

Targeted Advertising

PROPERTY&BUILD MEDIA KIT

Property&Build gives stakeholders in the property, design and construction sectors and decision makers in local and national government timely information across a range of media platforms plus shares valuable insights and case studies from New Zealand, Australia and AsiaPacific regions.

Three websites, one print and digital edition and phenomenal readership growth. Essential reading for market players, developers, contractors and government officials.

Progress and innovation in design, building and management expertise creates jobs, increased demand for business premises and reduces vacancies across many of our key cities' industrial, commercial and retail markets.

All this activity takes constant and accurate monitoring online and a supply of well researched articles for investment, market trends, development, innovation and resource management. Expert opinion pieces from the country's leading companies and associations provide thought provoking opportunities and market savvy.

- **InfraNews** reaches over **6,000 subscribers** every week with an unsubscribe rate of **0.2%**
(source: MailChimp)

- **Magazines** are published bi-monthly, targeted at leaders and decision makers in business

- **Online magazine readership** is showing **exponential growth** with views increasing from **307,989** to **1,534,157** over a single year
(source: Issuu)

- **Website page views** are increasing each year on average by **32%**
(source: Google Analytics)

For advertising enquiries, please contact:

MARGIE LINDSAY

+64 22 317 8170

margie@infrastructurebuild.com

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www.propertyandbuild.com

Magazine Rates

	1 Issue	3 Issues	5 Issues
Double Page Spread	\$3,500	\$3,000	\$2,750
Full page	\$2,600	\$2,150	\$1,900
Half Page Vertical or Horizontal	\$1,650	\$1,250	\$1,000
Quarter Page Vertical or Horizontal	\$950	\$900	\$850

All prices exclusive of GST. See the final page of this media kit for ad size specifications



**Save with our
Print & Online
Packages
on page 3!**

Website Rates

	Per Month
Web Banner	\$350
Island Sidebar	\$350
Masthead	\$350
Carousel	\$350

carousel



Subject to availability, shared voice

All prices exclusive of GST. See the final page of this media kit for ad size specifications

InfraNews - Electronic Direct Mail Rates

InfraNews is an email newsletter that goes out weekly to over 6,000 subscribed readers of our three websites: safetynews.co.nz, infrastructurenews.co.nz and propertyandbuild.com

Per Insertion	1 week	2 weeks	1 month +
EDM Banner	\$400	\$225	\$200

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Value Combo Packages

MINIMUM OF 4 MONTHS

The following are example packages with EDM, website and magazine advertising bundled together. Please contact us for a package that will suit your needs.



	Electronic Direct Mail Banner	Website*	Magazine	Free Editorial**	Price per month
Package 1	1 insertion each month	Any ad on 1 website of your choice	-	-	<u>\$480</u>
Package 2	1 insertion each month	Any ad on 1 website of your choice	Quarter-page ad	-	<u>\$580</u>
Package 3	1 insertion each month	Any ad on 2 websites of your choice	Quarter-page ad	Quarter-page editorial	<u>\$680</u>
Package 4	2 insertions each month	Any ad on 2 websites of your choice	Quarter-page ad	Quarter-page editorial	<u>\$780</u>
Package 5	2 insertions each month	Any ad on 2 websites of your choice	Half-page ad	Half-page editorial	<u>\$880</u>
Package 6	2 insertions each month	Any ad on all 3 websites	Half-page ad	Half-page editorial	<u>\$980</u>
Package 7	2 insertions each month	Any ad on all 3 websites	Full-page ad	Full-page editorial	<u>\$1,080</u>
Package 8	3 insertions each month	Any ad on all 3 websites	Full-page ad	Full-page editorial	<u>\$1,180</u>

*Choose from our three websites: safetynews.co.nz, infrastructurenews.co.nz and propertyandbuild.com

**May be marked as Sponsored

Minimum four months booking. Maximum 12 months. Billing monthly.

Artwork supplied by client (available at cost if required)

Prices do not include GST

Agency minimums apply

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MAGAZINE PUBLISHING SCHEDULE

Property&Build is published five times a year and appears on propertyandbuild.com and via InfraNews every Tuesday

Issue	Digital and Print	Key Focus Areas	Advertising & Edit First Deadline
February-March Yearbook	Yes	Infrastructure Outlook, Property & Construction Outlook, Industrial Safety Outlook	Final week of January
April-May	Yes	Cyber Security, Environment, Training & Management, Residential Property	Final week of March
June-July	Yes	Personal Protective Equipment, Design, Architecture, Construction, Water, Training & Management	Final week of May
August-September	Yes	Transport, Commercial Property, Development, Technology, Hazardous Substances	Final week of July
October-January	Yes	Access, Training & Management, Health & Injury, Chemicals & Workplace Safety	Final week of September

Digital edition may be updated at any time within the cycle with material required 24 hours before.

