

# AMPLIFY YOUR MESSAGE.

MEDIA KIT :: 2020



**engineering**  
new zealand  
Institute of Engineering Professionals

# OUR AUDIENCE.

Engineering New Zealand is an inclusive network of engineers. Our members come from a wide variety of engineering fields and backgrounds including academia, government and firms in engineering and technology professions.

Our members are committed to being the best they can be throughout their career, and we support them all the way, from Student Member to Fellow.

**21,500+**  
MEMBERS

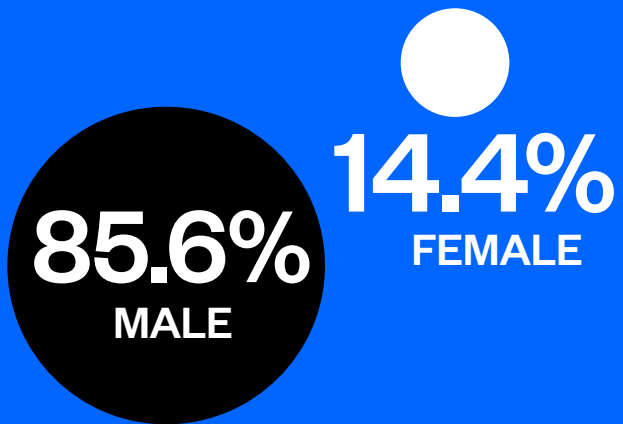


**\$91,000**  
MEDIAN TOTAL  
REMUNERATION

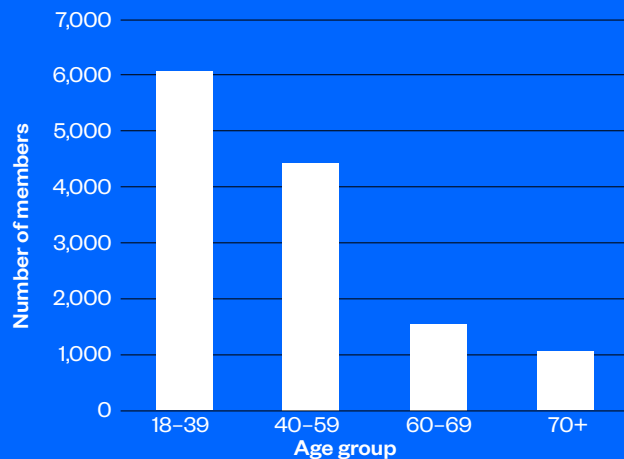
Membership number as at 31 October 2019. Remuneration data based on results of Engineering New Zealand's 2019 Remuneration Survey.

