

# Fire INZ



Media  
Kit  
2015

The Magazine for FIRE INDUSTRY PROFESSIONALS

## About us

Fire NZ is New Zealand's only specialist magazine focusing on fire services, protection and prevention here in New Zealand.

The magazine is a joint venture of the Fire Protection Association of New Zealand (FPANZ), the New Zealand Chapter of the Society of Fire Protection Engineers (SFPE), the Institution of Fire Engineers New Zealand Branch (IFE) and T & T Publishing Limited which has published New Zealand Security Magazine for over 20 years.

**Fire NZ** has a close working relationship with all industry associations and stakeholders. This enables us to deliver a trusted information source full of insightful features and articles on current trends, legislation, industry news and views, new products and services and other activities relating to fire protection and the wider fire industry.

**Fire NZ** will regularly profile entrepreneurial companies and businesses involved in the wider fire industry. It is a cost effective means for industry partners to market themselves to potential clients and fellow industry professionals.

Offering a comprehensive industry-wide readership, each issue **Fire NZ** will have a targeted distribution of 3,000 free copies of the magazine to the person in charge of purchasing fire products and services throughout New Zealand. This level of quality circulation will enable you to promote your business directly to the end user, to key decision makers in the fire industry and to many other relevant New Zealand companies, government departments and local bodies.

## Contact Details

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**New Zealand**

## Readership overview

**Fire NZ** is targeted at those working directly and indirectly in the domestic and commercial fire industry as well as people working within the public sector such as managers of local and central government organisations who buy or manage fire services and products, business owners and managers right through to suppliers, installers and front-line staff.

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

### What our readers buy

Readers of this information rich resource buy your products and services. Whether it is a sprinkler for a high rise, IT software, fire alarm systems, entry technology, uniforms, training or maintenance services, we are providing the latest on new products, technological advances, retailing techniques and sales and service information.

**Fire NZ** reaches the entire industry, making it a highly effective means of carrying your message direct to the industry's buyers.

## About the magazine

|               |   |
|---------------|---|
| Cover Price:  | Free to industry professionals  |
| Subscription: | \$50 a year (6 issues)  |
| Frequency:    | Quarterly<br>January, April, July, October  |
| Size:         | A4  |
| Binding:      | Stitched  |
| Colour:       | Full colour throughout  |
| Core Target:  | Business owners, managers and people who have an active interest in the fire industry   |
| Content:      | Technology, industry profiles, trends, legislation, industry news & views, new products |
| Distribution: | Directly mailed to our extensive distribution list                                      |
| Circulation:  | 5000 per issue 6 issues per year  |

## Benefits of advertising

**Fire NZ** will be the number one business to business magazine for the Fire industry. If you want to communicate with fellow professionals or promote your products and services to businesses operating in the fire industry throughout New Zealand, then **Fire NZ** is the perfect platform for you. **Fire NZ** readers want what you have to offer - all you have to do is connect with them.

## Sizes all in mm

**Double page spread**  
**297 H**  
 x  
**420 W**  
**plus 3mm bleed**

**Full page**  
**297 H**  
 x  
**210 W**  
**plus 3mm bleed**

**Half page  
 landscape**  
**130 H x 190 W**

**Third page  
 landscape**  
**90 H x 190 W**

**Third  
 page  
 portrait**  
**257 H**  
 x  
**60 W**

**Half page  
 portrait**  
**257 H**  
 x  
**92 W**

**Quarter  
 Page**  
**130 H**  
 x  
**92 W**

**Quarter page  
 landscape**  
**63 H x 190 W**

## Advertising Options

Advance booking discounts

|                    | <b>Casual</b> | <b>3 Issues</b> | <b>6 Issues</b> |
|--------------------|---------------|-----------------|-----------------|
| Full Page          | NZ\$ 1795     | 1695            | 1595            |
| Half Page          | 995           | 895             | 795             |
| Third Page         | 795           | 695             | 595             |
| Quarter Page       | 595           | 495             | 395             |
| DPS                | 3300          | 3200            | 3100            |
| Inside front       | 1895          | 1795            | 1695            |
| Inside back cover  | 1850          | 1750            | 1650            |
| Outside back cover | 1895          | 1795            | 1695            |

### General

All figures are in NZ dollars and exclude GST, all rates are per issue.

Rates are for full colours adverts.

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

Rates DO NOT include agency commission.

File format high resolution PDF.

### Inserts

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

### Cancellations

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

## Industry Associations

