

# NZSM

New Zealand Security Magazine



**MEDIA KIT 2018**

# The Magazine For New Zealand's Security Professionals

## ABOUT US

Since 1994, New Zealand Security Magazine (NZSM) has been delivering news and cutting-edge features covering every aspect of the security – current trends, legislative changes, industry news, expert opinions, new products and services, and emerging technologies.

NZSM benefits from content provided by experienced security professionals and commentators eminently qualified to provide the most authoritative analysis. Our close working relationships with key industry organisations and stakeholders ensure we get the inside story.

The magazine is read by those operating in the security industry as well as 12,000 companies and government departments which receive complimentary copies of the NZSM. Viewed online and downloaded by thousands more, each issue brings security technologies, solutions and services to the people that need them.

The magazine provides its business partners with an unmatched means to market themselves to potential clients and fellow industry professionals.

## ABOUT OUR READERS

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

Among our readers are security managers, IT security experts, surveillance professionals, loss prevention staff and security industry specialists who make an active choice to be kept informed and up to date with both security and fire protection.

In addition to its print distribution, NZSM's digital edition receives thousands of downloads by an engaged readership. Articles from the magazine are also posted on the Defsec Media website (over 60,000 page views per month) and distributed via direct email to over 700 subscribers.

Via regular eNewsletters and social media posts we support an online community numbering in the thousands. Our LinkedIn connections alone total in excess of 3,000 engaged professionals – and rising.

## BENEFITS OF ADVERTISING

NZSM is the only publication of its type in New Zealand and is dedicated to the local 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 NZSM is the platform for you.

NZSM provides an integrated print and digital advertising solution. Advertisers receive website advertising and promotion via eNewsletter and media release and social media posts as part of a print and online package. Editorial content provided by advertisers is also given preference.

As part of Defsec Media, New Zealand's defence, fire protection and security publishing group, NZSM provides advertisers with an online audience spanning allied sectors. Via [www.defsecmedia.co.nz](http://www.defsecmedia.co.nz) and the social media platforms our readers use, our content is always accessible, always shareable.

Via its unique print/digital package and allied sector reach, NZSM is a force multiplier for advertisers, transforming print advertisements into multi-platform, multi-sector marketing vehicles.

## UPCOMING FEATURES

Dec 17/Jan 18	Retailers The largest retails in the country by number of employees
Feb/Mar 18	Banking, Insurance and Finance Loss prevention, industry training
April/May 18	Government, Transport, Tourism Access management, IT security threats
June/July 18	Wholesalers and Manufacturers Perimeter Protection, Alarms, CCTV
Aug/Sept 18	Building, Construction, Facilities Integration Consultants, Electricians, CCTV Installers Architects, Engineers, Intergrators & Estimators
Oct/Nov 18	Professional & Business Conference issue: Accountants, lawyers, managers and consultants

## NZ SECURITY DEADLINES 2017

Issue Deadlines	Booking	Material
December/January	Nov 10	27
February/March	Jan 11	18
April/May	Mar 9	16
June/July	May 10	17
August/September	July 12	19
October/November	Sept 13	20

## KEY PEOPLE & CONTACT DETAILS:



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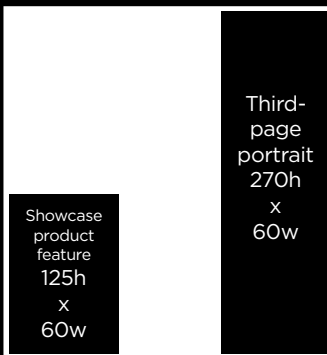
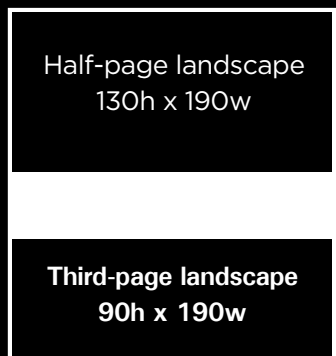
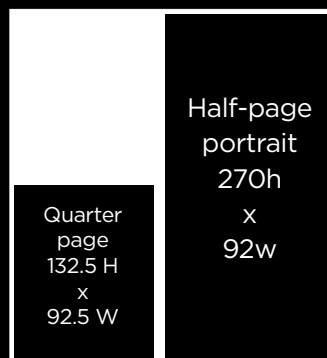
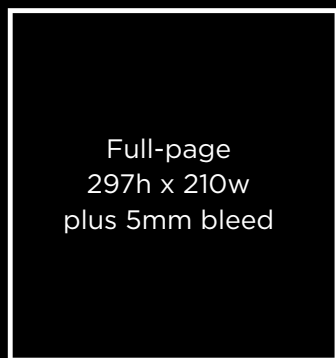
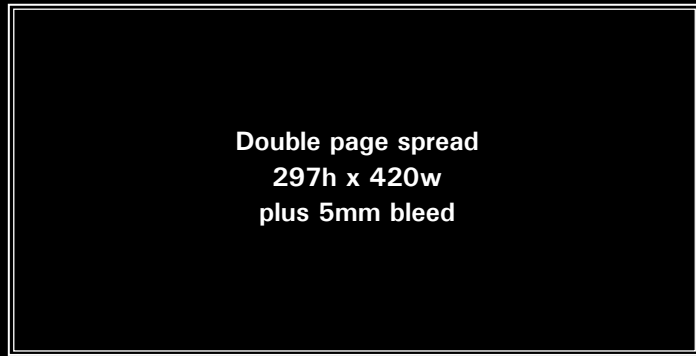
## POSTAL AND DELIVERY ADDRESS:

