

The National Business Review is a New Zealand media institution. For 39 years it has been the yardstick against which competitors have measured their own efforts.

We know our readers. They're intelligent, discerning and affluent decision-makers, who appreciate good journalism and trust NBR to provide the story behind the headline. They like the fact we employ dedicated, specialist writers, whose brief is to cover the business of business and who deliver a breadth and depth of intelligent commentary and analysis unmatched by mainstream media.

We are New Zealand's trusted business ally.

### IN EVERY ISSUE

#### News

Breaking stories, new angles and the 'why?' and 'what next?' of the big issues facing NZ business.

#### Technology

The latest trends, big market players and coolest new business toys.

#### Business Travel

Veteran travel and aviation writer Graeme Kennedy keeps an eye on this vital link to the rest of the world.

#### Motoring

Peter Gill brings 30+ years experience and a rare mix of wicked humour and expertise to the car industry.

#### NBR On Point

Our new centre section is the home of commentary and analysis from some of this country's finest exponents, from financial markets and investment to economics, politics, law, agriculture, media and so much more. This is where opinions are the loudest and satire the most biting. This is where you'll also find NZ's most comprehensive share tables, prices, rates and commentary.

#### Advertising and Media

News, commentary and plenty of gossip from this country's image makers.

#### Property

A must-read among industry professionals and investors. NBR's experienced team provides

a full weekly round-up from the commercial sector.

#### NBR Special Report

An in-depth look at underlying issues and trends from a range of sectors within NZ. From franchising to factoring, business schools to business travel.

#### People in Business

All the major movements and NZ's top executive job ads.

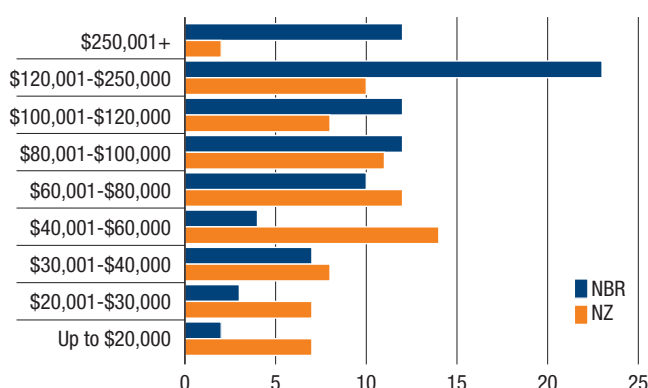
#### Shoeshine

NZ's listed companies get a grilling in this iconic column – often the first place our readers turn each Friday.

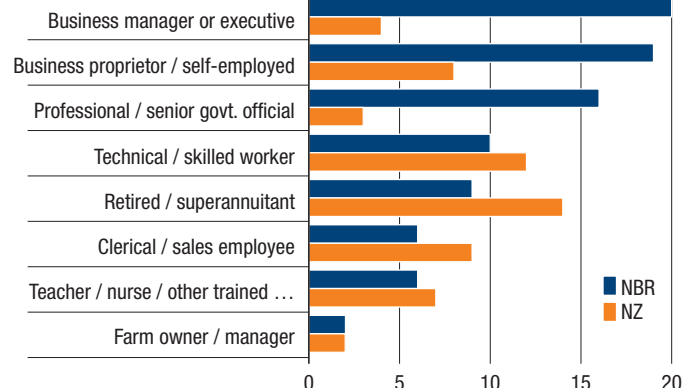
### THE DEMOGRAPHICS\*

#### NBR PRINT

##### Household income, %



##### Top occupations, %



Source: Nielsen, National Readership Survey (Jan-Dec 2008)

- » 67/33 male/female split
- » 64% are aged 25-54
- » 75% are in socio 1-3 with 11% in SE 1
- » 39,000 (47%) readers have a HHI of over

- \$100,000, 9,700 (12%) exceed \$250,000
- » 44,000 (55%) people working in the top three occupations eg. professionals, managers and business proprietors

- » The average household income of the NBR reader is \$146,136 while the average household income in NZ is \$81,454

