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

TRACY FAIREY
SALES MANAGER
PHONE: 027 420 9487

MEDIA KIT 2026

CONTENTS

WHY ADVERTISE WITH NZ CONSTRUCTION NEWS? 3

Targeted | Trusted | Leader | Widely Read | Subscriber Growth | Depth.

SPECIAL FEATURES & MATERIAL DEADLINES 4

Every issue, New Zealand Construction News has a special 'Front of Mag' feature.

PRINT ADVERTISING 6

Print advert specs and sizing, combos, pricing and more. Quarter page ads (P6-7), half page ads (P8-9), full page ads (P10-11), double page spreads (P12-13), magazine inserts, industry directory (P14) and Stocktake (P15).

ONLINE ADVERTISING 18

Online advert specs, sizing and more. Digital magazine sponsorship, E-newsletter (P18) and homepage advertising (P19).

PRINT ISN'T DEAD... 20

Print isn't dead (P20), Print Power... (P21).
The science about the power of print and more FAQ's.

PRICING 22

Print and online ad pricing, specs and sizing.

DISTRIBUTION

3

READER CATEGORIES

21% Engineering, consulting & project management

20% Construction companies, contractors

14% Roading, earthworks, trenching, drainage

11% Architects & surveyors

10% Construction material & equipment supplies

8% Quarrying, mining & natural resources

7% Government, local bodies, education associations

9% Other

JOB TITLES

55% General managers

24% Site managers, foreman, etc

11% CEO director owner, MD

4% Production managers

4% Project managers

2% Sales & marketing managers

WHY ADVERTISE WITH NEW ZEALAND CONSTRUCTION NEWS?

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.

4,000
PRINT COPIES DISTRIBUTED EACH MONTH

3,350
DIGITAL COPIES EMAILED EACH MONTH

2,300
CONSTRUCTION NEWS NEWSLETTER EMAILED EACH MONTH

FEATURES

SPECIAL FEATURES & MATERIAL DEADLINES

Every issue, NZ Construction News has one or two special 'Front of Mag' 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. The schedule for 2026 is as follows:

MARCH/APRIL Building & Construction Materials	MATERIAL DEADLINE	**FEB 27**
MAY/JUN Concrete; Cranes & Height Access	MATERIAL DEADLINE	**APR 20**
JULY/AUGUST Green Build; Trade Tools	MATERIAL DEADLINE	**JUN 17**
SEPTEMBER/OCTOBER Safety; Materials Handling Equipment	MATERIAL DEADLINE	**AUG 20**
NOVEMBER/DECEMBER Green Build; Training; Women in Construction	MATERIAL DEADLINE	**OCT 21**
JANUARY/FEBRUARY 2026 Training; IT/AI In Construction	MATERIAL DEADLINE	**DEC 2**

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.

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. Submissions to: news@hayleymedia.com

FOUNDATIONS

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

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.

TRAINING | INNOVATION | CONCRETE | SAFETY | MAINTENANCE | ROADING | AND MANY MORE.

5

PRINT ADVERTISING

QUARTER PAGE ADS

FRONT COVER STRIP

QUARTER PAGE COMBO

TWO QUARTER PAGE AD SIZE OPTIONS TO CHOOSE FROM

LEFT:
QUARTER PAGE VERTICAL AD

BELOW:
QUARTER PAGE HORIZONTAL AD

PRINT

QUARTER PAGE AD

QUARTER PAGE VERTICAL AD:
95.5MM WIDE X 124MM HIGH

QUARTER PAGE HORIZONTAL AD:
197MM WIDE X 60MM HIGH

NO BLEED OR CROP MARKS REQUIRED

Advert make up cost: **$275+GST**

Pricing 1-2 issues
$1575+GST PER ISSUE

Pricing 3-5 issues
$1495+GST PER ISSUE

Pricing 6 + issues
$1430+GST PER ISSUE

FRONT COVER STRIP

FRONT COVER STRIP
227MM WIDE X 50MM HIGH PLUS 5MM BLEED

Have a strong message that you want to ensure gets passed on? Then the front cover strip is a great option. Cost-effective, this option leaves no doubt that your company is a major player within the construction industry.