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

# Providing Insightful Features & Delivering Industry News Since 1994

## MAGAZINE ADVERTISING OPTIONS: SIZES

All sizes are in millimeters



## MAGAZINE ADVERTISING OPTIONS: COSTS

	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	\$2795	\$2695	\$2495
Inside front	\$2895	\$2795	\$2595
Inside back cover	\$2795	\$2695	\$2495
Outside back cover	\$2895	\$2795	\$2595

## WEB ADVERTISING OPTIONS: SIZES

All sizes are in pixels



Leading banner Appears at the top of every page on our website	560 x 90
Sidebar tile Appears in the right sidebar on every page on our website	200 x 200
Footer banner Appears at the bottom of every page on our website	728 x 90
Homepage-only banner Appears in the main content area of the homepage only	728 x 90

## WEB ADVERTISING OPTIONS: COSTS

	Monthly	Yearly
Leading banner	\$120	\$1000
Sidebar tile	\$100	\$850
Footer banner	\$80	\$700
Homepage-only banner	\$80	\$700

## GENERAL CONDITIONS WEB

All prices include hyperlinking.  
Image can be changed as often as desired.  
Web advertisements are also carried on each of our eNewsletters during the advertising period.  
Note: these prices are for web-only advertising and do not apply for web advertisements that are part of a print advertisement package.  
Rates DO NOT include agency commission.  
Web file format PNG, GIF and JavaScript code

## GENERAL CONDITIONS PRINT

- All rates are per issue.
- All costs are in NZ\$ and are subject to GST.
- 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 agencies.

## 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.

April / May 2017

# NZSM

New Zealand Security Magazine

**GETTING  
TRAINING ON  
TRACK**



**PROFESSIONALISING PRIVATE SECURITY**  
MANDATORY TRAINING IN NEW ZEALAND'S 'MANNED' SECURITY SECTOR

**BALANCING SAFETY AND SERVICE**  
SECURING GOVERNMENT SERVICE CENTRES

[www.defsecmedia.co.nz](http://www.defsecmedia.co.nz)

ISSN 1720-6540

# NZSM

New Zealand Security Magazine

June / July 2017

**MARKETING THE SMART HOME**

**RED BADGE SAYS: 'HELLO' TO ADELE... THE BLUES AND PASIFIKA**

**FUTURE FOCUSED: A NEW ALLIANCE IN THE INDUSTRY!**

**COLLABORATION THE KEY TO A BETTER SECURITY WORKFORCE**

[www.defsecmedia.co.nz](http://www.defsecmedia.co.nz)

August / September 2017

# NZSM

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**WELLINGTON'S WESTPAC STADIUM & PANOMERA: NOT JUST ANOTHER FACE IN THE CROWD**

**BANK ROBBERIES ON DECLINE DESPITE RIPPLE**

**INSIGHT: WE NEED A PRIVATE-PUBLIC SECTOR DIALOGUE ON SECURITY**

**TRAVEL SECURITY: PROTECTING YOUR PEOPLE ABROAD**

[www.defsecmedia.co.nz](http://www.defsecmedia.co.nz)

October / November 2017

# NZSM

New Zealand Security Magazine

**NEW INTERVIEW SERIES: STATE OF THE INDUSTRY**

**EXPERT INSIGHT: THE LEGALITY OF COVERT CCTV**

**WINNERS SHINE AT THE 2017 NZSA ANNUAL SECURITY INDUSTRY AWARDS**

**PROTECTING CROWDED PLACES FROM TERROR ATTACK**

[www.defsecmedia.co.nz](http://www.defsecmedia.co.nz)

# Line of Defence



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