

BUSINESS PLUS

Magazine 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 tips and more

Member Profiles – member enterprises at their best

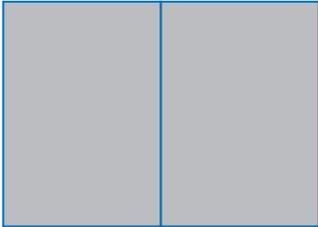
Upcoming training courses and events – available at member and non-member rates

For more information and to talk about contributions to BusinessPlus magazine, please contact the editor, **Michael Briggs** at michael.briggs@ema.co.nz, +64 9 367 0939 or +64 22 463 6762

Media Kit

Advertising rates and deadlines

- All rates are in NZ dollars and are GST exclusive.
- Inserts start at \$2,200.00 per magazine issue.
- All ads are discounted by 20% for EMA Members.
- 10% discount for 4+ ads in 12 months.
- Please supply ads print-ready as a pdf with bleed/trim of 3-5mm for a live page area of 210mm x 287mm (A4).
- Advertorial style ads: Approximately 400 words + heading for 1/2 page; 600 words + heading for full page (reduce word count to fit logos and pictures).



Double page spread

420w x 297h (mm)

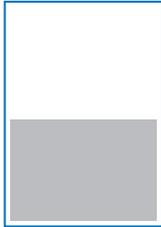
\$3,800.00



Full page

210w x 297h (mm)

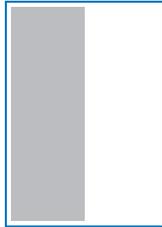
\$2,200.00



Half page (Horizontal)

177w x 130h (mm)

\$1,600.00



Half page (Vertical)

85w x 260h (mm)

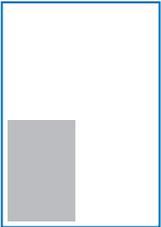
\$1,600.00



Business card (Horizontal)

86w x 54h (mm)

\$400.00



Quarter page (Vertical)

85w x 130h (mm)

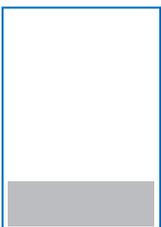
\$980.00



Outside back cover

210w x 297h (mm)

\$2,600.00



Quarter page (Horizontal)

177w x 65h (mm)

\$980.00

In a nutshell:

Ad Size	Non-member	Member
Business Card	\$400	\$320
1/4 page	\$980	\$784
1/2 page	\$1600	\$1280
Full page	\$2200	\$1760

BusinessPlus readership features:

Circulation per issue – 5100 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 6000.

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 as pdfs, accessible with the EMA member password.

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

Linda MacIver
Business Plus Sales Manager
Phone: +64 27 293 9243
Email: linda.maciver@ema.co.nz

Booking and material deadlines

Bookings made by the 10th of the month prior to publication are guaranteed to be published. Print ready adds are due with the sales manager at varying dates each month - she will let you know those dates (usually around the 20th of the month prior to publication)

Payment

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