$1640+GST

QUARTER PAGE
VERTICAL COMBO

QUARTER PAGE
HORIZONTAL COMBO

QUARTER PAGE COMBO

INCLUDES ONE QUARTER PAGE AD AND ONE QUARTER PAGE OF EDITORIAL (HALF PAGE TOTAL)

You can book a quarter page ad (horizontal or vertical) and make it a combo with an extra quarter page editorial. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 230 words with no picture and 150 words with one picture.

Pricing 1-2 issues

$1785+GST PER ISSUE

Pricing 3-5 issues

$1680+GST PER ISSUE

Pricing 6 + issues

$1575+GST PER ISSUE

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.

CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL TRACY@HAYLEYMEDIA.COM

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. 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 email, Dropbox/Wetransfer or other file sharing link.

Cancellations must be no later than one week prior to the material deadline.

PRINT ADVERTISING

HALF PAGE ADS

HALF PAGE COMBO

TWO HALF PAGE AD SIZE OPTIONS TO CHOOSE FROM

LEFT:
HALF PAGE VERTICAL AD

BELOW:
HALF PAGE HORIZONTAL AD

PRINT

HALF PAGE AD

HALF PAGE VERTICAL AD:
95.5MM WIDE X 257MM HIGH

HALF PAGE HORIZONTAL AD:
197MM WIDE X 124MM HIGH

NO BLEED OR CROP MARKS REQUIRED

Advert make up cost: **$410+GST**

Pricing 1-2 issues
$1995+GST PER ISSUE

Pricing 3-5 issues
$1840+GST PER ISSUE

Pricing 6 + issues
$1710+GST PER ISSUE

HALF PAGE HORIZONTAL COMBO

HALF PAGE VERTICAL COMBO

HALF PAGE COMBO

INCLUDES ONE HALF PAGE AD AND ONE HALF PAGE OF EDITORIAL (ONE PAGE TOTAL)

You can book a half page advertisement (horizontal or vertical) and make it a combo with an extra half page story or company profile. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 400 words with no picture or 300 words with one picture.

Pricing 1-2 issues

$2760+GST PER ISSUE

Pricing 3-5 issues

$2650+GST PER ISSUE

Pricing 6 + issues

$2545+GST PER ISSUE

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.

CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL TRACY@HAYLEYMEDIA.COM

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. 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 email, Dropbox/Wetransfer or other file sharing link.

Cancellations must be no later than one week prior to the material deadline.

PRINT ADVERTISING

FULL PAGE AD

OUTSIDE BACK COVER

FULL PAGE COMBO

PRINT

FULL PAGE AD

227MM WIDE X 297MM HIGH PLUS 5MM BLEED

Pricing 1-2 issues

$3045+GST PER ISSUE

Pricing 3-5 issues

$2920+GST PER ISSUE

Pricing 6+ issues

$2760+GST PER ISSUE

At least 5mm of extra design that extends beyond the final trim line of the page (227mmW x 297mmH/pink line) is needed to ensure there are no white edges after the magazine is cut.

Advert make up cost: **$555+GST**

INSIDE FRONT OR OUTSIDE BACK COVER

Second only to the front cover, be seen all by yourself with this high profile power position and statement. Showcase why companies should be doing business with you. A perfect place to brand.

$3360+GST

FULL PAGE COMBO

INCLUDES ONE FULL PAGE AD AND ONE FULL PAGE OF EDITORIAL (TWO PAGES TOTAL)

You can book a full page advertisement and make it a combo with an extra full page story. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 350-450 words and up to two pics
NB: Word count is dependant on image size. A full page story must include an image.

Pricing 1-2 issues

$3990+GST PER ISSUE

Pricing 3-5 issues

$3885+GST PER ISSUE

Pricing 6 + issues

$3780+GST PER ISSUE

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.

CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL TRACY@HAYLEYMEDIA.COM

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.
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 email, Dropbox/Wetransfer or other file sharing link.

Cancellations must be no later than one week prior to the material deadline.