\*Nielsen Media National Readership Survey for Q1-Q4 2008

**NBR Advertising Rates**

| 4 Colour              | Casual | 3x     | 6x     | 10x    | 15x    |
|-----------------------|--------|--------|--------|--------|--------|
| Full page (Tabloid)   | \$6985 | \$6811 | \$6636 | \$6461 | \$6287 |
| 28 x 5                | \$5769 | \$5626 | \$5483 | \$5338 | \$5194 |
| 20 x 6 (1/2 pg horiz) | \$4946 | \$4823 | \$4699 | \$4575 | \$4451 |
| 26 x 4 (Pony)         | \$4287 | \$4179 | \$4072 | \$3965 | \$3858 |
| 20 x 3 (1/4 page)     | \$2473 | \$2411 | \$2349 | \$2287 | \$2226 |

All other sizes \$41.20 per column centimetre.  
All 4-colour advertising is on glossy stock.

| Mono                  | Casual | 3x     | 6x     | 10x    | 15x    |
|-----------------------|--------|--------|--------|--------|--------|
| Full page (Tabloid)   | \$4343 | \$4288 | \$4126 | \$4018 | \$3910 |
| 28 x 5                | \$3573 | \$3483 | \$3394 | \$3305 | \$3216 |
| 20 x 6 (1/2 pg horiz) | \$3062 | \$2986 | \$2909 | \$2832 | \$2756 |
| 26 x 4 (Pony)         | \$2654 | \$2587 | \$2520 | \$2454 | \$2388 |
| 20 x 3 (1/4 page)     | \$1531 | \$1493 | \$1455 | \$1416 | \$1378 |

All other sizes \$25.50 per column centimetre.

**Premium positions**

|                              |   |
|------------------------------|---|
| Front page solus:            | POA   |
| Page 3:                      | 50% loading, size by negotiation, 4-colour only   |
| All front gloss positions:   | 15% loading   |
| All mono ads on gloss pages: | 30% loading   |
| Centre spread:               | 15% loading   |
| Outside back cover:          | 15% loading   |
| Spot colour on newsprint:    | \$100 spot charge per ad  |
| Typesetting:                 | \$4.00 per column centimetre  |
| Loose inserts:               | \$500.00 per thousand for up to a 12 page A4 size booklet. Price on application for loose inserts 13 pages or more. |

All rates quoted are exclusive of GST

**Advertising Specifications**

**Deadlines**

- » Booking: Friday, 7 days before publication
- » Material: 5pm Tuesday before publication
- » Cancellation deadline: All contracts are non-cancellable

**NBR Mechanicals**

- » Frequency: weekly, Friday, 48 weeks a year
- » Size: tabloid
- » Stock: mix of colour gloss and mono newsprint pages
- » Printing Process – Web Offset
- » Paper size: 41cm x 28cm wide
- » Image area: 38cm x 26cm. Bleed not available except through the gutter
- » Image area: 38cm high x 26cm (6 columns) wide

We are able to typeset advertisements (see rate card pricing). You will need to provide any photos & logos as eps or high resolution jpg files and email text to ads@nbr.co.nz.

**Width of Columns (cm)**

|     |     |      |      |      |      |
|-----|-----|------|------|------|------|
| 1x  | 2x  | 3x   | 4x   | 5x   | 6x   |
| 4.0 | 8.4 | 12.8 | 17.2 | 21.6 | 26.0 |

**Width for Double Page Positions (cm)**

|      |      |      |
|------|------|------|
| 8x   | 10x  | 12x  |
| 36.5 | 45.2 | 54.0 |

All ads should be accompanied by a high-res colour accurate proof. 3DAP proofs are preferred. Other proofs cannot always guarantee colour, but the printers do their best to match. Neither NBR or our printers can be held responsible for ads not reproduced satisfactorily if no proofs are supplied.

For all technical specifications please go to: [www.nbr.co.nz/advertising](http://www.nbr.co.nz/advertising) and download newspaperspecs.pdf