safeguard.co.nz

SAFEGUARD

INFORMATION · INNOVATION · INSPIRATION

Thomson Reuters™

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

MEDIA KIT 2027

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

2027 SAFEGUARD MAGAZINE PRINT SCHEDULE

Issue	Month	Ad Bookings Close	Ad Material Deadline	Reaches Readers
221	**Jan/Feb** Health risk exposure Psychosocial/wellbeing	**16 January**	**20 January**	**1st week Feb**
222	**Mar/Apr** State of the Nation survey Industry sector challenges	**17 March**	**20 March**	**1st week April**
223	**May/June** Legal compliance Women in safety	**15 May**	**20 May**	**1st week June**
224	**July/Aug** Safeguard Awards Innovation	**16 July**	**20 July**	**1st week Aug**
225	**Sept/Oct** Income survey/Professional development Engagement & Collaboration	**16 Sept**	**20 Sept**	**1st week Oct**
226	**Nov/Dec** Leadership Safety-II/HOP	**16 Nov**	**20 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

Prices are exclusive of GST.

PREMIUMS FOR PLACEMENT

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

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



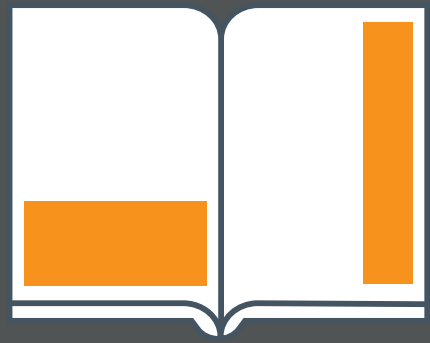
Full page A4

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 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**
- **SafeSkills**
- **Women in Safety**

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.

For more information, Contact Ritika Godia,

Tel 027 800 4271

ritika.godia@ thomsonreuters.com



ONLINE OPPORTUNITIES

SAFEGUARD *INSIDER*

Safeguard Insider is Safeguard's free 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 one edition.
- 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)

Thomson Reuters™

ADVERTISING & SPONSORSHIP

magazine

newsletter

events

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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 Ritika Godia

027 800 4271

ritika.godia@thomsonreuters.com

T&C. We reserve the right to decline advertising for any reason, eg if it might undermine our own commercial interests.