



THOMSON REUTERS

SAFEGUARD

NEW ZEALAND'S HEALTH AND SAFETY MEDIA HUB,
IN PRINT, ONLINE AND IN PERSON



MEDIA KIT 2024

IF YOU PROVIDE COMMERCIAL SOLUTIONS TO IMPROVE HEALTH, SAFETY AND WELLBEING
THEN PLEASE CONSIDER OUR PRINT AND ONLINE ADVERTISING OPTIONS, BECAUSE YOUR
CUSTOMERS USE SAFEGUARD TO HELP THEM ACHIEVE THEIR BUSINESS GOALS.



FROM THE EDITOR

Safeguard started out as a magazine in 1988 and has blossomed into one of New Zealand's most recognisable and influential health and safety brands – in print, online, and at our own conferences and awards.

Safeguard provides information, innovation and inspiration to help keep people healthy and safe at work. That is our core value proposition. Anything else comes second.

If you provide commercial solutions to improve health and safety then please consider our print and online advertising options, because your customers use **Safeguard** to help them achieve their business goals.

Peter Bateman

Follow us on LinkedIn



Safeguard-Magazine

SAFEGUARD

2024 SAFEGUARD MAGAZINE PRINT SCHEDULE

Issue	Month	Ad Bookings Close	Ad Material Deadline	Reaches Readers
203	Jan/Feb Health risk exposure Mental wellbeing	16 January	19 January	1st week Feb
204	March/April AI in H&S Worker engagement	15 March	20 March	1st week April
205	May/June Migrant workers Learning teams	16 May	20 May	1st week June
206	July/Aug Legal roundup Safety system software	16 July	19 July	1st week Aug
207	Sept/Oct Professional development Culture & leadership	19 Sept	23 Sept	1st week Oct
208	Nov/Dec Contractors & collaboration Risk assessments	18 Nov	21 Nov	1st week Dec

SAFEGUARD MAGAZINE DISPLAY ADVERTISING PRICES

ADVERT SIZE	1-2 issues	3-5 issues	6+ issues
Double A4 spread	\$3572	\$3216	\$2859
Full page A4	\$2552	\$2296	\$2041
Half page A4	\$1806	\$1625	\$1445
Third page	\$1265	\$1139	\$1012

All prices quoted are per advertisement, in \$NZ and do not include GST.

PREMIUMS FOR PLACEMENT

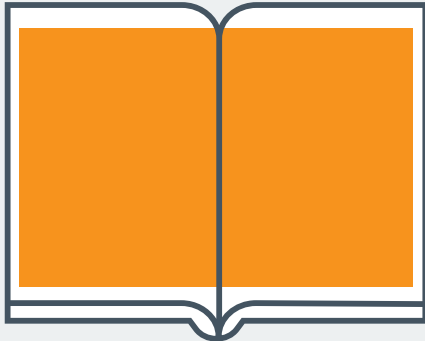
- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%

INSERTS Please contact us for pricing options.

A great way to get your brochure or catalogue in front of your audience.

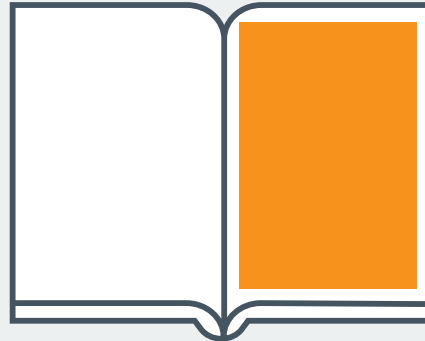
SAFEGUARD MAGAZINE DISPLAY PRINT ADVERTISING SPECIFICATIONS

Safeguard magazine is an A4 publication. The sizes below are for adverts that fit within the page columns and margins (IMAGE SIZE).
Adverts that bleed off the page are only available on DPS and full pages ads.



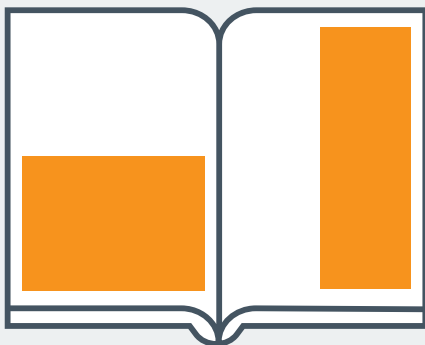
DPS (Double page spread A3)

Image Size H260mm x W392mm
Bleed Size H307mm x W430mm
includes 5mm bleed



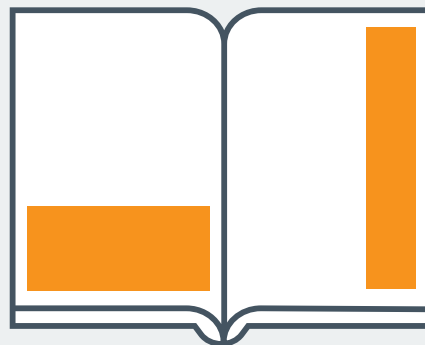
Full page A4

Image Size H260mm x W182mm
Bleed Size H307mm x W220mm
includes 5mm bleed



Half page

Horizontal H134mm x W182mm
Vertical H260mm x W89mm



Third page

Horizontal H80mm x W182mm
Vertical H260mm x W58mm

SPECS: Please supply as a print ready High-Res PDF. Images should be 300dpi and colours CMYK.
If supplying full page adverts with bleed, use 5mm bleed and include crop marks.



CONFERENCES EVENTS AND AWARDS

SAFEGUARD runs the leading health & safety events in New Zealand, including:

- **Safeguard National Health & Safety Conference**
- **New Zealand Workplace Health & Safety Awards**
- **LegalSafe**
- **HealthyWork**
- **SafeSkills**
- **Women in Safety**

**For more information,
Contact Chris Coomer,
M 021 193 4946**

These events are a great opportunity to get your brand face-to-face with health and safety decision makers, and there are numerous brand alignment and sponsorship opportunities available for each event.

ONLINE OPPORTUNITIES



SAFEGUARD INSIDER

Safeguard Insider is Safeguard's free bi-monthly e-newsletter, going to opt-in subscribers. Already distributed to over 4,000+ people, this is a growing platform with high engagement.

- Each ad booking runs for two editions (ie: two months).
- Price per booking: \$550 + GST (or \$495 if booked with a magazine print ad).
 - Vertical Banner – W120 x H600 pixels (jpeg)
 - Horizontal Banner – W500 x H90pixels (jpeg)

SAFEGUARD.CO.NZ

Banner ads on our website are reserved for advertisers in the print magazine.

- Sign up for a half-page or larger print advertisement in Safeguard magazine and get a FREE banner ad
- Online ad duration is aligned with your print ad campaign
- Online ads must be supplied in JPG format: 250 pixels wide x 208 pixels high.
- Online ads must have a clickthrough URL supplied
- Online ads should avoid a white background
- Online ad placement is random.

ADVERTISING & SPONSORSHIP

LET ME HELP PROMOTE YOUR BUSINESS

Safeguard offers you a targeted environment in which to showcase your products, services or solutions to an audience whose key goal is to create great workplaces.

Let's catch up, call Chris Coomer
M 021 193 4946

chris.coomer@thomsonreuters.com



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