PRINT ADVERTISING

DOUBLE PAGE SPREAD AD

DOUBLE PAGE SPREAD STRIP AD COMBO

DOUBLE PAGE SPREAD AD

454MM WIDE X 297MM HIGH PLUS 5MM BLEED

Pricing 1-2 issues

$4200+GST PER ISSUE

Pricing 3-5 issues

$3940+GST PER ISSUE

Pricing 6+ issues

$3675+GST PER ISSUE

At least 5mm of extra design that extends beyond the final trim line of the page (227mmW x 297mmH/pink line) is needed to ensure there are no white edges after the magazine is cut.

Advert make up cost: **$690+GST**

PRINT

COMBO PRICE

$3970

+GST

DOUBLE PAGE SPREAD STRIP AD COMBO

STRIP AD: 454MM WIDE X 40MM HIGH PLUS 5MM BLEED

INCLUDES ONE DOUBLE PAGE SPREAD STRIP AD AND THE REMAINING TWO PAGES OF EDITORIAL

You can book a double page spread strip advertisement and make it a combo with the remaining two pages as a story. You can use your own PR company or department, or forward information to us so we can turn it into an informative article.

SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 700 words and up to three pics
NB: Word count is dependant on image size. A full page story must include an image.

At least 5mm of extra design that extends beyond the final trim line of the ad (454mmW x 40mmH/pink line) is needed to ensure there are no white edges after the magazine is cut.

Strip ad make up cost: **$410**+GST

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.

CONTACT TRACY FAIREY FOR MORE INFO: PHONE 027 420 9487 OR EMAIL TRACY@HAYLEYMEDIA.COM

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. Crop marks are required for **full and double page spreads <u>only</u>** with a minimum of 5mm bleed, (no printing marks or bleed on adverts **<u>smaller</u>** than a full page). Files can be sent via email, Dropbox/Wetransfer or other file sharing link.

Cancellations must be no later than one week prior to the material deadline.

SERVICES TO INDUSTRY

PROFILES OF SUCCESS

PRINT

SERVICES TO INDUSTRY

95.5MM WIDE X 57.5MM HIGH

A hot section to advertise in for a small investment. These quick reference ads get calls.

Pricing 1-2 issues

$370+GST PER ISSUE

Pricing 3-5 issues

$345+GST PER ISSUE

Pricing 6+ issues

$315+GST PER ISSUE

PROFILES OF SUCCESS

Once in a year opportunity to tell your story in our 'Profiles of Success – toward 2026' section over two full pages.

Supporting editorial specifications:
Editorial length depends on the mix of ed + ad sizes to make up the two page profile. One page ad, 450 words; ½ page ad 750 words.

PRICE $2100+GST

profile of success

Easyfeel 1985 machine moulding shapes.

"Fasttrack to 2023, Fletcher Steel is New Zealand's leading importer, distributor and processor of steel."

'In steel we trust':

FLETCHER STEEL AND 100 YEARS OF LEGENDS

A lot can happen in 100 Years, cities grow, legacies become legends and history becomes a story that's shared for generations. The glue that holds it all together is its people and that can also be said of Fletcher Steel as the company celebrates a century of service to New Zealand's building, construction and infrastructure industries.

Fletcher Steel's journey begins in 1923 as a job site in-service to The Fletcher Construction Company, a division of Fletcher Building, when Fletchers were building the Auckland University. A team of nine steelworkers and one apprentice working on the job were the nucleus of what was to become, within thirty years, the largest steel fabricating and sales company in New Zealand.

As a natural consequence of the increasing and unprecedented demand in work in the New Zealand Steel industry, Vulcan Engineering was formed by Fletcher Building, followed by the creation of Wellington Structural and Reinforcing Steel Company in 1936 as well as newly established businesses.

In 1941 Fletcher Building purchased Stevenson and Cook Engineering Co Ltd at Port Chalmers, soon followed by the purchase of Joseph Sparrow & Co Ltd in Dunedin, prompting the expansion of steel services on offer through Fletcher Building. A Reinforcing and Structural Steel site (later known as Fletcher Reinforcing) was then established in Christchurch during the 1950's and from there, the business experienced significant growth and expansion.

By 1962 Fletcher Steel and Engineering Co Ltd were appointed the Armco (Safety Barriers) sales agent for New Zealand, which would later be renamed Corrugated Steel Products, CSP. Fletcher Building, now equipped with various steel companies across New Zealand, officially established "The Steel Sector" in 1985, of which, Fletcher Steel and Engineering Companies Ltd became a part of.

