

MEDIA KIT

2027



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DISTRIBUTION

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

3

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.

3,500

PRINT COPIES DISTRIBUTED EACH MONTH

3,350

DIGITAL COPIES EMAILED EACH MONTH

2,300

CONSTRUCTION NEWS NEWSLETTER
EMAILED EACH MONTH

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 26

MAY/JUN

Concrete; Cranes & Height Access

MATERIAL
DEADLINE

APR 23

JULY/AUGUST

Green Build; Trade Tools

MATERIAL
DEADLINE

JUN 25

SEPTEMBER/OCTOBER

Safety; Materials Handling Equipment

MATERIAL
DEADLINE

AUG 27

NOVEMBER/DECEMBER

Green Build; Training; Women in Construction

MATERIAL
DEADLINE

OCT 22

JANUARY/FEBRUARY 2028

Training; IT/AI In Construction

MATERIAL
DEADLINE

DEC 3

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

PRINT



www.shelterstation.com



8m 40' Container Shelter:
\$7,390.00 + gst.
End Panel:
\$1,450.00 + gst
All prices subject to change



10m Compact Container Shelters:
\$11,100.00 + gst.
End Panel:
\$2,100.00 + gst.
All prices subject to change



Many other models available!
Visit our website to view our full product range:
www.shelterstation.com
0800 RAINING 0800 72 46 46

**TWO QUARTER PAGE AD SIZE
OPTIONS TO CHOOSE FROM**

LEFT:
QUARTER PAGE VERTICAL AD

BELOW:
QUARTER PAGE HORIZONTAL AD



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:

\$290^{+GST}

Pricing 1-2 issues

\$1655^{+GST} PER
ISSUE

Pricing 3-5 issues

\$1670^{+GST} PER
ISSUE

Pricing 6 + issues

\$1500^{+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.

\$1725^{+GST}



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

\$1875^{+GST} PER ISSUE

Pricing 3-5 issues

\$1765^{+GST} PER ISSUE

Pricing 6 + issues

\$1655^{+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.

LIFEGUARD®

NEW PRODUCT

Double Insulated
Rough Service

BRIGHTEST ON THE MARKET

SOME FEATURES...

- Light and easily transportable
- One of a kind 360° light design
- A massive 27,000 lumens
- Daisy chain up to 225m
- Highest lamp IP rating - IP68
- Rough Service specification
- Perfect for daylight savings
- NZ design & manufactured

FIND OUT MORE

Jackson ELECTRICAL

sales@jackson.co.nz / 0800 543 348 / jackson.co.nz

TWO HALF PAGE AD SIZE OPTIONS TO CHOOSE FROM

LEFT:

HALF PAGE VERTICAL AD

BELOW:

HALF PAGE HORIZONTAL AD

Trust us to
be your partner
for success.

easysteel.
FLETCHER STEEL COMPANY

Whatever the project, Easysteel is dedicated to our service promise, because when it's easy for you - it's easy for us.

Easysteel, proud to be a part of Fletcher Steel, by keeping it easy for our fellow Kiwi.

0800 EASYSTEEL (0800 327 978)
or visit thesteelpromise.co.nz

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

Pricing 1-2 issues

\$2095^{+GST} PER ISSUE

Pricing 3-5 issues

\$1930^{+GST} PER ISSUE

Pricing 6 + issues

\$1795^{+GST} PER ISSUE

Advert make
up cost:

\$410^{+GST}



PRINT

FOUNDATIONS - STEEL

VALUE-ADDED SERVICE UNDER 'THE EASYSTEEL PROMISE'

Easysteel has been supplying to the building, construction, infrastructure and the sector with "world leading steel products" for nearly a century, says Fletcher Steel's marketing content coordinator, James Poku.

In fact, she says the company has been a valued partner in New Zealand for over 80 years, and "we take pleasure in offering both quality steel products and exceptional customer service. In fact, we are known in the building, construction, and infrastructure sectors for our promise, The Steel Promise."

As part of the Fletcher Building group, Easysteel has the scale and capability to "satisfy any demand and we serve hundreds of satisfied customers around the country through our network of over 13 sales and processing sites, delivering a diverse choice of world class brands, products, and services."