# OUR AUDIENCE.

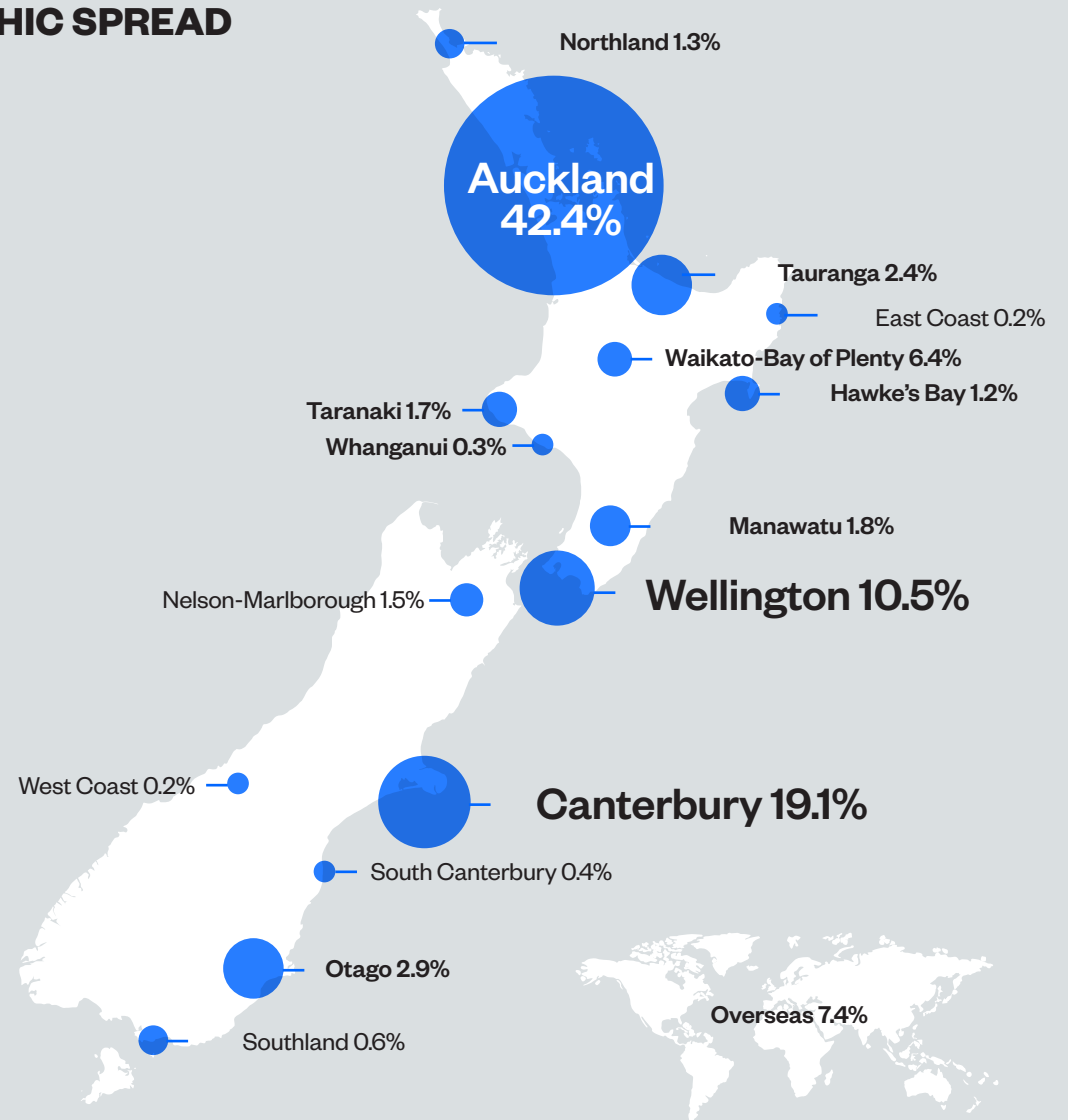
## GENDER BREAKDOWN



## MEMBERS' AGES (EXCLUDES STUDENTS)

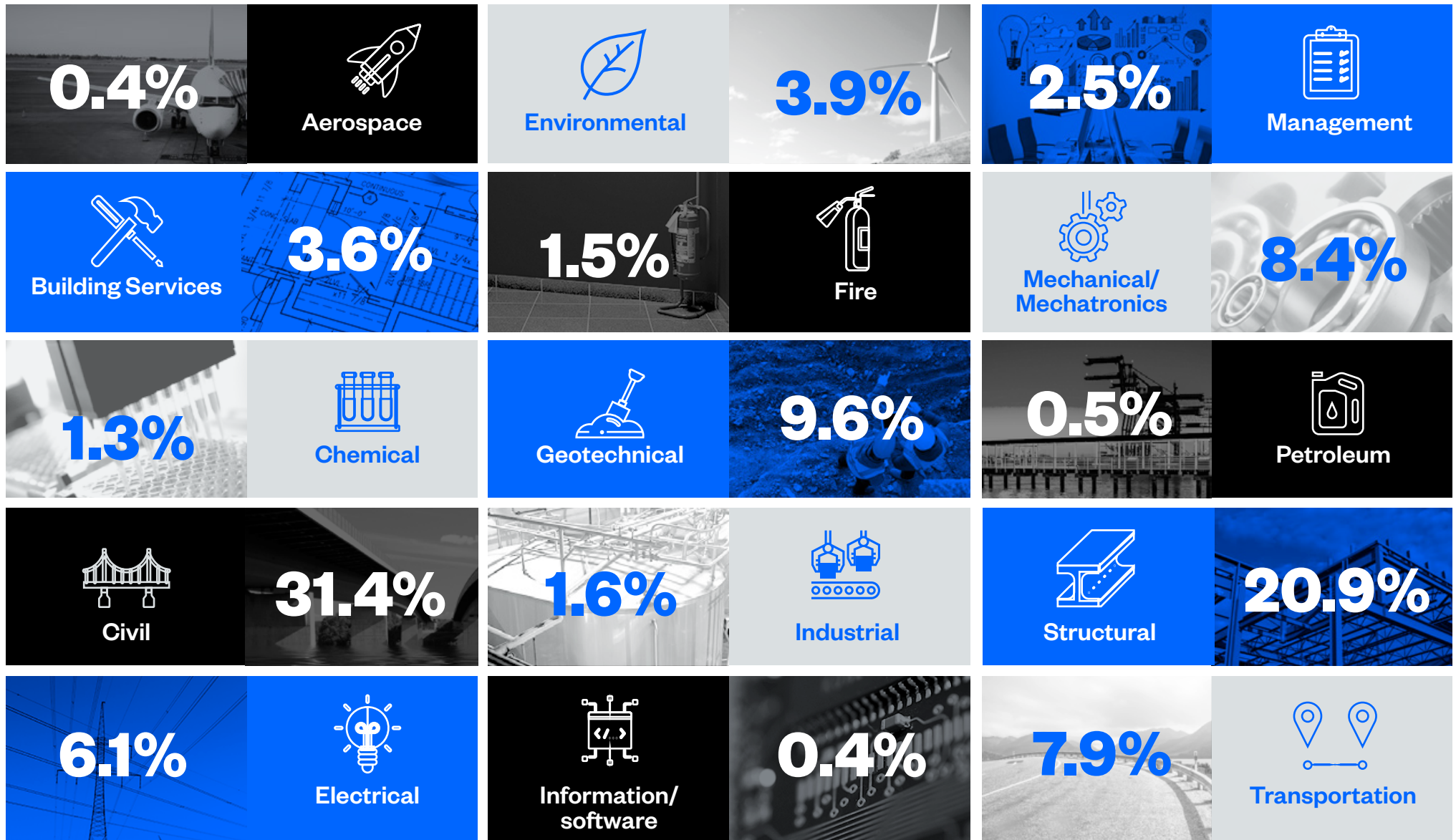


## GEOGRAPHIC SPREAD



Regional, gender and age data taken from Engineering New Zealand membership database as at 31 October 2019.

# OUR AUDIENCE.



Engineering field data based on results of Engineering New Zealand's 2019 Remuneration Survey.



# EG :: MAGAZINE.

Engineering genius, exemplifying greatness or simply a stunning example, *EG* is whatever we want it to be. It's our quarterly platform where we showcase and celebrate our best – the ideas, the innovations and the people.

EXPLORE AN ISSUE OF *EG*



Awarded Highly  
Commended in  
Best Magazine –  
Trade 2018 by the  
Magazine Publishers  
Association



# EG :: REACH.

HOME DELIVERY

# 14,311

**NEW ZEALAND MEMBERS**

ABC audited circulation for the  
six months ended 31 March 2019



DIGITAL EDITION

# 1,200

**OVERSEAS MEMBERS**

Near 50% open rate for members  
living abroad



KORU CLUB

# 2,880

**HIGH FLYERS**

Supplied to Auckland, Wellington,  
Christchurch and Dunedin airports



# EG :: DETAILS.

## 2020 DEADLINES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	DISTRIBUTION
<b>March 2020</b>	Monday 13 January	Friday 17 January	Friday 28 February
<b>June 2020</b>	Wednesday 8 April	Friday 17 April	Friday 29 May
<b>September 2020</b>	Monday 13 July	Friday 17 July	Friday 28 August
