

PROPERTY&BUILD MEDIA KIT



Targeted Advertising

mediaSOLUTIONS

**MEDIA SOLUTIONS IS THE MARKET
LEADER WITH TIGHTLY CONTROLLED,
TARGETED READERSHIP**

Seven media platforms made up of three websites covering Infrastructure, Property/Construction and Industrial Safety, a magazine for each of the subject areas and a weekly Electronic Direct Mail to a targeted readership.

Essential reading for market decision makers - developers, contractors, government officials and health and safety managers.

For advertising enquiries, please contact:

MARGIE LINDSAY

+64 22 317 8170

margie@infrastructurebuild.com

READERSHIP

Each of the platforms has blended interest for all of our readers, more than 90 percent of whom are managerial level or above and 68 percent are directly involved in purchasing for their company...

[Find out more about readership.](#)

READER BREAKDOWN

The primary involvement of readers is split almost evenly between the three sectors - Infrastructure, Construction and Industrial Safety as audited readership indicates, but each has more than a passing interest in the other industry sectors...

[Read why.](#)

COVERAGE

How we cover them all and their varying degrees of interest in websites to access all news, magazines and free electronic mail...

[Read more about how that works here.](#)

WHO READS US

More than 6,000 per week subscribe to the Electronic Direct Mail (auditor Mailchimp), 6,993 reads from 60,000 impressions for the magazines each month (auditor ISSUU) and 8,000 reads from 13,000 page views for the websites per month (auditor Google Analytics). The magazines have almost 3.5 million impressions worldwide through ISSUU...

[See latest breakdowns and industry comparisons here.](#)

WHAT WE OFFER

Attractive promotions packages that offer advertising and sponsored editorial opportunities across all platforms for as little as \$450 a month for a minimum of four consecutive months...

[Read more here.](#)

PROPERTY&BUILD

www.propertyandbuild.com

WEBSITE RATES

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

Subject to availability, shared voice.

All prices exclusive of GST.

Artwork supplied by client (available at cost if required).

See the final page of this media kit for ad size specifications.



INFRANEWS - ELECTRONIC DIRECT MAIL (EDM) 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 |

All prices exclusive of GST.

Artwork supplied by client (available at cost if required).

See the final page of this media kit for ad size specifications.



WEBSITE & EDM PACKAGES

MINIMUM OF 4 CONSECUTIVE MONTHS

| | Electronic Direct Mail Banner | | Website* | Price per month |
|------------|----------------------------------|------|--|--------------------|
| Package 1A | 1 insertion each month | PLUS | Ad on 1 website of your choice for 1 month | <u>\$450</u> |
| Package 2A | 1 insertion each month | PLUS | Ad on 2 websites of your choice for 1 month | <u>\$550</u> |
| Package 3A | 2 insertions each month | PLUS | Ad on 2 websites of your choice for 1 month | <u>\$650</u> |
| Package 4A | 2 insertions each month | PLUS | Ad on all 3 websites for 1 month continuous | <u>\$750</u> |
| Package 5A | 3 insertions each month | PLUS | Ad on all 3 websites for 1 month continuous | <u>\$850</u> |

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

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

All prices exclusive of GST.

Artwork supplied by client (available at cost if required).

Agency minimums apply.

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margie@infrastructurebuild.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.

Artwork supplied by client (available at cost if required).

See the final page of this media kit for ad size specifications.

FULL SERVICE VALUE COMBO

MINIMUM OF 4 CONSECUTIVE 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 Advertisement | Free Editorial** | Price per month |
|-----------|----------------------------------|--|---------------------------|---------------------------|--------------------|
| Package 1 | 1 insertion each month | Any ad on 1 website of your choice | Quarter-page ad | - | <u>\$630</u> |
| Package 2 | 1 insertion each month | Any ad on 2 websites of your choice | Quarter-page ad | Quarter-page editorial | <u>\$730</u> |
| Package 3 | 2 insertions each month | Any ad on 2 websites of your choice | Quarter-page ad | Quarter-page editorial | <u>\$830</u> |
| Package 4 | 2 insertions each month | Any ad on 2 websites of your choice | Half-page ad | Half-page editorial | <u>\$930</u> |
| Package 5 | 2 insertions each month | Any ad on all 3 websites | Half-page ad | Half-page editorial | <u>\$1030</u> |
| Package 6 | 2 insertions each month | Any ad on all 3 websites | Full-page ad | Full-page editorial | <u>\$1130</u> |
| Package 7 | 3 insertions each month | Any ad on all 3 websites | Full-page ad | Full-page editorial | <u>\$1230</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

AsiaPacific Infrastructure, Property and Build and Industrial Safety News are published five times a year and appear on all websites and via InfraNews and WorldWeek every Tuesday and Friday.

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

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

For advertising enquiries, please contact:

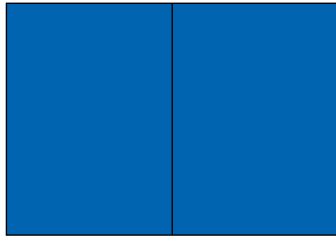
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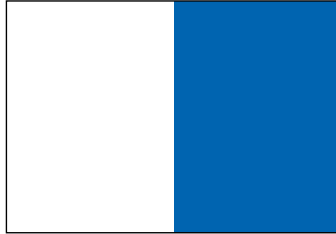
margie@infrastructurebuild.com

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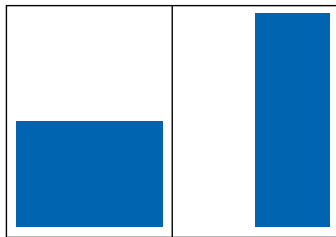
www.propertyandbuild.com



DPS

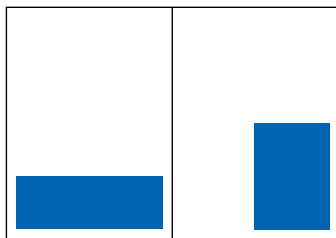


FP



HPH

HPV

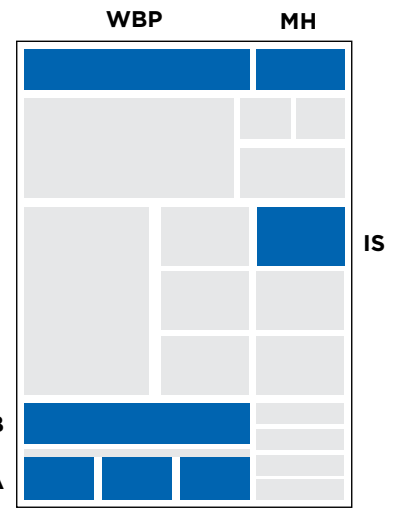


QPB

QP

WEBSITE & EDM SPECIFICATIONS

| | Size (WxH) |
|--------------------------|---------------|
| Masthead (MH) | 300px x 90px |
| Carousel (CA) | 214px x 140px |
| Island - Sidebar (IS) | 300px x 250px |
| Web Banner (WB) | 702px x 90px |
| Web Banner Premium (WBP) | 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/Identity-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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