Customers are not restricted to the building, construction, and infrastructure sectors, the company also supplies customers in other areas of the industry such as award-winning Kiwi art

James Wright, renowned for his large scale steel sculptures.

"As we do with all our customers, we worked closely to problem solve any potential structural issues that could be present in the development of his works, ensuring his experience with us was nothing short of easy," just as The Steel Promise intends," says Poku.

Poku adds that The Steel Promise is realised by the company's team of sales and operational professionals, who are supported by trained metallurgists, technical product specialists, and professional logistics suppliers.

"We work together to deliver value-added services that help enhance productivity in our customers' operations, such as quick turnaround for customer estimates and cost-cutting through pre-planned logistics and processing solutions," he concludes.

The Steel Promise is our promise to working hard on every order, to ensure the product is for you on time, with full capabilities available."



Trust us to be your partner for success.



easysteel.

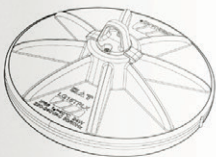
Whatever the project, Easysteel is dedicated to our service promise, because when it's easy for you - it's easy for us.

Easysteel, proud to be a part of Fletcher Steel, by keeping it easy for our fellow Kiwi.

0800 EASYSTEEL (0800 927 970)
or visit theeasytelpromise.co.nz

20 MARCH/APRIL 2024

FOUNDATIONS - LIGHTING



TPLX:

Built to shine and outshine

When it comes to lighting up a worksite, brightness is under – and nothing shines brighter than Jackson Industries' all-new TPLX industrial chain lights, says the company's GM, Mark Jackson.

"With its massive 27,000 lumens from 18 high-output lamps, these are the most powerful TPLX available, ensuring maximum visibility and safety in any environment. Whether you're working indoors or outdoors, the TPLX is built to outshine and outlast the competition," says Jackson.

Built to handle the toughest job sites, the TPLX features Jackson's patented cable technology, making it what the company describes as the most robust chain light on the market.

"Unlike other temporary lighting solutions, our fittings won't fall apart – engineered for long-term performance. The IP68 lamps, the highest protection rating available, ensures complete water and dust resistance, making them ideal for extreme conditions. This means the TPLX won't just survive the elements – it thrives in them," says Jackson.

Designed for flexibility, these lights come with high-voltage output and are built for easy hanging up to 20m, allowing complete exposure. Whether it's a single job site or a multi-level project, the TPLX is adaptable to needs.

What sets the TPLX apart is its one-of-a-kind LED design. Unlike standard chain lights that only shine downward, the TPLX radiates light both downward and upward, illuminating not just the ground but also elevated work areas like scaffolding and ladders.

"This unique feature enhances safety, reducing the risk of accidents in high-risk areas. No other TPLX or chain light on the market offers this level of comprehensive illumination."

"With high wattage, extreme durability, and revolutionary lighting design, the TPLX is the ultimate lighting solution for any worksite. Don't let your mobile level illuminate the wrong path – buy genuine Lifeguard power and lighting. Get in touch today for a quote and see the difference for yourself."

Sponsored content: For more information, email sales@jackson.co.nz.

LIFEGUARD®

NEW PRODUCT

Double
Mounting
Lamps

BRIGHTEST ON THE MARKET

SOME FEATURES...

- Light and easily transportable
- One of a kind 80° light design
- A massive 27,000 lumens
- Daisy chain up to 20m
- Highest temp IP rating - IP68
- Rough Service specification
- Perfect for daylight savings
- NZ design & manufactured

FIND OUT MORE



Jackson ELECTRICAL

sales@jackson.co.nz / 0800 543 345 / jackson.co.nz

www.CONSTRUCTIONNEWS.CO.NZ 21

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.

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.

