



THOMSON REUTERS

SAFEGUARD

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



MEDIA KIT 2023

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

2023 SAFEGUARD MAGAZINE PRINT SCHEDULE

| Issue | Month | Ad Bookings Close | Ad Material Deadline | Reaches Readers |
|-------|--|---------------------|----------------------|-----------------------|
| 197 | Jan/Feb Health risk exposure Mental wellbeing | 16 January | 19 January | 1st week Feb |
| 198 | March/April Regulation reform WEPR/Culture | 16 March | 21 March | 1st week April |
| 199 | May/June SafePlus vs ISO 45001 Safety system software | 16 May | 19 May | 1st week June |
| 200 | July/Aug Legal roundup Port safety | 16 July | 19 July | 1st week Aug |
| 201 | Sept/Oct Professional development Context of work | 18 September | 21 September | 1st week Oct |
| 202 | Nov/Dec Contractors & collaboration Victim support | 16 November | 19 November | 1st week Dec |

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

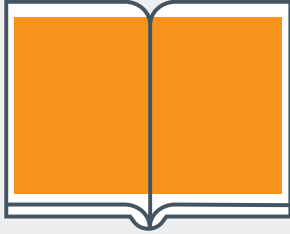
- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%

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

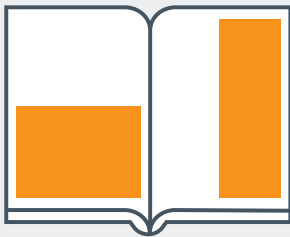
Safeguard magazine is an A4 publication. The sizes below are for adverts that fit within the page columns and margins (IMAGE SIZE). Adverts that bleed off the page are only available on DPS and full page ads.



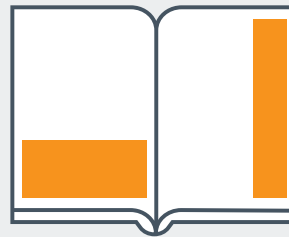
DPS (Double page spread A3)
Image Size H260mm x W392mm
Bleed Size H307mm x W430mm
includes 5mm bleed



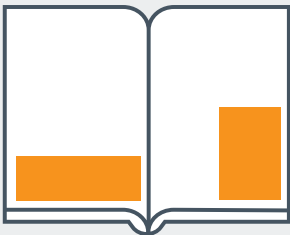
Full page A4
Image Size H260mm x W182mm
Bleed Size H307mm x W220mm
includes 5mm bleed



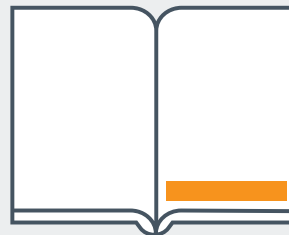
Half page
Horizontal H134mm x W182mm
Vertical H260mm x W89mm



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.



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**

**For more information,
Contact Judy Graham,
M 021 675 635**

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.

TILE \$495 W300 x H250 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 Judy Graham
M 021 675 635

judy.graham@thomsonreuters.com



THOMSON REUTERS

THOMSON REUTERS
PO Box 147245, Ponsonby, Auckland 1141