Five years later, in 1988, Fletcher Steel and Engineering Co Ltd was renamed Fletcher Steel Industries and during this time a number of businesses were renamed and formed.

"Fasttrack to 2023, Fletcher Steel is New Zealand's leading importer, distributor and processor of steel representing Easysteel®, Fletcher Reinforcing®, CSP, Fletcher Wire Products®, Dimond® Roofing, Dimond Structural® and Pacific CoilCoaters® as our brands.

"We are the strength at the heart of New Zealand's buildings and infrastructure says Fletcher Steel's, marketing content coordinator, Jasmin Pakuro, and we are proud to be celebrating 100 years of service, legendary team members, customers, and history.

"Thank you to all who have been a part of Fletcher Steel's 100-year journey, without you, there would be no us."

38 NOVEMBER DECEMBER 2023

EST. 1923 Fletcher Steel

Celebrating our history, and legends in the making.

We began as a service to Fletcher Construction in the early 1920's. Today, we continue to grow from strength to strength, turning lessons learnt into the pillars of our success.

100 years later we're New Zealand's leading importer, distributor and processor of steel representing Fletcher Building's Easysteel®, Fletcher Reinforcing®, CSP, Fletcher Wire Products®, Dimond® Roofing, Dimond Structural® and Pacific CoilCoaters® as our brands.

Cheers to 100 years of growth, legends driving our success, and to the next 100 years.

fletchersteel.co.nz

easysteel. Fletcher Reinforcing Fletcher Wire products Pacific Dimond Roofing Dimond Structural

PROFILE OF SUCCESS

A fire-stopping system for copper pipes.

Firestop Centre's secret to passive fire success

For more than 17 years, the team at Firestop Centre has worked closely with specifiers and installers in the New Zealand passive fire protection market.

Greg Hand, director of Firestop Centre, says his secret to success in this life-saving business involves a unique "three-point perspective" as the backbone to the role that Firestop Centre plays within industry.

"As part of our role we are constantly searching for and introducing high-quality passive firebrands to the New Zealand market," says Hand, offering a wide variety of fire-rated products and systems. He says it's then about creating value while supporting the New Zealand market.

"We simplify the specification process and provide clear installation instructions for all fire-rated systems in the Firestop Centre System Selector while also building a portfolio of locally designed and tested fire-rated solutions under the Firestop brand."

As a distributor, Hand has researched existing brands worldwide. "We have a rigorous selection process, mostly focusing on products' fire performance and systems compliance. If both are satisfactory, we proceed with the distribution agreement. Our technical expert often insists on local fire resistance verification testing to ensure our systems perform well in locally built walls, floors, and ceilings."

Hand says he is proud of the Firestop Centre System Selector, an online database that organises all fire-rated systems. "Currently, we have over 500-plus fully compliant fire-rated systems that can be specified and installed in construction projects across New Zealand.

"For instance, if an installer needs a passive fire solution for a 65mm PVC-U pipe penetrating a one-hour fire-rated wall, they can use our system selector to find the necessary information. Each system page includes all compliance evidence and detailed installation instructions, saving time and money. Hundreds of specifiers and installers use our systems daily, making their work easier."

Recently, Firestop Centre decided to go beyond distribution by launching its own brand, Firestop.

"We've learned a lot over the years and have seen the industry's needs and the challenges installers face on-site. So, we thought, if not now, then when? We invested much time and money to research, design, and test Firestop fire-rated systems. It was fun and now we can see the results.

"Did you know that before Firestop duct wrap 38, the New Zealand construction industry lacked a tested duct wrap solution for circular duct protection? Now it has one.

"Before the Firestop Centre, there wasn't a single supplier of passive fire protection that tested ducts for internal fire on a large-size specimen furnace. We did, and we can say that test results ... be extr...

"We have a rigorous selection process, mostly focusing on products' fire performance and systems compliance. If both are satisfactory, we proceed with the distribution agreement. Our technical expert often insists on local fire resistance verification testing to ensure our systems perform well in locally built walls, floors, and ceilings."

