

circulation:5000

NEW ZEALAND
CONSTRUCTION NEWS
 INFRASTRUCTURE | CIVIL & COMMERCIAL | RESIDENTIAL | CONTRACTING

Media kit 2022

NEW ZEALAND CONSTRUCTION NEWS is a trade magazine published six times a year. It is targeted specifically at those involved in civil, commercial and large-scale residential construction and infrastructure development, including contracting executives, marketing and purchasing personnel, academics and tertiary staff, government and local bodies, consultants, project management companies, architects, quantity surveyors, specifiers, developers, and civil and mechanical engineers. With regular sections on project updates, urban development, products and materials, workplace health and safety, legal and labour issues, opinion pieces from some of the industry's leading personnel and associations, and special features in each edition on a specific aspect of construction, New Zealand Construction News is well respected and widely read by those working in the industry.



BY OFFERING AN OVERVIEW OF CONSTRUCTION, INFRASTRUCTURE AND OUR BUILT ENVIRONMENT, NEW ZEALAND CONSTRUCTION NEWS REFLECTS THE DYNAMISM AND VITALITY OF ONE OF NEW ZEALAND'S MORE ECONOMICALLY SIGNIFICANT INDUSTRIAL SECTORS.

HAYLEYMEDIA Ltd

8/48 Maki Street, Westgate,
 Auckland, 0814, PO Box 84345,
 Westgate, Auckland 0657
 Tel: 09 486 0077

Email: subs@hayleymedia.com
 Publisher: Greg Robertson

HAYLEYMEDIA
 information & communication

EDITOR

Greg Robertson
 Tel: 027 559 5771
 Email: greg@hayleymedia.com

STAFFWRITER

Cassie Birrer
 Tel: 027 242 0146
 Email: cassie@hayleymedia.com

ADVERTISING SALES MANAGER

Megan Tregunno
 Tel: 027 235 7580
 Email: megan@hayleymedia.com

DESIGN & PRODUCTION

Rheon Slade

CIRCULATIONS/SUBSCRIPTIONS

Email: subs@hayleymedia.com

media kit 2022

FOUNDATIONS

THE PLACE TO BE SEEN WHEN YOU WANT YOUR COMPANY'S STORY/MESSAGE TO BE TOLD

Special Features & Foundations 2022

(See COMBO PRICING and pass your company's message directly to the industry, P4)

'Front of Mag' Special Features:

Every issue, NZ Construction News has one or two special 'Front of Mag' features. The schedule for 2022 is as follows:

Jan/Feb – Training; IT in Construction

Mar/Apr – Materials & Handling

May/June – Concrete; Cranes and Height Access

Jul/Aug – Green Build

Sep/Oct – Safety; Materials & Handling

Nov/Dec – Green Build; Training

'Pop Up' Special Features:

Depending on what is 'hot' in topic within the industry, NZCN occasionally has Pop Up-style features. Potential advertisers will be contacted by email.

'Foundations' Features:

Within every issue, your brand can find a home. 'Foundations' reflects the many industry categories that make up construction and building. Each section has a heavy focus on Kiwi companies, brands and their products/equipment/services - all contribute heavily to doing better business and improving the industry as a whole. Sections can be included if there is advertising demand for a category. They can range from concrete to heavy equipment, safety, training, IT in construction, roading, height access, logistics, health and safety drainage and much more. These are ideal sections to take a 'Combo' – a mixture of advertising and editorial – as a section can be created for your specific need and field.

Combos:

Combos are a great and cost-effective way to pass on an advertorial message. A combo usually consists of supplied editorial, images and supporting advertisement. This is edited to conform to our house style, laid up by our designer and returned to you for approval prior to publication. Heavy emphasis is placed on design to make the reader stop and read. Large imagery to help invite the reader in, combined with a well-designed, spaced layout, is a priority. Providing a selection of images is encouraged.



Full page combo = DPS spread

Supporting editorial specifications:

- 450-500 max words plus one or two high-res images (based on a full page ad).
- Accompanying advertisement can be any size up to a full page.



Half page combo = Half page editorial and up to a half page advertisement

Supporting editorial specifications:

- 250-300 max plus one high-res image (based on a ½ page ad).
- Accompanying advertisement can be any size up to a half page.

NB: Word counts are a generic guide only, dependent on ad sizes and image quantities.