<b>December 2020</b>	Monday 12 October	Friday 16 October	Friday 27 November

## SPECIFICATIONS AND RATES

SIZE	WIDTH x HEIGHT	CASUAL	2 PLACEMENTS (10% DISCOUNT)	4 PLACEMENTS (20% DISCOUNT)
<b>Half horizontal</b>	176mm x 114mm	\$1,890	\$1,700 (each)	\$1,510 (each)
<b>Full page</b>	210mm x 275mm plus 5mm bleed on all sides	\$2,690	\$2,420 (each)	\$2,150 (each)
<b>Double page spread</b>	420mm x 275mm plus 5mm bleed on all sides	\$4,840	\$4,350 (each)	\$3,870 (each)
<b>Premium placements</b>	Outside back cover (OBC), inside front cover (IFC) and inside back cover (IBC) are available with a 25% loading fee.			
<b>Onserts</b>	All onserts are placed inside the magazine flow wrap. Rates start at \$350 per 1,000 (minimum charge \$350). Finished size of onsert – no larger than 210mmW x 275mmH with a maximum of one fold (eg A4 sheet folded to A5). Weight limits apply.			

## ARTWORK REQUIREMENTS

Advertising artwork must have no more than six elements. An element refers to an individual item that appears in your ad, eg a heading is one element, an image is one element, a logo is one element and a body of text is one element.

Your ad artwork must include no more than 100 words in total, including headings, body copy and bullet points.

## FILE SUPPLY

Supply material to the Advertising Manager as a high-resolution PDF (300 dpi).

Files must be print-ready, created within a professional design software package, such as Adobe InDesign or Illustrator (Microsoft Word and Powerpoint are not acceptable).

