

nzSecurity



MEDIA KIT 2017

www.defsecmedia.co.nz

THE NEW ZEALAND SECURITY PROFESSIONAL'S MAGAZINE

ABOUT US

Since 1994 the nzSecurity Magazine (NZSM) has been delivering news and insightful features covering every aspect of the security industry with comprehensive articles featuring current trends, legislation, industry news & views which also includes new products and services.

The magazine provides its business partners with a cost effective means to market themselves to potential clients and fellow industry professionals.

The magazine is read by those operating in the security industry as well as 18,000 companies and government departments which receive complimentary copies of the NZSM.

Each issue we send 3,000 free copies of the magazine to the company owner or person in charge of buying security products and services. This enables you to promote your business directly to the end user as well as key decision makers in the security industry and to many other relevant New Zealand companies, government departments and local bodies.

Our close working relationships with all industry associations and stakeholders enables the NZSM to bring you topical and authoritative articles and the latest news of industry and stakeholder developments.

READERSHIP OVERVIEW

Readers of nzSecurity include those working directly and indirectly in the domestic and commercial security industry as well as people working within the public sector such as security managers of local and central government, who buy or manage security services and products, business owners and managers right through to suppliers, installers and front-line staff.

Among our readers are IT security experts, surveillance professionals, loss prevention staff and security industry specialists.

Our readers take their job seriously and make an active choice to be kept informed and up to date with both security and fire protection.

ABOUT THE MAGAZINE

Cover Price:	Free distribution to industry professionals
Subscription:	\$75 a year (6 issues)
Frequency:	Bi-monthly
Size:	A4
Binding:	Stitched
Colour:	Full colour throughout
Core Target:	Business owners, managers and people who have an active interest in the fire and security industries
Content:	Technology, industry profiles, trends, legislation, Industry news & views, new products
Distribution:	Directly mailed to our extensive distribution list
Circulation:	4000 per issue 6 issues per year

UPCOMING FEATURES

Dec Jan 17	Retailers The largest retails in the country by number of employees
Feb-Mar 17	Building and Construction Consultants, Electricians, CCTV Installers Architects, Engineers, Intergrators & Estimators
April-May 17	Government, Transport, Tourism Access management, IT security threats
June-July 17	Wholesalers and Manufacturers Perimeter Protection, Alarms
Aug-Sept 17	Banking, Insurance and Finance Loss prevention, industry training
Oct-Nov 17	Professional & Business Conference issue: Accountants, lawyers, managers and consultants

BENEFITS OF ADVERTISING

nzSecurity Magazine is the only publication of its type in New Zealand that is dedicated to the local security industry.

It is the number one business to business magazine for the security industry. If you want to communicate with fellow professionals or promote your products and services to business operating in the security industry across the country, then New Zealand Security Magazine is the perfect platform for you.

WHAT OUR READERS BUY

Readers of our magazine buy your products and services. Whether it is a sprinkler head of a system for a high rise, IT software, hardware alarm systems, entry technology, uniforms, patrol services, training or maintenance services.