2022 Deadlines

	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec	Jan/Feb 23
Editorial contributions	21 Feb	26 Apr	21 Jun	23 Aug	24 Oct	5 Dec
Advertising bookings	25 Feb	29 Apr	23 Jun	26 Aug	28 Oct	9 Dec
Advertising material	28 Feb	2 May	28 Jun	30 Aug	31 Oct	12 Dec
Outside cover wrap	28 Feb	2 May	28 Jun	30 Aug	31 Oct	12 Dec
Approximate publication dates	8 Mar	11 May	7 Jul	7 Sept	9 Nov	9 Jan 23

Editorial Submissions

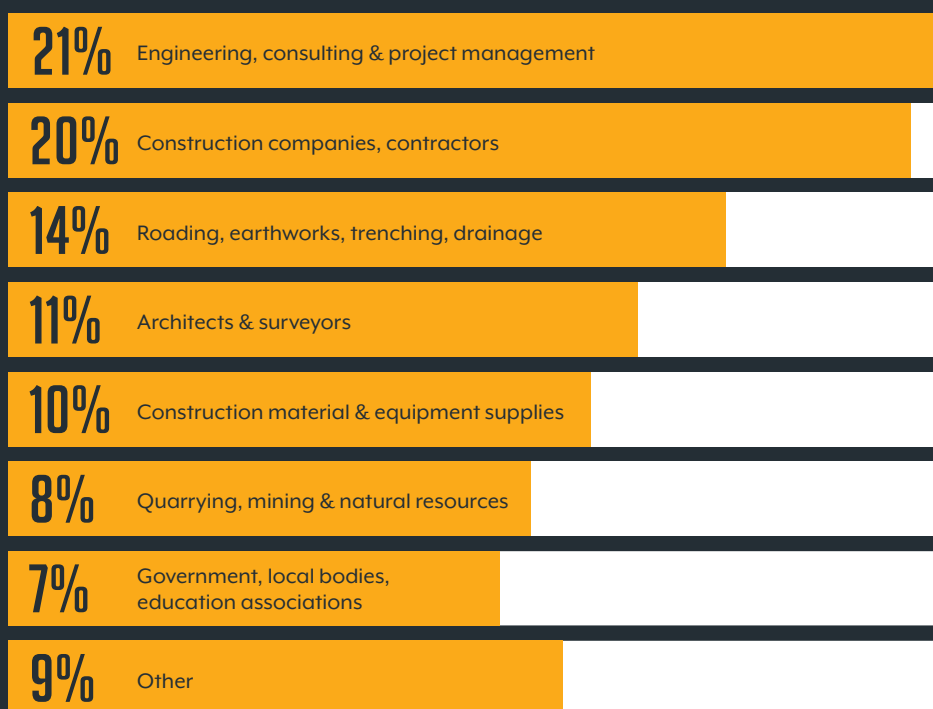
Potential contributors should in the first instance email the editor with editorial submissions. Copy may be used in either print or online form, with no form of communication unless additional information is required. Please DO NOT follow up editorial or press releases with phone calls or the re-sending of information.

Editorial should be sent as a Word document, with images sent as separate attachments (not embedded in the Word document or main body of the email) with preferred captions for each photo. Images must be of good quality, in focus and taken at a high resolution – ideally 300 dpi. We cannot reproduce images that have been downsized for email or web purposes.

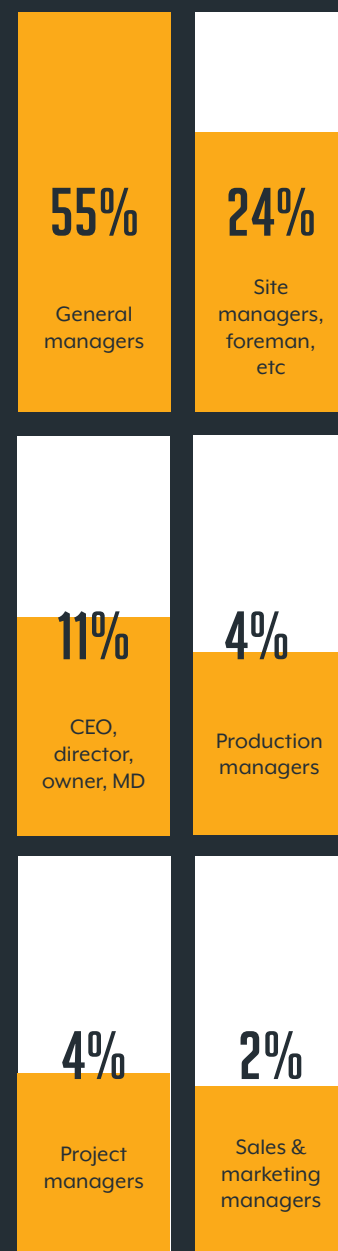
The editor reserves the right to edit material and to reject submissions. The accuracy of the material is the responsibility of the contributor.

