

safeguard.co.nz



SAFEGUARD

INFORMATION · INNOVATION · INSPIRATION

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

MEDIA KIT 2025

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



2025 SAFEGUARD MAGAZINE PRINT SCHEDULE

| Issue | Month | Ad Bookings Close | Ad Material Deadline | Reaches Readers |
|-------|--|-------------------|----------------------|-----------------|
| 209 | Jan/Feb Mental wellbeing Health risk exposure | 16 January | 20 January | 1st week Feb |
| 210 | March/April Regulatory reform Being an influencer | 17 March | 20 March | 1st week April |
| 211 | May/June Reps & committees Major hazard facilities | 16 May | 20 May | 1st week June |
| 212 | July/Aug Legal roundup Traffic management | 16 July | 19 July | 1st week Aug |
| 213 | Sept/Oct Professional development Culture & leadership | 17 Sept | 20 Sept | 1st week Oct |
| 214 | Nov/Dec Contractors & collaboration Risk assessment | 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 |

PREMIUMS FOR PLACEMENT

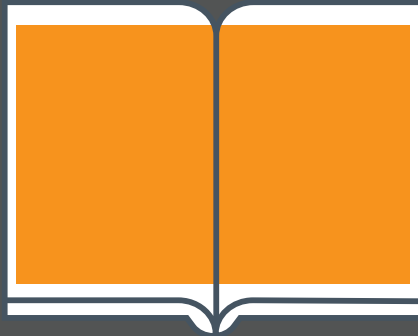
- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%





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



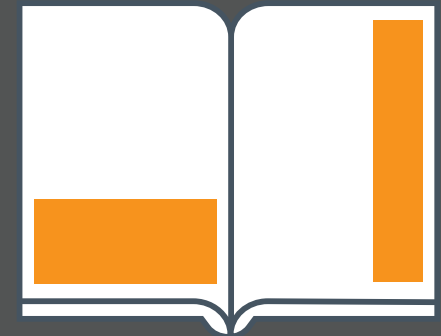
Full page A4

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**

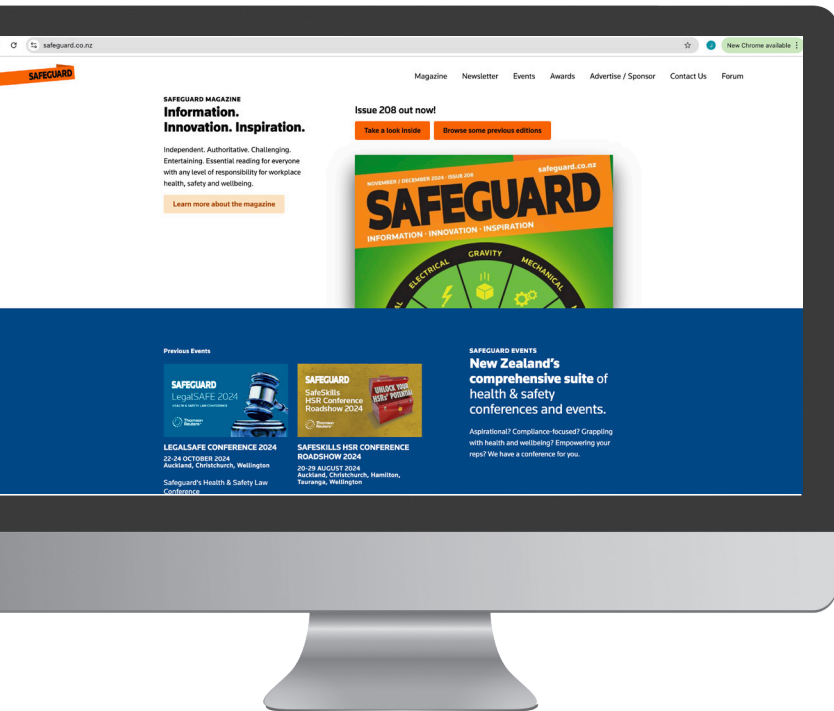
These events are a great opportunity to get your brand face-to-face with health and safety decision makers, and there are numerous brand alignment and sponsorship opportunities available for each event.



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



**chris.coomer@
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 (ie: every month).
- 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



magazine



newsletter



events



awards

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**

021 193 4946

chris.coomer@thomsonreuters.com