Pricing 1-2 issues

\$2900^{+GST} PER ISSUE

Pricing 3-5 issues

\$2780^{+GST} PER ISSUE

Pricing 6 + issues

\$2670^{+GST} PER ISSUE

PRINT
ADVERTISING

FULL PAGE AD

OUTSIDE BACK
COVER

FULL PAGE COMBO

PRINT

Global presence.....local service

First choice for corrosion protection for HVAC equipment

Heat Exchanger Protection

- ✓ Heat conductive corrosion protection
- ✓ Can triple the HX lifetime
- ✓ Global applicator network
- ✓ Factory and Field Application
- ✓ High chemical resistance
- ✓ Saves up to 30% on energy costs

Visit us at
BuildNZ
Hall 2 Stand
2097

With more than 40 years of experience, Blygold is the market leader in high end corrosion protection of HVAC equipment

Phone 09 948 1560
www.blygold.co.nz

FULL PAGE AD

227MM WIDE X 297MM HIGH
PLUS 5MM BLEED

Pricing 1-2 issues

\$3195^{+GST} PER ISSUE

Pricing 3-5 issues

\$3065^{+GST} PER ISSUE

Pricing 6+ issues

\$2900^{+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}**

Experience the Progress.

LTM mobile cranes from Liebherr

- 1. LTM mobile cranes from Liebherr
- 2. LTM mobile cranes from Liebherr
- 3. LTM mobile cranes from Liebherr
- 4. LTM mobile cranes from Liebherr
- 5. LTM mobile cranes from Liebherr
- 6. LTM mobile cranes from Liebherr
- 7. LTM mobile cranes from Liebherr
- 8. LTM mobile cranes from Liebherr
- 9. LTM mobile cranes from Liebherr
- 10. LTM mobile cranes from Liebherr

LIEBHERR

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.

\$3530^{+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

\$4190^{+GST} PER ISSUE

Pricing 3-5 issues

\$4080^{+GST} PER ISSUE

Pricing 6 + issues

\$3970^{+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

PRINT

We're leading the change in how Kiwi tradies find work.
Join us.

We are a purpose built, all-in-one platform and advertising avenue for the New Zealand Trade Industry. Connecting and promoting the Trade Industry of Aotearoa, New Zealand

We are disrupting the traditional way people find and apply for jobs by pioneering a platform and process that takes jobs to the prospective employee rather than them having to actively search.

The platform has been developed to specifically assist employers to address the very real skill shortage now being faced in finding trade qualified staff in New Zealand. This has been a significant build and a highly collaborative approach to design a platform that meets the requirements of both employers and tradies.

TRADE
JOBS ^{NZ}

tradejobsnz.co.nz

DOUBLE PAGE SPREAD AD

454MM WIDE X 297MM HIGH PLUS 5MM BLEED

Pricing 1-2 issues

\$4410^{+GST} PER ISSUE

Pricing 3-5 issues

\$4135^{+GST} PER ISSUE

Pricing 6+ issues

\$3860^{+GST} PER ISSUE

At least 5mm of extra design that extends beyond the final trim line of the page (454mmW x 297mmH/pink line) is needed to ensure there are no white edges after the magazine is cut.

Advert make up cost: **\$690^{+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: **\$430^{+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 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.

SERVICES TO
INDUSTRYPROFILES OF
SUCCESS

services to industry

PUMP AND GENERATOR HIRE

- Specialised Generator & Pump Hire
- Civil, Construction, Commercial & Industrial
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with a Resene Eco.Decorator!

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- ✓ Quality paint finish
- ✓ Confidence and peace of mind that all work will be carried out following sustainable principles

Visit ecodecorator.co.nz for more infoResene
ECO DECORATORCONSTRUCTION
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- Scaffold Caps
- Nylon Fasteners
- Screws & Nuts
- Washers & Spacers
- Rivets & Clips
- Caps & Plugs
- Hole Pugs
- Cable Ties & Mounts


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components

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freezing
conditions
with

VIAFIX

T: +64 21 737 945 sales@britesite.co.nz

britesite

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www.auklandweldingschool.co.nzFrom the industry,
for the industry

We've got the construction people to match your project requirements. Contact us to discuss your needs today.

