

# Targeted Advertising



## INDUSTRIAL SafetyNews

# MEDIA KIT

January - December 2024

## mediaSOLUTIONS

**MEDIA SOLUTIONS IS THE MARKET LEADER WITH TIGHTLY CONTROLLED, TARGETED READERSHIP**

Seven media platforms made up of three websites covering Infrastructure, Property/Construction and Industrial Safety, a magazine for each of the subject areas and a weekly Electronic Direct Mail to a targeted readership.

Essential reading for market decision makers - developers, contractors, government officials and health and safety managers.

For advertising enquiries, please contact:

NICK PALFREY

Sales & Marketing Manager

+64 22 589 1027

[nick@infrastructurebuild.com](mailto:nick@infrastructurebuild.com)

### READERSHIP

Each of the platforms has blended interest for all of our readers, more than 90 percent of whom are managerial level or above and 68 percent are directly involved in purchasing for their company...

[Find out more about readership.](#)

### READER BREAKDOWN

The primary involvement of readers is split almost evenly between the three sectors - Infrastructure, Construction and Industrial Safety as audited readership indicates, but each has more than a passing interest in the other industry sectors...

[Read why.](#)

### COVERAGE

How we cover them all and their varying degrees of interest in websites to access all news, magazines and free electronic mail...

[Read more about how that works here.](#)

### WHO READS US

More than 6,000 per week subscribe to the Electronic Direct Mail (auditor Mailchimp), 6,993 reads from 60,000 impressions for the magazines each month (auditor ISSUU) and 8,000 reads from 13,000 page views for the websites per month (auditor Google Analytics). The magazines have almost 3.5 million impressions worldwide through ISSUU...

[See latest breakdowns and industry comparisons here.](#)

### WHAT WE OFFER

Attractive promotions packages that offer advertising and sponsored editorial opportunities across all platforms for as little as \$450 a month for a minimum of four consecutive months...

[Read more here.](#)

INDUSTRIAL SafetyNews

[www.safetynews.co.nz](http://www.safetynews.co.nz)

# WEBSITE RATES

	Per Month
Web Banner	\$350
Island Sidebar	\$350
Masthead	\$350
Carousel	\$350

Subject to availability, shared voice.  
 All prices exclusive of GST.  
 Artwork supplied by client (available at cost if required).  
 See the final page of this media kit for ad size specifications.



# INFRANEWS - ELECTRONIC DIRECT MAIL (EDM) RATES

InfraNews is an email newsletter that goes out weekly to over 6,000 subscribed readers of our three websites: [safetynews.co.nz](http://safetynews.co.nz), [infrastructurenews.co.nz](http://infrastructurenews.co.nz) and [propertyandbuild.co.nz](http://propertyandbuild.co.nz)

Per Insertion	1 week	2 weeks	1 month +
EDM Banner	\$400	\$225	\$200

All prices exclusive of GST.  
 Artwork supplied by client (available at cost if required).  
 See the final page of this media kit for ad size specifications.



# WEBSITE & EDM PACKAGES

**MINIMUM OF 4 CONSECUTIVE MONTHS**

	Electronic Direct Mail Banner		Website*	Price per month
Package 1A	1 insertion each month	PLUS	Ad on 1 website of your choice for 1 month	<u>\$450</u>
Package 2A	1 insertion each month	PLUS	Ad on 2 websites of your choice for 1 month	<u>\$550</u>
Package 3A	2 insertions each month	PLUS	Ad on 2 websites of your choice for 1 month	<u>\$650</u>
Package 4A	2 insertions each month	PLUS	Ad on all 3 websites for 1 month continuous	<u>\$750</u>
Package 5A	3 insertions each month	PLUS	Ad on all 3 websites for 1 month continuous	<u>\$850</u>

\*Choose from our three websites: [safetynews.co.nz](http://safetynews.co.nz), [infrastructurenews.co.nz](http://infrastructurenews.co.nz) and [propertyandbuild.com](http://propertyandbuild.com)

Minimum four months booking. Maximum 12 months. Billing monthly.  
 All prices exclusive of GST.  
 Artwork supplied by client (available at cost if required).  
 Agency minimums apply.

