,000 per day

**LinkedIn DEFSEC New Zealand**

**Followers:** 4,500

**Frequency:** 3-5 posts per week

**Impressions:** Up to 60,000 per month

**iSSUU DEFSEC New Zealand**

**Impressions:** 15,000 per month

**Reads:** 1,500 per month

**mailchimp The BRIEF eNewsletter**

• **Audience:** 1,253 contacts

• **Frequency:** 1 per week (average)

• **Open rate:** 25-30%

• **Click rate:** 5-7.5%

## 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 100,000 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.

## 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 multiplatform, multi-sector promotional vehicles.

The LinkedIn account of DEFSEC, the publisher of NZSM, has more followers than any of its security industry media competitors in Australia and New

Zealand, and we are frequently Number One in terms of 'total engagement'.

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.

## 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 Media Limited**

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

**- PROVIDING INSIGHTFUL FEATURES & DELIVERING INDUSTRY NEWS SINCE 1994 -**