

YOU CAN JUDGE US BY THE COMPANY WE KEEP

For more than 45 years the National Business Review has produced edgy, award-winning journalism. We believe in a transparent democracy and all that means. We hate the suffocating red tape of bureaucracy.

We have championed private enterprise, applauded its success and paid tribute to our risk takers and innovators. We celebrate success with the NBR Rich List and its tall poppies.

Our readers trust us to expose the dishonest, incompetent and reckless and act as a watchdog against those who would wield undeserved power over them. They respect we are an icon that provides news coverage our rivals find legally too risky or too complex to report.

They would not be surprised to know we have never lost a defamation case in court. We have, consequently, built up a camaraderie, a bond with our readers. We know we're in good company.

The best.

DIGITAL

Internet activity

The average user visits our website twice a day with an average time on site of six minutes a day.

■ **247,000** average weekly domestic page impressions

■ **74,000** (NZ total) unique browsers per week

■ **35%** of people visiting nbr.co.nz used the internet to research investments, savings or shares in the past 4 weeks (The market average is 19%)

Source: Nielsen Market Intelligence (Domestic Domain – November 2017)

Subscriber details

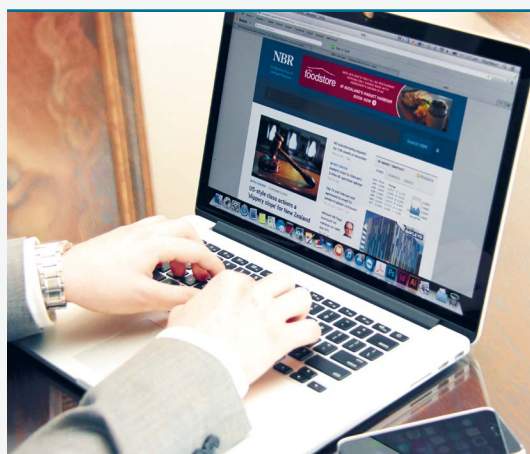
■ **23,000** email subscribers

■ **200+** Corporate IP company subscriptions

■ **75%** of our content is behind the subscriber paywall

■ **19** EDMs sent every week

■ **5,000+** Individual subscribers



PRINT

Read by an elite readership

■ **36,000** rich, influential, and powerful readers

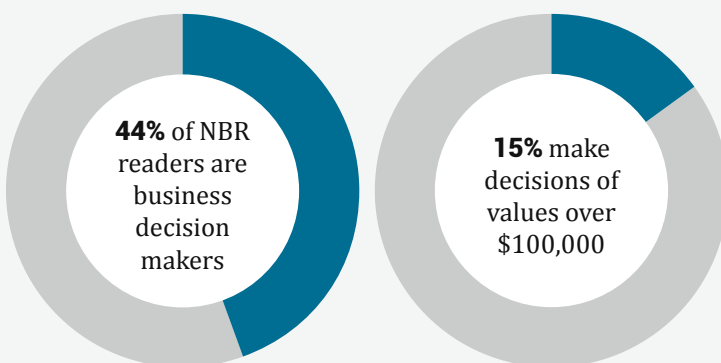
■ **46%** of NBR readers are in the top three occupations:

- Business manager or executives
- Business proprietor / Self employed
- Professionals / Senior Government Official

■ **40%** of NBR readers have a household income in excess of \$120,000 per year

■ **8%** of NBR readers have a household income in excess of \$250,000 per year

This is the highest proportion of readers with a household income of over 120K / 250K per year of all national titles.



Read by people who have the power to decide

This is the highest proportion of readers who are decision makers at the workplace of all non-trader titles.

Read by people who are engaged with the content

■ **82%** of NBR readers say *NBR* is relevant to them, their city and town

■ **60%** of NBR readers read *NBR* as part of their daily/weekly routine

■ **72%** of NBR readers say advertising in newspapers is less intrusive than advertising on TV or radio

Source: Nielsen CMI Q1 16 - Q4 16

RUN OF BACK SECTION

Placements appear in the second half of the publication

4 Colour	Casual	2x	5x
Full Page (tabloid)	\$6985	\$6636	\$6287
20 x 6 (1/2 page horiz)	\$4944	\$4699	\$4451
37 x 3 (Sky Tower)	\$4573	\$4344	\$4115
26 x 4 (Pony)	\$4285	\$4072	\$3858
12 x 6 (1/3 page)	\$2966	\$2819	\$2670
20 x 3 (1/4 page)	\$2472	\$2349	\$2226

All other sizes: POA

Premium Positions

Page 2	20% loading, maximum quarter page colour
Page 3	40% loading, minimum full page colour
Page 4 & 6	15% loading, minimum quarter page colour, maximum third page colour
Pages 5 & 7	20% loading, minimum half page colour
Pages 8, 10, 12 & 13	10% loading, minimum quarter page colour, maximum third page colour
Pages 9 & 11	10% loading, minimum third page colour
Outside back cover	20% loading, minimum full page colour

Property Advertising

POA

Recruitment Advertising

POA

Loose Inserts

POA

Booking and material

- 3pm Friday before publication
- Cancellation deadline: All contracts are non-cancellable

All prices exclude GST

All prices are nett, ex agency commission



CONTACT:

SALIM KHAN

Director of Strategic Partnerships

Email: skhan@nbr.co.nz

Mob: +64 21 0220 8673

NBR Online Products List

PRODUCT	DURATION	CHANNEL	IMPRESSIONS	PRICE
EDM Blast	1 week	EDM alerts	70,000	\$2950
Big Banner	CPM basis*	Web	CPM basis	\$100 per CPM
Big Banner & EDM Combo	1 week	Web & EDM alerts	110,000	\$3995

* Minimum 25,000 impressions in a week

Save through NBR Bundle Packs

An NBR Bundle Pack offers a fantastic opportunity to reach our exceptional readership by leveraging both print and online channels.

Whether it is an integrated campaign combining print and digital running simultaneously, or a sequential campaign running over a number of weeks, an NBR Bundle Pack reaches over 70,000 readers per week at an economical rate.

Terms & Conditions:

- Whole bundle must be used within 4 weeks of booking date
- Print and digital can be split but must be used sequentially. Example: 1/4 page one week and EDM/Banner for following two weeks
- Bundles must be purchased in full and cannot be mixed
- No other rate discounts apply
- Print placements appear in the second half of the publication

All prices exclude GST

All prices are nett, ex agency commission

Bundle 1	Duration	Impressions	Casual	2x	4x
1/4 page	1 week				
EDM	1 week	70,000	\$4045	\$3742	\$3550
Bundle 2	Duration	Impressions	Casual	2x	4x
1/3 page	1 week				
EDM	1 week	70,000	\$4444	\$4110	\$3850
Bundle 3	Duration	Impressions	Casual	2x	4x
1/2 page	1 week				
EDM	2 weeks	150,000	\$7940	\$7345	\$6950
Bundle 4	Duration	Impressions	Casual	2x	4x
Full page	1 week				
EDM	2 weeks	150,000	\$9697	\$8970	\$8300
Bundle 5	Duration	Impressions	Casual	2x	4x
1/2 page	1 week				
Big Banner	2 weeks	60,000	\$7690	\$7115	\$6720
Bundle 6	Duration	Impressions	Casual	2x	4x
Full page	1 week				
Big Banner	2 weeks	60,000	\$9330	\$8630	\$7940

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