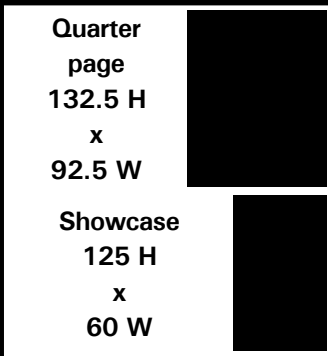
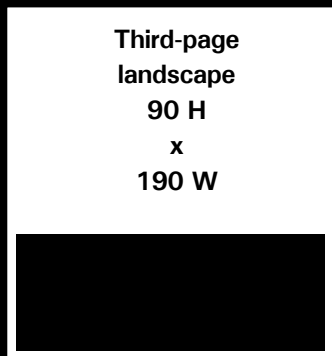
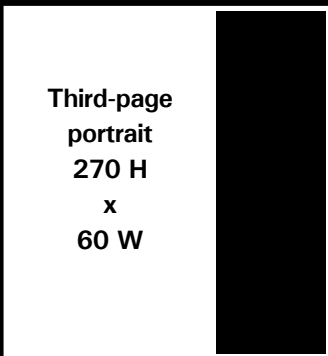
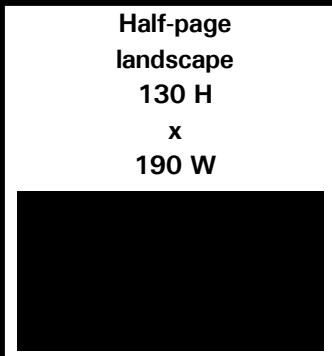
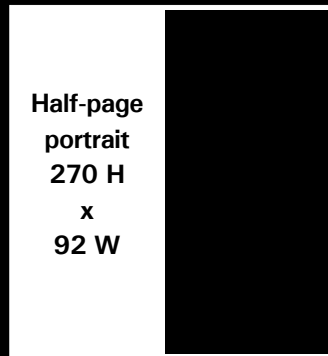
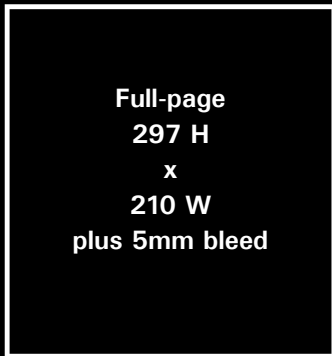
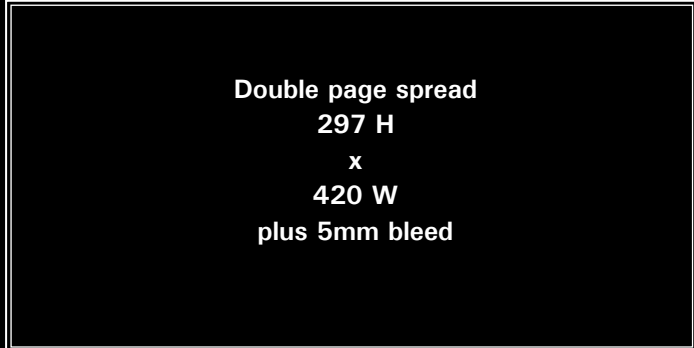
The readers of New Zealand Security Magazine want what you have to offer - all you have to do is connect with them.

NZ SECURITY DEADLINES 2017

Issue Deadlines	Booking	Material
February / March	Jan 12	20
April / May	Mar 17	24
June / July	May 12	26
August / September	July 14	28
October / November	Sept 15	29
December / January	Nov 10	24

ADVERTISING OPTIONS

ADVERTISING OPTIONS & SIZES



All sizes are in millimeters

ALL PRICING IS IN NZ\$

	Advance booking discounts		
	Casual	3 Issues	6 Issues
Double Page Spread	\$3800	\$3625	\$3250
Full Page	\$2495	\$2395	\$2295
Half Page	\$1450	\$1350	\$1250
Third Page	\$1150	\$1095	\$950
Quarter Page	\$850	\$750	\$650
Showcase	\$300	\$275	\$250
Pages 3,5,7	\$2695	\$2595	\$2495
Inside front	\$2695	\$2595	\$2495
Inside back cover	\$2695	\$2595	\$2495
Outside back cover	\$2695	\$2595	\$2495

- All rates are per issue.
- Rates are for full colour advertising.
- Any advertisement production or modification charges are in addition to the above charges.
- File format IS high resolution PDF.
- Rates do NOT include commission for any agencies.

INSERTS

A4 or smaller single page separate insert: \$250 per 1000.
All figures are in NZ dollars and exclude GST.

CANCELLATIONS

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

FOR MORE INFORMATION PLEASE CONTACT:

Nick Dynon, Managing Editor

Phone: 022 366 3691

Email: nick@defsecmedia.co.nz

Craig Flint

Phone: + 64 7 868 2703

Email: craig@defsecmedia.co.nz

POSTAL AND DELIVERY ADDRESS:

27 West Crescent Te Puru 3575,
Thames RD5, New Zealand

defsec media limited

Line of Defence



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