



THOMSON REUTERS

# SAFEGUARD

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



## MEDIA KIT 2022

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 via your favourite social media channel.



@SafeguardNZ



facebook.com/SafeguardMagazine

# SAFEGUARD

## 2022 SAFEGUARD MAGAZINE PRINT SCHEDULE

Issue	Month	Ad Bookings Close	Ad Material Deadline	Reaches Readers
191	<b>Jan/Feb</b> H&S performance indicators Respiratory hazards	14 January	19 January	1st week February
192	<b>Mar/Apr</b> WEPR: Worker engagement, participation and representation Mental health & HR	14 March	18 March	1st week April
193	<b>May/Jun</b> Regulation reform Communicating risk	12 May	18 May	1st week June
194	<b>Jul/Aug</b> Legal roundup Supply chains	14 July	20 July	1st week August
195	<b>Sep/Oct</b> Professional development Leading change	12 September	20 September	1st week October
196	<b>Nov/Dec</b> ESG: Environment, Social, Governance Documentation challenge	17 November	17 November	1st week December

## SAFEGUARD MAGAZINE DISPLAY ADVERTISING PRICES

ADVERT SIZE	1-2 issues	3-5 issues	6-8 issues	9+issues
Double A4 spread	\$3402	\$3063	\$2723	\$2552
Full page A4	\$2430	\$2187	\$1944	\$1823
Half page A4	\$1680	\$1512	\$1344	\$1260
Third page	\$1150	\$1035	\$920	\$863
Quarter page	\$980	\$882	\$784	\$735
Banner	\$690	\$621	\$552	\$518

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

### PREMIUMS FOR PLACEMENT

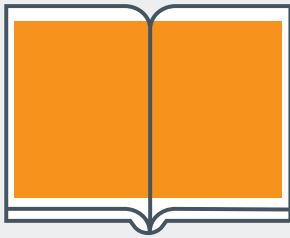
- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%

### INSERTS Please contact us for pricing options.

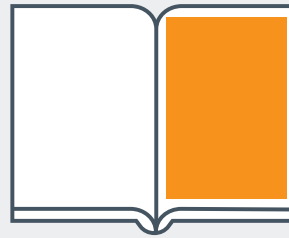
A great way to get your brochure or catalogue in front of your audience.

# SAFEGUARD MAGAZINE DISPLAY PRINT ADVERTISING SPECIFICATIONS

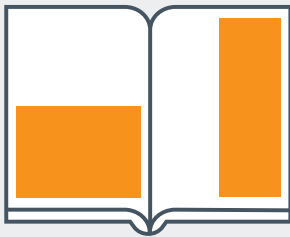
Safeguard magazine is an A4 publication. The sizes below are for adverts that fit within the page columns and margins (IMAGE SIZE). Adverts that bleed off the page are only available on DPS and full pages ads.



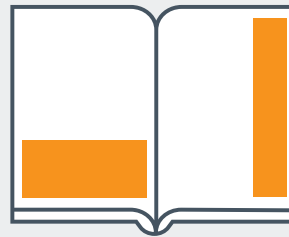
**DPS (Double page spread A3)**  
Image Size H260mm x W392mm  
Bleed Size H307mm x W430mm includes 5mm bleed



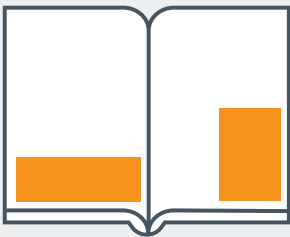
**Full page A4**  
Image Size H260mm x W182mm  
Bleed Size H307mm x W220mm includes 5mm bleed



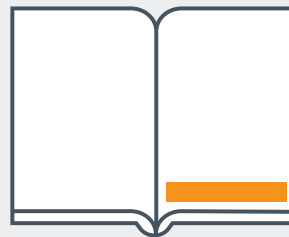
**Half page**  
Horizontal H134mm x W182mm  
Vertical H260mm x W89mm



**Third page**  
Horizontal H80mm x W182mm  
Vertical H260mm x W58mm



**Quarter page**  
Horizontal H67mm x W182mm  
Vertical H134mm x W89mm



**Banner**  
Horizontal H40mm x W182mm

**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.

## SAFEGUARD *update*

This full colour fortnightly print newsletter is ideal for advertising health and safety events and job vacancies. Display ads are 80mm wide in vertical format.



<b>SMALL</b>	\$400	Up to 85mm high
<b>MEDIUM</b>	\$650	86-170mm high
<b>LARGE</b>	\$900	171-256mm high

### ALERT24

This is the weekly email version of Safeguard Update in which the adverts open via a web link.

## 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
- HealthRisk

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 Henry Kosima,  
**M 027 591 7127**

# 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.

SKYSCRAPER \$495 W120 x H600 pixels (jpeg)  
BANNER \$495 W1500 x H270 pixels (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 Henry Kosima  
**M 027 591 7127**

henry.kosima@thomsonreuters.com



THOMSON REUTERS

THOMSON REUTERS  
PO Box 147245, Ponsonby, Auckland 1141

