

# BUSINESS PLUS



Media Kit



## BusinessPlus magazine

- News and commentary for EMA members

As the official magazine of the EMA, *BusinessPlus* is free and available to members only, monthly (except January).

Opinions expressed in the magazine reflect members' voices gathered in EMA's surveys, workshops, conferences and one-on-one discussions.

*BusinessPlus* readers are also informed about EMA's engagement with many influencers and with high level delegations from business and governments - from within New Zealand and from overseas.

Read the latest thinking. *BusinessPlus* knows readers value innovation and inspiration.

So it goes where other magazines don't: lots of advice and support in plain English on the core tasks of managing and engaging the people who will make an enterprise hum.

Regular sections are:

**Commentary** – views and lobbying updates from EMA's chief executive, from BusinessNZ and others

**Employment** – Employment Chat (Q&A), employment law and court cases in plain English, occupational health and safety and more

**In business** – Tips on a range of basic business activities such as marketing, ICT, energy use and innovating

**International trade** – market insights, export awards and more

**Member Profiles** – member enterprises at their best

**Upcoming training courses and events** – available at member and non-member rates

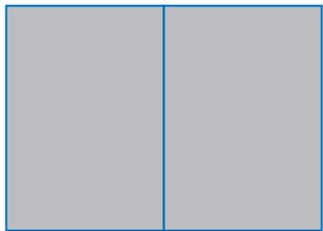
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For more information and to talk about contributions to *BusinessPlus* magazine, please contact the editor, **Mary MacKinven** at [mary.mackinven@ema.co.nz](mailto:mary.mackinven@ema.co.nz), **021 636 089** or **+64-9-367 0939**.

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## Advertising rates and deadlines

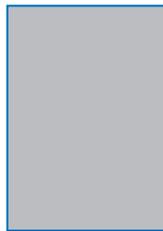
All rates are in NZ dollars and are GST exclusive.  
 Inserts start at \$2,200.00 per magazine issue.



### Double page spread

420w x 297h (mm)

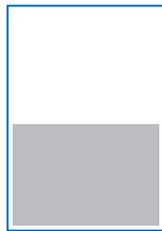
Four colour – **\$3,800.00**  
 Black & white – **\$2,100.00**



### Full page

210w x 297h (mm)

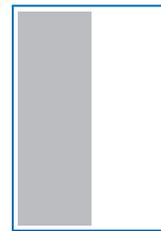
Four colour – **\$2,200.00**  
 Black & white – **\$1,800.00**



### Half page (Horizontal)

177w x 130h (mm)

Four colour – **\$1,600.00**  
 Black & white – **\$1,200.00**



### Half page (Vertical)

85w x 260h (mm)

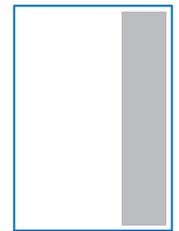
Four colour – **\$1,600.00**  
 Black & white – **\$1,200.00**



### Third page (Horizontal)

177w x 87h (mm)

Four colour – **\$1,300.00**  
 Black & white – **\$950.00**

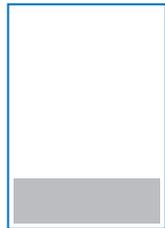


### Third page (Vertical)

55w x 260h (mm)

Four colour – **\$1,300.00**  
 Black & white – **\$950.00**

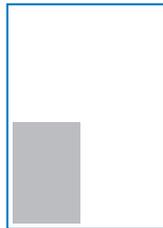
## In a nutshell:



### Double page spread

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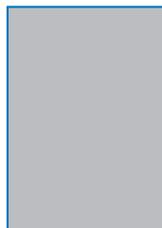
Four colour – **\$980.00**  
 Black & white – **\$700.00**



### Quarter page

85w x 130h (mm)

Four colour – **\$980.00**  
 Black & white – **\$700.00**



### Outside back cover

210w x 297h (mm)

Four colour – **\$2,600.00**  
 Black & white – **N/A**

Page Size	Colour
1/4 page	\$980
1/3 page	\$1300
1/2 page	\$1600
Full page	\$2200
Back cover	\$2600

## BusinessPlus readership features:

**Circulation per issue** – 6000 members of the Employers and Manufacturers Association (Northern) Inc, or EMA, plus selected Parliamentarians and government officials.

**Issue dates** – First week of the month, February – December inclusive (11 issues a year).

### Reader profile

Our readers represent the broad spectrum of chief executives and senior managers. They're directors, general managers and team leaders, and managers in human resources, administration, finance, sales and marketing, for example.

The majority (83 per cent) are aged 40-65 years, and about equal numbers are men and women.

Our readers are also engaged in the broadest range of types and sizes of businesses, from Taupo northwards.

### What readers like

Of survey respondents (from member organisations in New Zealand and Australia), 80 per cent are satisfied or very satisfied with the content.

In their own words our readers say "*The content is relevant to business needs*"; "*up-to-date*"; "*pointing to trends*"; "*written in plain English*"; "*unbiased and trustworthy*"; "*clear and concise*".

They read *BusinessPlus* carefully – the majority of readers spend about 30 minutes, or more, reading it. And 15 per cent pass it on: to the rest of the management or senior leadership team, with articles highlighted for staff to read what is relevant to their areas; or leave it at reception or in a meeting room or lunch room.

The passing-on takes the likely readership number to at least 7000.

They read all of it – all topics are appreciated with the top four areas of interest, as indicated in our latest reader survey (2015), being:

- Employment Chat column (Q & A about employment issues)
- Employment case law articles
- How-to articles on doing business
- Commentary from EMA's CEO and others

### Delivery

New Zealand readers receive it in the post personally addressed, and most like receiving it this way; Australian members receive it as an electronic magazine, and New Zealand members can also opt-in for this form of delivery.

*Note: All issues are available on [www.ema.co.nz](http://www.ema.co.nz) as pdfs, accessible with the EMA member password.*

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To place an **advertisement** in *BusinessPlus*, please contact the editor:

### Mary MacKinven

Phone: +64 9 367 0939

Email: [mary.mackinven@ema.co.nz](mailto:mary.mackinven@ema.co.nz)

### Production

Any production charges are additional to advertising rates. Our in-house production department at EMA can assist you at competitive prices. Cromalins/colour proofs and/or advertorials will be provided on request at cost.

### Booking and material deadlines

Booking deadline is 15th of the month prior to publication. Material is due to be supplied at varying dates each month - please check with editor.

### Payment

Charges are invoiced and payment is due on the 20th of the month of publication.

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