



NZSecurity

**New Zealand security
professionals trusted source of
information for over 20 years**

Media Kit 2015

www.NewZealandSecurity.co.nz

About us

Since 1994 the New Zealand Security Magazine (NZSM) has been delivering news and insightful features covering every aspect of the security industry with comprehensive articles featuring current trends, legislation, industry news & views which also includes new products and services.

The magazine provides its business partners with a cost effective means to market themselves to potential clients and fellow industry professionals.

The magazine is read by those operating in the security industry as well as 18,000 companies and government departments which receive complimentary copies of the NZSM.

Each issue we send 3,000 free copies of the magazine to the company owner or person in charge of buying security products and services. This enables you to promote your business directly to the end user as well as key decision makers in the security industry and to many other relevant New Zealand companies, government departments and local bodies.

Our close working relationships with all industry associations and stakeholders enables the NZSM to bring you topical and authoritative articles and the latest news of industry and stakeholder developments.

Readership overview

Readers of NZ Security include those working directly and indirectly in the domestic and commercial security industry as well as people working within the public sector such as security managers of local and central government, who buy or manage security services and products, business owners and managers right through to suppliers, installers and front-line staff.

Among our readers are IT security experts, surveillance professionals, loss prevention staff and security industry specialists.

Our readers take their job seriously and make an active choice to be kept informed and up to date with both security and fire protection.

About the magazine

Cover Price:	Free distribution to industry professionals
Subscription:	\$75 a year (6 issues)
Frequency:	Bi-monthly
Size:	A4
Binding:	Stitched
Colour:	Full colour throughout
Core Target:	Business owners, managers and people who have an active interest in the fire and security industries
Content:	Technology, industry profiles, trends, legislation, Industry news & views, new products
Distribution:	Directly mailed to our extensive distribution list
Circulation:	4000 per issue 6 issues per year

Upcoming features

Dec 14-Jan 15	Retailers The largest retails in the country by number of employees
Feb-Mar 15	Building and Construction Consultants, Electricians, CCTV Installers Architects, Engineers & Estimators
April-May 15	Government, Transport, Tourism Access management, IT security threats
June-July 15	Wholesalers and Manufacturers Perimeter Protection, Alarms
Aug-Sept 15	Banking, Insurance and Finance Loss prevention, industry training
Oct-Nov 15	Professional & Business Accountants, lawyers, managers and consultants

Benefits of advertising

New Zealand Security Magazine is the only publication of its type in New Zealand that is dedicated to the local security industry.

It is the number one business to business magazine for the security industry. If you want to communicate with fellow professionals or promote your products and services to business operating in the security industry across the country, then New Zealand Security Magazine is the perfect platform for you.

What our readers buy

Readers of our magazine buy your products and services. Whether it is a sprinkler head of a system for a high rise, IT software, hardware alarm systems, entry technology, uniforms, patrol services, training or maintenance services.

The readers of New Zealand Security Magazine want what you have to offer - all you have to do is connect with them.

Contact

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Thames RD5, New Zealand

Advertising options

Advance booking discounts

	Casual	3 Issues	6 Issues
DPS	\$3800	\$3625	\$3250
Full Page	\$2495	\$2345	\$2195
Half Page	\$1350	\$1250	\$1150
Third Page	\$850	\$795	\$750
Quarter Page	\$750	\$650	\$550
Showcase	\$300	\$275	\$250

Inside front	\$2595	\$2480	\$2260
Inside back cover	\$2595	\$2480	\$2260
Outside back cover	\$2595	\$2480	\$2260

INSERTS

A4 or smaller single page separate insert: \$250 per 1000.
All figures are in NZ dollars and exclude GST. All rates are per issue.
Rates are for full colour advertising.

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

File format high resolution PDF.

Rates do NOT include commission for any agencies.

Cancellations

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

All sizes in mm

Double page spread
297 H
x
420 W
plus 5mm bleed

Full-page
297 H
x
210 W
plus 5mm bleed

Half-page
portrait
270 H
x
92 W

Half-page
landscape
130 H
x
190 W

Third-page
portrait
270 H
x
60 W

Third-page
landscape
90 H
x
190 W

Quarter
page
132.5 H
x
92.5 W
Showcase
125 H
x
60 W

NZ Security Deadlines 2014

Issue	Booking	Material	Distributed
Feb/Mar	Jan 21	26	Jan 30
April/May	Mar 16	23	Mar 31
June/July	May 15	22	May 29
Aug/Sept	July 20	27	July 31
Oct/Nov	Sept 18	25	Sept 30
Dec/Jan	Nov 16	20	Nov 30

This media kit is dated May 2015 it supersedes all previous NZSM media kits and is subject to change without notice.

To discuss your advertising requirements contact

Craig Flint

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Email: craig@newzealandsecurity.co.nz