While we welcome material from commercial sources, it should be as independent as possible. ‘Advertorial’ material (which reads like a brochure, and overtly promotes a business’s products/services) will not be considered unless accompanied by paid advertising. Unsolicited editorial will only be considered for publication if space permits.

Reader Categories



Job Titles



Need help writing your own PR or advertorial?

Trained, professional trade journalists are available at excellent rates – skilled in passing messages to industry. Rates are \$175 per hour, and include a two-stage proofing process and can include interviewing, photography etc. Contact Megan Tregunno for more information on 027 235 7580.

DISPLAY ADVERTISING (per issue/s)	Advert make up			
	Casual	3 Issues	6 Issues	up
4 Page Cover Wrap	\$5500			
Front Cover	\$3600			
Front Cover Package (FC + DPS)	\$5200			
Outside Front Cover Banner	\$1490	\$1390	\$1350	\$150
Inside Front Cover or Outside Back Cover	\$3000	\$2900	\$2800	\$300
Double Page Spread	\$3800	\$3650	\$3500	\$450
Full Page	\$2800	\$2650	\$2500	\$300
Half Page (Vertical/Horizontal)	\$1800	\$1650	\$1500	\$150
Quarter Page (Vertical/Horizontal)	\$1400	\$1350	\$1300	\$150
Stocktake	\$800			
Services to Industry	\$300	\$275	\$250	
Onserts: Max 210mmW x 297mmH (A4) Max 100g	\$1950			

Folded onserts must have a 'closed' edge to enable automatic feeding on the bindery equipment. Concertina folds are not suitable.

Requests for specific page placement will attract a 15% premium.

Rates are in NZ dollars, and exclusive of GST.

The head designer/editor reserve the right for full authority on Front Cover packages, with all submissions requiring the meeting of design/magazine standards.

Cancellations must be no later than one week prior to the material deadline. The publisher reserves the right to use previous material if copy is not supplied by deadline, and to charge in full for advertising cancelled within the four week period prior to deadline.

COMBOS (per issue/s)	Casual	3 Issues	6 Issues
Full Page Ad + Full Page Editorial Content	\$3400	\$3300	\$3200
Half Page Ad + Half Page Editorial Content	\$2500	\$2400	\$2300
Quarter Page Ad + Quarter Page Content	\$1600	\$1500	\$1450

*Editorial writer/photographer included \$POA
 **A writer/interviewer/photographer is available \$500

Combos are a great and cost-effective way to add pass an advertorial message (maintaining magazine housestyles) and advertising message as well. They need to be in a section (except for news) and as long as at least half is advertorial, they are flexible in what size ad you display. Ad make up charges for the advertisement component are above, if required.

ONLINE/DIGITAL ADVERTISING (monthly rates)	1 month	3 month	per issue
Sole Promotion E-news EDM	\$890	\$790	
Website Leaderboard (960w x 90h pixels)	\$400	\$350	
Website Square (280w x 280h pixels)	\$300	\$800	
E-news Leaderboard (700w x 100h pixels)			\$400
E-news Tower (340w x 680h pixels)			\$250

Rates for online and e-newsletter advertising are non-commission bearing. Online advertising material specifications: Max file size = 50 kilobytes. File format can be either jpeg, gif, animated gif or html5. Rates are in NZ dollars, and exclusive of GST.

*All rates + pricing are non commission agency bearing.

TECHNICAL DETAILS

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and **not embedded** into powerpoint or word documents.

SUPPLYING MATERIAL

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines.

Specifications

Full Page
227mm W x 297mm H
Include 5mm bleed.

Double Page Spread
454mm W x 297mm H
Include 5mm bleed.

Half Page Vertical

Half Page Horizontal

Quarter Page Vertical

Quarter Page Horizontal

Services to Industry

Crop marks are required for **full and double page spreads ONLY** with a minimum of 5mm bleed. **(no printing marks or bleed on adverts smaller than a full page)**. Files can be sent via CD-Rom, USB stick, email, Dropbox/YouSendit.

DIRECTORY LISTING

Online, in print, in digital, the Gold Member Directory listing has a 12-month shelf life and works as the first point of contact. Gold member features 164,000 insertions across all mediums through the course of the year providing brands, services and companies with high presence. A number of options are available.

\$490 including GST



ADVERTISING SALES MANAGER

Megan Tregunno
 Phone: 09 484 1308
 Mobile: 027 235 7580
 Email: megan@hayleymedia.com
 www.constructionnews.co.nz



HAYLEYMEDIA Ltd

8/48 Maki Street, Westgate, Auckland, 0814,
 PO Box 84345, Westgate, Auckland 0657
 Tel: 09 486 0077
 Email: subs@hayleymedia.com
 www.hayleymedia.co.nz