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## MAGAZINE RATES

	1 Issue	3 Issues	5 Issues
Double Page Spread	\$3,500	\$3,000	\$2,750
Full page	\$2,600	\$2,150	\$1,900
Half Page Vertical or Horizontal	\$1,650	\$1,250	\$1,000
Quarter Page Vertical or Horizontal	\$950	\$900	\$850

All prices exclusive of GST.  
 Artwork supplied by client (available at cost if required).  
 See the final page of this media kit for ad size specifications.

## FULL SERVICE VALUE COMBO

**MINIMUM OF 4 CONSECUTIVE MONTHS**

The following are example packages with EDM, website and magazine advertising bundled together. Please contact us for a package that will suit your needs.

	Electronic Direct Mail Banner	Website*	Magazine Advertisement	Free Editorial**	Price per month
Package 1	1 insertion each month	Any ad on 1 website of your choice	Quarter-page ad	-	\$630
Package 2	1 insertion each month	Any ad on 2 websites of your choice	Quarter-page ad	Quarter-page editorial	\$730
Package 3	2 insertions each month	Any ad on 2 websites of your choice	Quarter-page ad	Quarter-page editorial	\$830
Package 4	2 insertions each month	Any ad on 2 websites of your choice	Half-page ad	Half-page editorial	\$930
Package 5	2 insertions each month	Any ad on all 3 websites	Half-page ad	Half-page editorial	\$1030
Package 6	2 insertions each month	Any ad on all 3 websites	Full-page ad	Full-page editorial	\$1130
Package 7	3 insertions each month	Any ad on all 3 websites	Full-page ad	Full-page editorial	\$1230

\*Choose from our three websites: [safetynews.co.nz](http://safetynews.co.nz), [infrastructurenews.co.nz](http://infrastructurenews.co.nz) and [propertyandbuild.com](http://propertyandbuild.com)

\*\*May be marked as Sponsored

Minimum four months booking. Maximum 12 months. Billing monthly.  
 Artwork supplied by client (available at cost if required)  
 Prices do not include GST  
 Agency minimums apply

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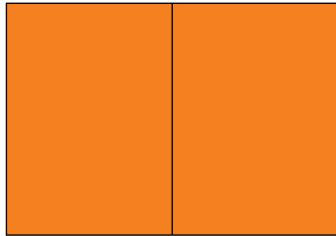
## MAGAZINE PUBLISHING SCHEDULE

AsiaPacific Infrastructure, Property and Build and Industrial Safety News are published five times a year and appear on all websites and via InfraNews and WorldWeek every Tuesday and Friday.

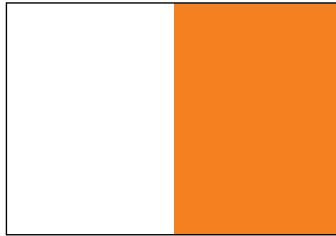
Issue	Key Focus Areas	Advertising & Edit First Deadline
Yearbook February-March	Infrastructure Outlook, Property & Construction Outlook, Industrial Safety Outlook	Final week of January
April-May	Personal Protective Equipment, Design, Architecture, Construction, Water	Final week of March
June-July	Training & Management, Residential Property, Hazardous Substances, Construction	Final week of May
August-September	Transport, Commercial Property, Development, Technology, Cyber Security	Final week of July
October-January	Access, Training & Management, Health & Injury, Chemicals & Workplace Safety	Final week of September

Magazine may be updated at any time within the cycle with material required 24 hours before.

