

AMPLIFY YOUR MESSAGE.

MEDIA KIT :: 2024



**engineering
new zealand**
te ao rangahau

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.

23,000+
MEMBERS



\$132,870
MEDIAN TOTAL REMUNERATION

Membership number as at 1 September 2023. Remuneration data from Engineering New Zealand's 2023 Remuneration Survey

OUR AUDIENCE.

GENDER BREAKDOWN



81.4%
MEN

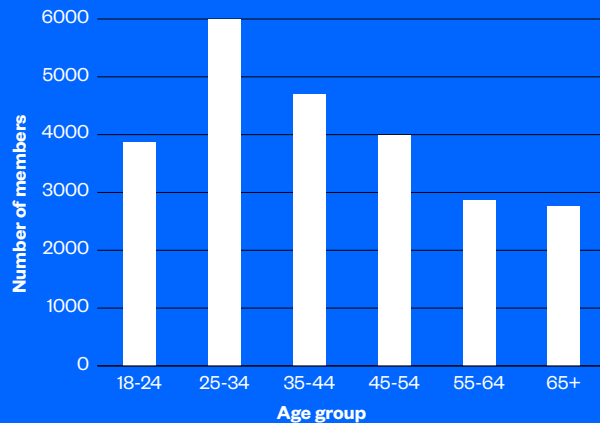


18.5%
WOMEN

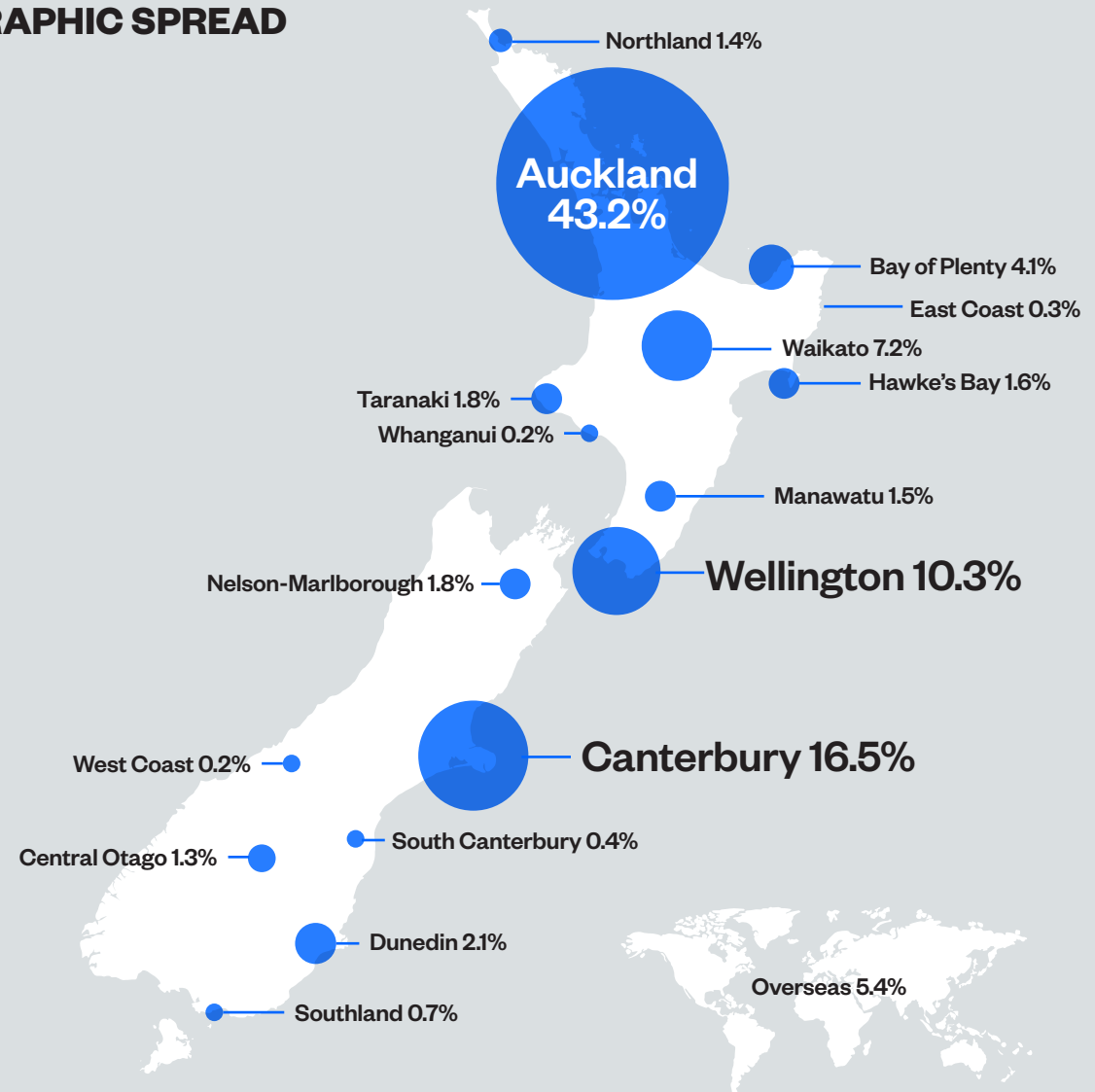


0.1%
GENDER DIVERSE

MEMBERS' AGES (EXCLUDES STUDENTS)



GEOGRAPHIC SPREAD



Regional, gender and age data taken from Engineering New Zealand membership database as at 27 October 2023.