Production charges may apply if files aren't correctly supplied to these specifications.

## ARTWORK CHECKLIST

- ✓ Images 300dpi
- ✓ Images embedded
- ✓ Fonts embedded or converted to outlines
- ✓ Full page and double page spread ads include 5mm bleed and crop marks
- ✓ All colours converted to CMYK (files must not contain any spot colours)

# E.TYPE :: DISCOVER.

Our fortnightly newsletter, Discover, is our premier member communication tool. Reaching an average of more than 13,800 non-student member inboxes, Discover is the ideal solution for targeted employment listings, event promotion and email direct advertising. Reach the audience your business needs via our text-based featured listings, job posts, and exclusive banner space.

## ADVERTISING OPPORTUNITIES

### Employment listing

<b>1 listing</b>	\$150 +GST
<b>10 listings</b>	\$1,200 +GST
<b>15 listings</b>	\$1,750 +GST

Employment listings include:

- job title
- location

You'll also need to provide a destination URL for your own listing or website.

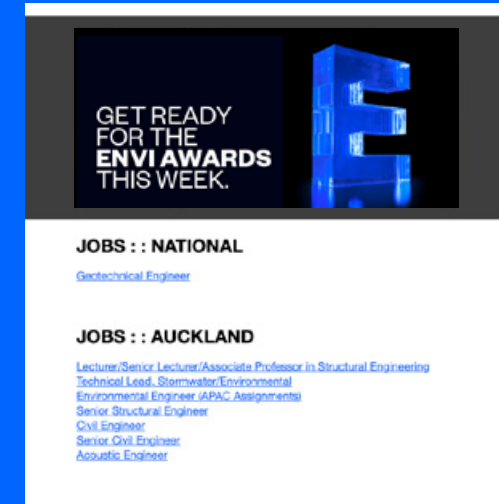
### Banner ads

Promote your brand, events or announcements with our banner ad space. Maximum 1 banner ad per issue.

<b>Casual</b>	\$500 +GST per issue
<b>5 issue bundle</b>	\$400 + GST per issue

Ads must be supplied as JPEG, 540pxW x 250pxH. You'll also need to supply a destination URL to your own website.

Artwork should be image-driven with minimal text, to fit with the overall aesthetic



**READ AN ISSUE  
OF DISCOVER**

**13,800+**  
UNIQUE RECIPIENTS

**44%**  
OPEN RATE

**34%**  
CLICK RATE

Discover data based on average of all issues from 1 June to 30 November 2019.



# E.TYPE :: DISCOVER.

## Event listings

Event listings are a great way to promote your conferences, symposiums and trade shows.

**Premium listing**      \$165 +GST

Premium listing includes:

- full-width image
- event heading (max 50 characters)
- text description (max 75 words)

You'll also need to provide a destination URL to your own listing or website.

Supplied text may be edited for brand consistency. Use of images is at the discretion of the Design Manager.

**Standard listing**      \$80 +GST

Standard listing includes:

- thumbnail image
- event heading (max 50 characters)
- text description (max 35 words)

You'll also need to provide a destination URL to your own listing or website.

Supplied text may be edited for brand consistency. Use of images is at the discretion of the Design Manager.

## DEADLINES

All advertising for Discover must be in by 10am every second Monday for inclusion in that week's newsletter.

## GET IN TOUCH

For more information or to book, email us at [advertising@engineeringnz.org](mailto:advertising@engineeringnz.org)



### Heritage Conference 2020: The Future of the Past

8.30AM - 4.30PM, 6 NOVEMBER

This year's Heritage conference will spotlight how heritage engineering and technology has endured, developed and undergone restoration and repurposing, and its place in the future.

Call for Papers are open until until 3 April 2020.

[REGISTER NOW](#)



### An engineer's role in climate change

17 APRIL  
WELLINGTON

Young Engineers Wellington and Wellington Branch invite you to join them for their final event of 2019.

Change needs to start now! Industry leaders, clients and sustainability advocates will be on hand to provide both context and direction for us to tackle climate change and go about addressing a sustainable future for our communities.

There will be presentations and a café style workshop about what it means to be an engineer in a sustainable, carbon neutral world.

[REGISTER INTEREST](#)

# ENGINEERING JOBS.

As the professional body for engineers in New Zealand, we support our 21,000 members to be the best they can be. Our Engineering Jobs page attracts on average 1,200 sessions per month, and is steadily growing in readership since its promotion to our home page. Where better to browse for new opportunities.

## ADVERTISING OPPORTUNITIES

### Employment listing

Listings are active for two weeks from the time of loading.