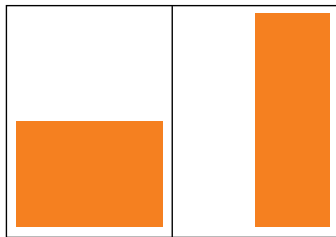
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DPS

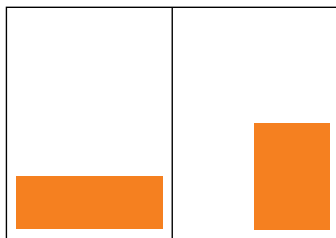


FP



HPH

HPV

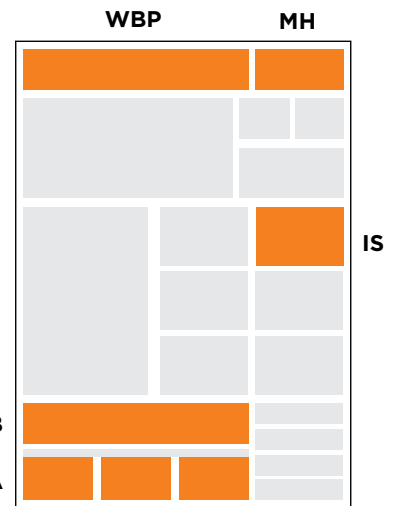


QPB

QP

## WEBSITE & EDM SPECIFICATIONS

	Size (WxH)
Masthead (MH)	300px x 90px
Carousel (CA)	214px x 140px
Island - Sidebar (IS)	300px x 250px
Web Banner (WB)	702px x 90px
Web Banner Premium (WBP)	702px x 90px
EDM Banner	565px x 85px



Supply online files to [mike@infrastructurebuild.com](mailto:mike@infrastructurebuild.com) in JPEG, PNG or GIF format. Images may be subsampled to a minimum of 300dpi. Image compression should be at the highest available JPEG quality setting.

## MAGAZINE SPECIFICATIONS

Ad space		Trim Size	Bleed Size
Double page spread	DPS	420mm wide x 297mm	426mm wide x 303mm high
Full page	FP	210mm wide x 297mm high	216mm wide x 303mm high
Half page horizontal	HPH	186mm wide x 136mm high	-
Half page vertical	HPV	91mm wide x 269mm high	-
Quarter page banner	QPB	186mm wide x 65mm high	-
Quarter page	QP	91mm wide x 136mm high	-

Supply magazine files to [mike@infrastructurebuild.com](mailto:mike@infrastructurebuild.com) as CMYK PDFs, with 3mm bleed on edges for full page and double page spread.

### Technical specifications

Images may be subsampled to a minimum of 300dpi; image compression should be at the highest available JPEG quality setting. All fonts must be embedded in the PDF or converted to paths. Embedded fonts must not use CID/Identity-H encoding. Please ensure the PDF is created as Composite CMYK, with all transparencies flattened, using Acrobat 4 compatibility (PDF version 1.3).

Advertisements must be correctly sized (to A4 specs) as listed, and full page ads must include 3mm bleed. Please supply a single PDF file only - do not include any other documents, images or fonts.

Colours should be specified as CMYK, and all images should be CMYK separated - suggested separation specs are UCR separation, 95% black limit, 320% total CMYK ink cover, approx 15% midtone dotgain.

Copy Guidelines are as follows:

For a half page advertisement with a graphic, we recommend 150 words maximum. With no graphic, 300 words.

For a full page the maximum is 500 words with a graphic.

We reserve the right to reject at our sole discretion any advertisement that does not meet our standards.

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Media Solutions Limited will not be responsible for any errors in supplied advertising material. Please ensure you have checked and approved the actual file you are supplying

### Other formats

If you are unable to supply artwork as PDF to our specification, other formats may be acceptable - please email

[michael@infrastructurebuild.com](mailto:michael@infrastructurebuild.com) to discuss this before sending any artwork. Note that formats other than PDF may incur an additional processing charge.

### Content Partners

PR Priority Content Partners: Bonafide suppliers of editorial of merit pay a \$550 a year subscription, fully refundable if their client advertises within 12 months.

Non-Profit Specialist Content Partners are appointed by the editor to produce opinion pieces.

Please submit all material for consideration to Michael Curren ([michael@infrastructurebuild.com](mailto:michael@infrastructurebuild.com) | +64 21 029 20234).

Final publication is at the discretion of the publisher, Mike Bishara ([mike@infrastructurebuild.com](mailto:mike@infrastructurebuild.com)).

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