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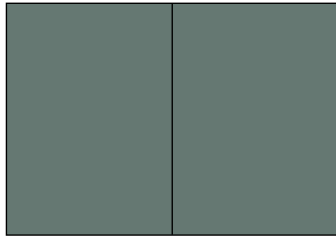
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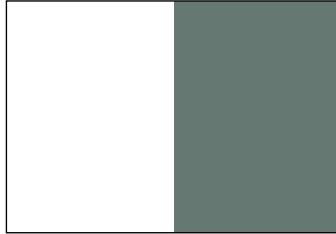
margie@infrastructurebuild.com

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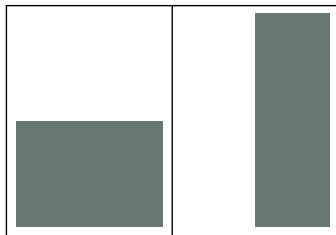
www.propertyandbuild.com



DPS

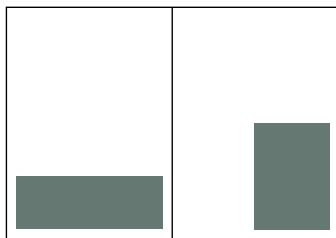


FP



HPH

HPV

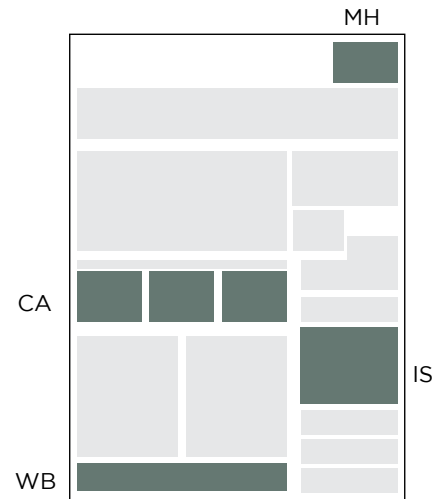


QPB

QP

WEBSITE & EDM SPECIFICATIONS

	Size (WxH)
Masthead (MH)	200px x 120px
Carousel (CA)	214px x 140px
Island - Sidebar (IS)	300px x 250px
Web Banner (WB)	702px x 90px
EDM Banner	565px x 85px



Supply online files to mike@infrastructurebuild.com in JPEG, PNG or GIF format. Images may be subsampled to a minimum of 300dpi. Image compression should be at the highest available JPEG quality setting.

MAGAZINE SPECIFICATIONS

Ad space		Trim Size	Bleed Size
Double page spread	DPS	420mm wide x 297mm	426mm wide x 303mm high
Full page	FP	210mm wide x 297mm high	216mm wide x 303mm high
Half page horizontal	HPH	186mm wide x 136mm high	-
Half page vertical	HPV	91mm wide x 269mm high	-
Quarter page banner	QPB	186mm wide x 65mm high	-
Quarter page	QP	91mm wide x 136mm high	-

Supply magazine files to mike@infrastructurebuild.com as CMYK PDFs, with 3mm bleed on edges for full page and double page spread.

Technical specifications

Images may be subsampled to a minimum of 300dpi; image compression should be at the highest available JPEG quality setting. All fonts must be embedded in the PDF or converted to paths. Embedded fonts must not use CID/Indentity-H encoding. Please ensure the PDF is created as Composite CMYK, with all transparencies flattened, using Acrobat 4 compatibility (PDF version 1.3).

Advertisements must be correctly sized (to A4 specs) as listed, and full page ads must include 3mm bleed. Please supply a single PDF file only – do not include any other documents, images or fonts.

Colours should be specified as CMYK, and all images should be CMYK separated – suggested separation specs are UCR separation, 95% black limit, 320% total CMYK ink cover, approx 15% midtone dotgain.

We reserve the right to reject at our sole discretion any advertisement that does not meet our standards.

Media Solutions Limited will not be responsible for any errors in supplied advertising material. Please ensure you have checked and approved the actual file you are supplying

Other formats

If you are unable to supply artwork as PDF to our specification, other formats may be acceptable – please email michael@infrastructurebuild.com to discuss this before sending any artwork. Note that formats other than PDF may incur an additional processing charge.

Content Partners

PR Priority Content Partners: Bonafide suppliers of editorial of merit pay a \$550 a year subscription, fully refundable if their client advertises within 12 months.

Non-Profit Specialist Content Partners are appointed by the editor to produce opinion pieces.

Please submit all material for consideration to Michael Curreen (michael@infrastructurebuild.com | +64 21 029 20234).

Final publication is at the discretion of the publisher, Mike Bishara (mike@infrastructurebuild.com).

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