**Better Trade
Solutions**
Specialist Recruitment in Construction

admin@bts.nz
www.bts.nz


PUMP HIRE

- Dewatering & Water Management Solutions
- 100% NZ Owned & Operated
- In-House Customisation
- Electric & Diesel Driven Pumps
- Largest Pump Rental Fleet in NZ
- Long & Short Term Rental

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0800 266 000

**THE RIGHT PUMP
ANY TIME
ANY WHERE**


STORM ENGINEERING

 Vibration Isolation
Noise Control
Seismic Engineering

- PSI - P64
- Producer Statements
- Seismic Restraint Designs
- Flexible Pipe Joints
- Spring Mounts
- Spring Hangers
- V-LOCK Cable Bracing

 We keep
your project
upstanding.
Find us online, call 021 310 226 or email sales@stormengineeringnz.com

WWW.CONSTRUCTIONNEWS.CO.NZ 15

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

\$390^{+GST} PER
ISSUE

Pricing 3-5 issues

\$360^{+GST} PER
ISSUE

Pricing 6+ issues

\$330^{+GST} PER
ISSUE
From the industry,
for the industry

We've got the construction people to match your project requirements. Contact us to discuss your needs today.

**BTS Better Trade
Solutions**
Specialist Recruitment in Construction

admin@bts.nz
www.bts.nz

PRINT

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 **\$2205+GST**

profile of success



'In steel we trust':
FLETCHER STEEL AND 100 YEARS OF LEGENDS

100 EST. 1923
Fletcher Steel

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

Celebrating our history, and legends is the making.

We began as a service to Fletcher Construction in the early 1920s. 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®, Diamond® Roofing, Diamond Structural® and Pacific Coil Coaters® as our brands. Cheers to 100 years of growth, legends driving our success, and to the next 100 years.

fletchersteel.co.nz

easysteel. F Fletcher Building Wire products

Pacific Diamond Roofing Diamond Structural CSP

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."

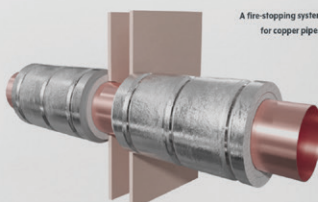
As a distributor, Hand has researched existing brands worldwide. "We have a rigorous selection process, mostly focusing on products fire performance and systems compliance. If both are satisfactory, we proceed with the distribution agreement. Our technical expert often insists on local fire resistance 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 60mm PVC-U pipe penetrating a one-hour fire-rated wall, they can use our system

Firestop Centre's secret to passive fire success

A fire-stopping system for copper pipes.



"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."



The First Duct Wrap Protection in New Zealand Certified for Circular Ducts DUCT WRAP-38

BCITO
He Hunga Hanga Mātau
building people

bcito.org.nz

PRINT
ADVERTISING

SHOW PREVIEW
ISSUE

INDUSTRY
DIRECTORY

STOCKTAKE

PAGE 16



SHOW PREVIEW ISSUE

NZCN IS THE OFFICIAL MEDIA PARTNER FOR BUILDNZ 2027

Drive people to your stand and maximise your show presence in the Jul/Aug issue of NZ Construction News. 3500 print edition copies to the industry plus an extra 1500 at the show.

JUL/AUG



FOR MORE INFO
CALL TRACY FAIREY
ON 027 420 9487

PRICE
\$650
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.

PRINT



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 **\$940+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



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 35.1% - AVERAGE CLICK RATE 6.2%

