

# NZ Security Magazine

A trusted source of information for industry professionals



**Media Kit**  
**2011**

## Readership overview

Readers of NZ Security include those working directly and indirectly in the domestic and commercial security industry.

From business owners and managers right through to suppliers, installers and front line staff.

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

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

## About the magazine

<b>Cover Price:</b>	Free distribution to industry professionals
<b>Subscription:</b>	\$50 a year (6 issues)
<b>Frequency:</b>	Bi-monthly
<b>Size:</b>	A4
<b>Binding:</b>	Stitched
<b>Colour:</b>	Full colour throughout
<b>Core Target:</b>	Business owners, managers and people who actively work in the security industry
<b>Content:</b>	Technology, industry profiles, trends, legislation, industry news & views, new products
<b>Distribution:</b>	Directly mailed to our extensive distribution list
<b>Circulation:</b>	5000 per issue 6 issues per year

## About us

Since 1994 the New Zealand Security Magazine has been delivering news and insightful features covering every aspect of the growing security industry.

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

The magazine is not read by just those operating in the security industry. Every year 12,000 companies and government departments will receive complimentary copies of the New Zealand Security Magazine.

We send 2,000 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 key decision makers in the security industry as well as to many relevant New Zealand companies, government departments and local bodies.

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

## Upcoming features

<b>Feb-Mar</b>	<b>Building and Construction</b> Rugby World Cup security update
<b>April-May</b>	<b>Government, Transport, Tourism</b> Access management, IT security threats
<b>June-July</b>	<b>Wholesalers and Manufacturers</b> Smart card technology, perimeter protection
<b>Aug-Sept</b>	<b>Banking, Insurance and Finance</b> Loss prevention, industry training
<b>Oct-Nov</b>	<b>Professional &amp; Business</b> Accountants, lawyers, managers and consultants
<b>Dec-Jan 2012</b>	<b>Retailers</b> The largest retailers in the country by number of employees

## Benefits of advertising

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

It is the number one business to business magazine for the 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 IT security 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 us

Craig Flint  
Phone: (+64) 9 409 2018  
Email: craig@newzealandsecurity.co.nz

## Postal address

PO Box 4, Ahipara, Northland  
New Zealand, 0449



To book advertising call Craig on + 64 9 409 2018 or  
 Email: [craig@newzealandsecurity.co.nz](mailto:craig@newzealandsecurity.co.nz)

## Advertising options

	Advance booking discounts		
	Casual	3x (-5%)	6x (-10%)
DPS	\$3500	\$3325	\$3150
Full Page	\$2295	\$2150	\$2065
Half Page	\$1350	\$1280	\$1215
Third Page	\$850	\$810	\$765
Quarter Page	\$750	\$715	\$675
Showcase	\$300	\$285	\$270
Company Profile *	\$2750		
Inside front	\$2395	\$2280	\$2160
Inside back cover	\$2320	\$2200	\$2080
Outside back cover	\$2495	\$2375	\$2250

Commit to three or more issues and save money.

### INSERTS

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

All figures are in NZ dollars and exclude GST, all rates are per issue. Rates are for full colours adverts.

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

Rates are commission bearing for accredited agencies.

File format high resolution PDF.

### Cancellations

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

\*See the separate Company Profile.pdf

## Shapes & Sizes all 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  
 68 W

Third-page  
 landscape  
 90 H  
 x  
 190 W

QuarterPage  
 130 H  
 x  
 92 W

Showcase  
 125 H  
 x  
 60 W

## NZ Security Deadlines 2010/11

Issue	Booking	Material	Distributed
Dec-Jan	Nov 12	15	Nov 30
Feb-Mar	Jan 14	17	Jan 30
April-May	Mar 14	15	Mar 30
June-July	May 14	15	May 30
Aug-Sept	July 14	15	July 30
Oct-Nov	Sept 15	17	Sept 30

This media kit is dated November 2010, it supersedes all previous  
 nz Security Magazine media kits and is subject to change without notice.

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## Booking Form

Name: _____	O/N: _____
Company: _____	Agency: _____
PO Box for accounts: _____	Client Fax: _____
_____	Agency Fax: _____
_____	_____
Telephone No: _____	Email for accounts: _____

Issue	Position	Size	Loading	Rate

Material on hand	<input type="checkbox"/>	Issue: _____
From Agency	<input type="checkbox"/>	Format: _____
Disk Supplied	<input type="checkbox"/>	Format: _____
Email PDF	<input type="checkbox"/>	Issue: _____
Other: _____		
Issue: _____		
Copy Deadline: _____		

Sub Total	_____
Gst	_____
Total	_____

To book advertising call Craig on 09 409 2018 or  
 Email: [craig@newzealandsecurity.co.nz](mailto:craig@newzealandsecurity.co.nz)