<b>1 listing</b>	\$150 +GST
<b>5 listings</b>	\$600 +GST
<b>15 listings</b>	\$1,750 +GST

Employment listings include

- job title
- description (max 25 words)
- location
- company logo

We'll also need you to provide us with an appropriate destination URL.

### Banner ad

Book premium promotion space with an exclusive banner across the top of our Engineering Jobs page.

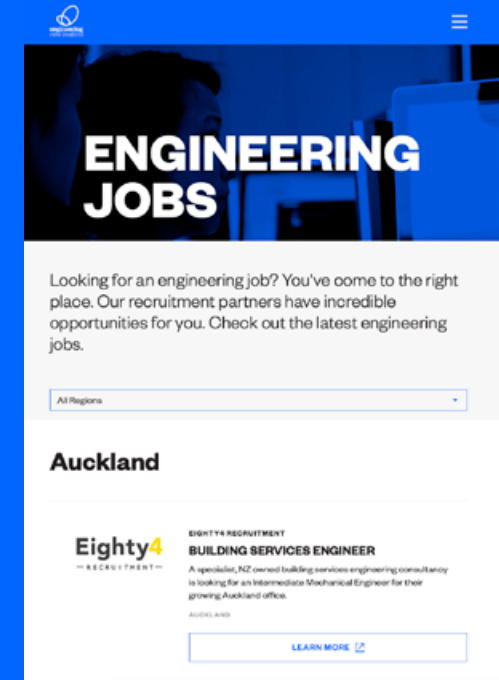
<b>Per week</b>	\$500 +GST
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Ads must be supplied as JPEG. You'll also need to supply a destination URL to your own website.

Artwork should be image-driven with minimal text, to fit with our overall website aesthetic.

## GET IN TOUCH

For more information or to book, email us at [advertising@engineeringnz.org](mailto:advertising@engineeringnz.org)



**EXPLORE OUR  
ONLINE JOBS BOARD**

**1,200+**  
**MONTHLY PAGE VIEWS**

# FINE PRINT.

In these terms and conditions, 'we' refers to Engineering New Zealand and 'you' refers to the agent or client. Where an agent makes a booking or places an advertisement on behalf of a client, both the agent and the client (together and individually) are responsible and liable under these terms and conditions.

## BOOKINGS AND CANCELLATIONS

- By placing an advertisement, you accept these terms and conditions.
- Advertising placements will only be confirmed once you have completed, signed and returned an advertising agreement to Engineering New Zealand.
- By placing an advertisement, you agree to fully indemnify Engineering New Zealand from any loss or cost that may result from your advertisement (including any legal costs).
- We may need to change the advertising rates from time to time. Casual rates will change immediately. If you have a contract rate, that rate will still apply until the end of that agreement.
- If you need to cancel a booking, advise us in writing by 5pm on the booking deadline. We may charge in full for advertising cancelled after the deadline.
- We can restrict the size of the magazine and the number of advertising pages.
- Payment is due on the 20th of the month after the invoice is issued. If your invoice is not paid, you will be responsible for any costs associated with collection of overdue payment.
- If you book in bulk and get a discount, but then cancel some bookings, or your orders are otherwise not published, you may be charged at the rate for the number of advertisements placed, not booked.

## ADVERTISING MATERIAL

- You are responsible for sending us your advertising material. If we incur costs for receiving your advertising material, you will be responsible for reimbursing us for those costs.
- If we think your advertisement is unsuitable, we can choose not to publish it.
- If your artwork does not meet our specifications, we may charge for time spent amending it.
- If all of your advertising material is not in by the deadline, we may use one of your previous advertisements or not publish your advertisement, and charge full rates.
- We can defer placement of your advertisement if space is unavailable.
- We may publish advertisements in preferred positions when those spaces have not been booked. It is entirely our decision which advertisements go into those positions.
- We are not responsible for colour accuracy of your advertisement.
- While all care is taken, we do not accept liability for any loss that is incurred through error or non-appearance of your advertisement, unless this happens due to a negligent act or omission by us.
- If you have concerns about the quality or placement of your advertisement, please send these in writing to the [Partnerships Manager](#), within 30 days of publication.





**engineering**  
**new zealand**  
Institute of Engineering Professionals

**Engineering New Zealand**  
[advertising@engineeringnz.org](mailto:advertising@engineeringnz.org)  
[www.engineeringnz.org](http://www.engineeringnz.org)

04 473 9444  
L6, 40 Taranaki Street  
Wellington 6011

PO Box 12 241  
Wellington 6144