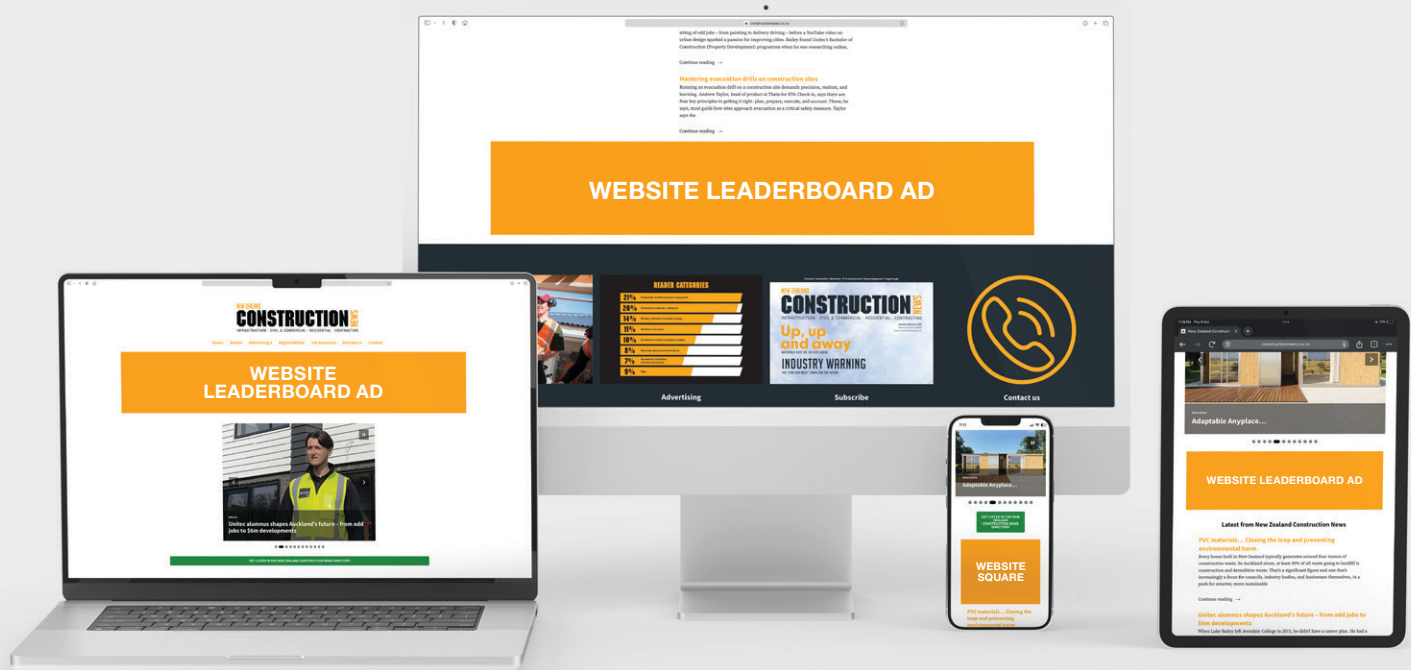


EDM

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 34.3% - AVERAGE CLICK RATE 3.6%



**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

\$610^{+GST} PER MONTH

Website Square

\$415^{+GST} PER MONTH

E-news
Leaderboard

\$550^{+GST} PER MONTH

E-new Tower

\$360^{+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 Fahey 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.

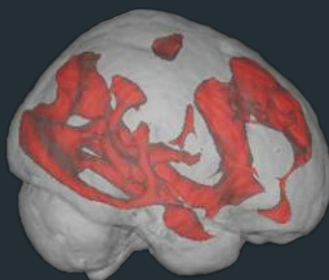
BUT ISN'T EVERYONE GOING ONLINE?

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	\$6365			
Front Cover	\$4170			
Front Cover Package (FC + DPS Editioal + Ad - 4 total)	\$6020			
Outside Front Cover Banner	\$1720	\$1610	\$1570	\$290
Inside Front Cover or Outside Back Cover	\$3530	\$3195	\$3085	\$580
Double Page Spread	\$4410	\$4135	\$3860	\$725
Full Page	\$3195	\$3065	\$2900	\$580
Half Page (Vertical/Horizontal)	\$2095	\$1930	\$1795	\$430
Quarter Page (Vertical/Horizontal)	\$1655	\$1570	\$1500	\$290
Stocktake	\$940			
Services to Industry	\$390	\$360	\$330	

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	\$4190	\$4080	\$3970
Half Page Ad + Half Page Editorial Content	\$2900	\$2780	\$2675
Quarter Page Ad + Quarter Page Content	\$1875	\$1765	\$1655
Profile of success - Two Pages Editorial/Ad	\$2205		

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	\$1070	\$960	
Website Leaderboard (1078w x 185h pixels)	\$610	\$500	
Website Square (280w x 280h pixels)	\$415	\$360	
E-news Leaderboard (700w x 100h pixels)			\$550
E-news Tower (340w x 680h pixels)			\$360

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