FIRESTOP

The First Duct Wrap Protection in New Zealand Certified for Circular Ducts

DUCT WRAP-38

18 SEPTEMBER OCTOBER 2024

FIRESTOP CENTRE'S SECRET TO PASSIVE FIRE SUCCESS

Fire resistance testing of service penetrations.

Protecta FR ACRYLIC

profile

BCITO He Hunga Hanga Mātou building people

PRINT

PRINT ADVERTISING

MAGAZINE INSERTS

INDUSTRY DIRECTORY

STOCKTAKE

WALLPLANNER

SHIP YOUR BROCHURE WITH OUR MAGAZINE

MAGAZINE INSERTS

IDEAL FOR PROMOTING YOUR PRODUCTS, YOUR BRAND AND UPCOMING SPECIAL OFFERS.

We can insert your corporate brochure or flyer in our magazine to be mailed out to our 4,000 readers (weight and size limitations apply).

$2205+GST

FOR MORE INFO CALL TRACY FAIREY ON 027 420 9487

PRICE
$620
INC GST

INDUSTRY DIRECTORY

In print, online and in digital, the Gold Member Industry Directory listing has a 12-month shelf life and works as the first point of contact. Gold Member features 85,000 insertions across all mediums through the course of the year providing brands, services and companies with high presence. A number of options are available.

STOCKTAKE

If you have a new product, a product you want to reinvigorate with some energy and exposure, or a service to provide then Stocktake is a cost-measured approach that works. Advertisers get one third of a page editorial with one pic, logo and contact details. They get seen. Advertisers get calls.

SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 150 words and one image.
NB: Also include your full company name, email, website and one contact phone number.

PRICE $895+GST

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

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.

Cancellations must be no later than one week prior to the material deadline.

NEED HELP WRITING YOUR PR OR ADVERTORIAL?

Trained, professional trade journalists are available at excellent rates – skilled in passing messages to industry. Rates are by arrangement, and include a two-stage proofing process.

Contact Tracy Fairey for more information on 027 420 9487.

ONLINE ADVERTISING

DIGITAL MAGAZINE SPONSORSHIP

E-NEWSLETTER

DIGITAL ADVERTISING

ONLINE

PRICE
$1565
+GST

DIGITAL MAGAZINE SPONSORSHIP

Be front and centre with NZ Construction News' Digital Magazine Sponsorship — a premium opportunity to align your brand with our monthly industry issue.

As the digital sponsor, your company receives a full-page digital advertisement positioned opposite the magazine cover in the digital edition — the most viewed page in every issue. Your company logo also appears on the cover of the print magazine, clearly identifying you as that month's digital sponsor and enhancing your visibility across both platforms.

Each month, the digital edition is emailed directly to thousands of industry readers, with all clicks leading to the online magazine. Once inside, readers can click through on your full-page ad directly to your chosen website or landing page, driving qualified traffic and brand engagement.

This sponsorship is ideal for businesses wanting to make a strong impression across print, digital, and email — connecting your brand to New Zealand's leading building, construction and infrastructure industries at every touchpoint.

DISTRIBUTION OF 3500+ - AVERAGE OPEN RATE 37.1% - AVERAGE CLICK RATE 13.1%

PRICE
$1020
+GST

EDM

E-NEWSLETTER

We offer an email 'blast' e-newsletter option that has an astonishing open rate of more than 20%. More ways to connect you to the construction industries.

DISTRIBUTION OF 2300 - AVERAGE OPEN RATE 26.5% - AVERAGE CLICK RATE 6.5%

NZ CONSTRUCTION NEWS IS FULLY SUPPORTED BY EXTENSIVE ONLINE CONTENT AT WWW.CONSTRUCTIONNEWS.CO.NZ.

DIGITAL ADVERTISING

Book static or animated adverts throughout our website at www.constructionnews.co.nz or monthly e-newsletter.

WEBSITE LEADERBOARD
1078 PIXELS WIDE X 185 PIXELS HIGH

WEBSITE SQUARE
280 PIXELS WIDE X 280 PIXELS HIGH

E-NEWS LEADERBOARD
700 PIXELS WIDE X 100 PIXELS HIGH

E-NEWS TOWER
340 PIXELS WIDE X 680 PIXELS HIGH

Website Leaderboard	**$580+GST**	PER MONTH
Website Square	**$395+GST**	PER MONTH
E-news Leaderboard	**$525+GST**	PER MONTH
E-new Tower	**$345+GST**	PER MONTH

FREE BONUS DYNAMIC DIGITAL MAGAZINE

The digital magazine portal to market allows added content, and is distributed to 5,100+ readers on our very targeted email data base. It's the magazine, but even richer, with added vibrant digital content that includes links, videos, photo galleries, dynamic articles and advertising, sharing and so much more.

The digital delivers to a widening audience, and provides NZ Construction News with yet another strong avenue to disperse both information and company messages – but in a cutting-edge manner and beyond the world of print.

This FREE service is part of our role as a voice for the industry.

PRINT ISN'T DEAD...

IT'S JUST WHERE SERIOUS BRANDS STILL GET REMEMBERED

In a world saturated with digital noise, it's easy to forget that what matters isn't the platform – it's the outcome.

Digital dominates the conversation. It's scalable, fast, and heavily measured. But more businesses are starting to ask smarter questions: What are we really getting back? Because not all clicks are created equal. Not all impressions drive real impact. And not all attention leads to trust.

In many digital environments, performance is measured by the second – open rates, bounce rates, time-on-page. It's a race for micro engagement. But brands don't grow in micro moments. They grow through memory, trust, and consistent relevance. That's where print has never stopped delivering. Print still earns something digital often chases; attention with intention. It slows the pace, removes the noise, and holds space for what matters. And it connects in ways digital can't easily replicate.

Neuroscience backs it. Readers absorb more, retain more, and trust more when reading on paper. The act of turning pages creates spatial memory. It builds stronger cognitive maps. That means better recall, deeper comprehension, and longer-lasting impressions.

Simply put, print sticks.

And it's not just the brain – it's the brand. Print elevates how a message is received. The design is sharper, the layout more intentional, the reading experience more focused. In print, your story doesn't compete with popups or autoplay. It just lands.

I've worked in both print and digital for over 30 years. At 3 News, I helped take the online sports section from 67,000 to 1.7 million monthly browsers in short time. At one point, with just a part-time assistant, we were outranking both Stuff and the NZ Herald sports sections. We even out-indexed the Premier League on its own content in Google. It was wild. But here's what I learned: digital traffic isn't always built on value. Sometimes it's just headline engineering. Clickbait. Urgency over substance.

Print doesn't rely on tactics like that. It doesn't need to. It creates space for clarity. It allows a brand to speak, not shout. That's why it's still trusted – and why the most selective, niche publications often outperform broader digital campaigns in quality outcomes. And that's the key: quality. Brands that want more than noise are coming back to formats that give them time, presence, and impact.

Yes, print reaches fewer people than digital. But it often reaches the right people – the ones who are paying attention.

So, no, print isn't dead. It's just not shouting for attention. It's sitting confidently on the desk of the right person. Waiting to be read. Remembered.

Acted on.

You see, print has changed – it's now the package. Replicated digital editions carry the same design-led experience into online spaces, where we can enhance content with embedded video, live links, and interactive features. Our website content is ChatGPT-referenced, extending discoverability. Our EDMs deliver direct, measurable engagement, well above industry-averages. Together, these elements create a multi-channel strategy that connects with readers across platforms without sacrificing clarity, quality, or intent.

Explore what's possible: speak with Tracy Fairey on 027 420 9487 or email at tracy@hayleymedia.com.

Greg Robertson
Publisher

CHATGPT: 72% OF PEOPLE WORLDWIDE VIEW PRINTED MAGAZINES AS TRUSTWORTHY. JUST 33% TRUSTED INFORMATION VIA SOCIAL MEDIA AND DIGITAL SOURCES. NIELSEN GLOBAL TRUST SHOWED 71% TRUST PRINT ADVERTISING COMPARED TO 47% TRUSTING DIGITAL ADVERTISING.

PRINT POWER...

WHY PRINT ADVERTISING?

Because it's not JUST print. It's targeted. Our magazines turn up on decision makers' desks. No tyre kickers. We reach the industry.

PRINT - TRADE MAGAZINE MARKETING... WHY?

- Print is tangible, and now, a point-of-difference
- Print is credible
- Presents and establishes your brand very effectively
- Delivered free, trade magazines reaches your target market – a captive market of buyers/ decision makers
- Print is more engaging.

The brain works in mysterious ways and there's interesting science behind why not to discard promoting and establishing your brand through print, too.

BUT IT'S A DIGITAL WORLD?

It is, and it isn't. People still read, they've just changed their discretionary spending. That's not a factor for a trade magazine publication as we have an extensive captured market that we distribute personalised copies to, each month. Our magazines have been the trusted source of information for decades. We advise a multi-pronged approach to marketing, with our EDMs and website supplementing your branding through our real strength, print. There is room, for both – in fact, it's recommended.

BUT ISN'T EVERYONE GOING ONLINE?

Exactly! Saturation within a single avenue and sometimes your message can be lost among the masses. By having print, digital and online avenues we reach the audience in many different ways… the industry at their desk, or in their email, or just a click/link away.

OUR PRINT MAGAZINES ARE TRUSTED.

YOUR BRAIN READING A BOOK

YOUR BRAIN SURFING THE INTERNET

THE SCIENCE OF PRINT MARKETING

- Current research suggests that reading online results in lower understanding and less critical reflection.
- There is concern, says neuroscientist Maryanne Wolf, that digital media and the sheer volume of online information and communication invite the fast and shallow read. It just makes sense to also promote your brand within a format that allows for greater brand retention, right?
- When reading texts of several hundred words or more, learning is generally more successful when it's on paper than onscreen – Naomi Baron, Professor of Linguistics.
- The brain is far more focussed when reading print. Instead of millisecond to make an impression, many magazine readers spend up to 30 minutes with it in their hand.

Photo credit: University of California - Los Angeles

Crazy busy! The brain is often so busy it's harder for it to recall information.

DISPLAY ADVERTISING (per issue/s)	Casual	3 Issues	6 Issues	Advert make up
4 Page Cover Wrap	**$6065**			
Front Cover	**$3970**			
Front Cover Package (FC + DPS Editoial + Ad - 4 total)	**$5735**			
Outside Front Cover Banner	**$1640**	**$1535**	**$1495**	**$275**
Inside Front Cover or Outside Back Cover	**$3360**	**$3045**	**$2940**	**$555**
Double Page Spread	**$4200**	**$3940**	**$3675**	**$690**
Full Page	**$3045**	**$2920**	**$2760**	**$555**
Half Page (Vertical/Horizontal)	**$1995**	**$1840**	**$1710**	**$410**
Quarter Page (Vertical/Horizontal)	**$1575**	**$1495**	**$1430**	**$275**
Stocktake	**$895**			
Services to Industry	**$370**	**$345**	**$315**	
Onserts: Max 210mmW x 297mmH (A4) Max 100g	**$2205**			

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	**$3990**	**$3885**	**$3780**
Half Page Ad + Half Page Editorial Content	**$2760**	**$2650**	**$2545**
Quarter Page Ad + Quarter Page Content	**$1785**	**$1680**	**$1575**
Profile of success - Two Pages Editorial/Ad	**$2100**		

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	**$1020**	**$915**	
Website Leaderboard (1078w x 185h pixels)	**$580**	**$475**	
Website Square (280w x 280h pixels)	**$395**	**$345**	
E-news Leaderboard (700w x 100h pixels)			**$525**
E-news Tower (340w x 680h pixels)			**$345**

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 commision 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.

Double Page Spread Strip
40mm W x 454mm H
Plus 5mm bleed.

Half Page Vertical

Half Page Horizontal

Quarter Page Vertical

Quarter Page Horizontal

Services to Industry

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

ADVERTISING SALES MANAGER
Tracy Fairey
Mobile: 027 420 9487
Email: tracy@hayleymedia.com
www.constructionnews.co.nz

HAYLEYMEDIA
information & communication

HAYLEYMEDIA Ltd
PO Box 80125, Green Bay, Auckland 0643, New Zealand
Email: subs@hayleymedia.com
www.hayleymedia.co.nz

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.