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*



Winner of **Best Magazine – Trade** and finalist for **Supreme Magazine of the Year** at the 2020 and 2021 Webstar Magazine Media Awards

EG :: REACH.

DIRECT DELIVERY

14,166

NEW ZEALAND MEMBERS
AND SUBSCRIBERS



DIGITAL EDITION

17,000+

MEMBERS

Over 50% open rate for members living
in New Zealand and abroad



KORU CLUB

960

HIGH FLYERS

Supplied to Auckland, Wellington,
Christchurch and Dunedin airports



EG :: DETAILS.

2024 DEADLINES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	DISTRIBUTION
March 2024	Friday 12 January	Friday 19 January	Friday 23 February
June 2024	Friday 12 April	Friday 19 April	Friday 24 May
September 2024	Friday 12 July	Friday 19 July	Friday 23 August
December 2024	Friday 11 October	Friday 18 October	Friday 22 November

SPECIFICATIONS AND RATES

SIZE	WIDTH x HEIGHT	CASUAL	2 PLACEMENTS (10% DISCOUNT)	4 PLACEMENTS (20% DISCOUNT)
Half horizontal	176mm x 114mm	\$2,194 +GST	\$1,975 +GST (each)	\$1,755 +GST (each)
Full page	210mm x 275mm plus 5mm bleed on all sides	\$3,245 +GST	\$2,920 +GST (each)	\$2,596 +GST (each)
Double page spread	420mm x 275mm plus 5mm bleed on all sides	\$5,747 +GST	\$5,172 +GST (each)	\$4,597 +GST (each)
Premium placements	Outside back cover (OBC), inside front cover (IFC) and inside back cover (IBC) are available with a 25% loading fee.			

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)

EDM :: DISCOVER.

Reaching an average of over 17,000 engineers. Discover is our premier member communication tool. 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

1 listing	\$181 +GST
5 listings	\$726 +GST
15 listings	\$2,117 +GST

Employment listings include:

- job title
- location

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

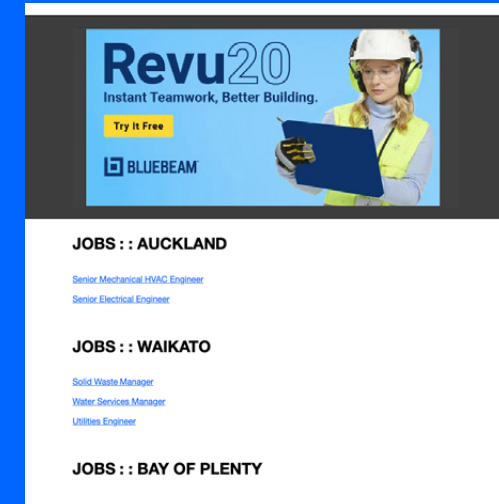
Banner ads

Promote your brand, events or announcements with our banner ad space. Maximum 3 banner ads per issue.

Casual	\$726 +GST (per issue)
5 issue bundle	\$605 +GST (per issue)

Ads must be supplied as JPEG or PNG, 600pxW x 280pxH.

Artwork should be image-driven with minimal text, to fit with the overall aesthetic. You'll also need to provide a destination URL to your own listing or website.



**READ AN ISSUE
OF DISCOVER**

19,000+
UNIQUE RECIPIENTS

47%
OPEN RATE

10%
CLICK RATE

ENGINEERING JOBS.

As the professional body for engineers in New Zealand, we support our 23,000 members to be the best they can be. Our Engineering Jobs page attracts on average 4,220 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.

1 listing \$181 +GST **5 listings** \$726 +GST **15 listings** \$2,117 +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.

Discover combo deal

Place the same job listing in both our Discover newsletter and on our Engineering Jobs web page and receive a discounted price of \$143 +GST per listing.

Banner ad

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

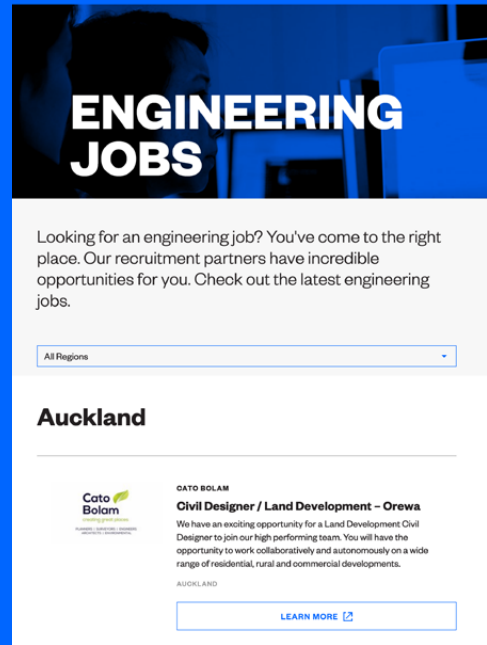
Per week \$605 +GST

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



The screenshot shows the Engineering Jobs website interface. At the top, there's a navigation menu and a search bar. The main heading is "ENGINEERING JOBS". Below this, there's a promotional text: "Looking for an engineering job? You've come to the right place. Our recruitment partners have incredible opportunities for you. Check out the latest engineering jobs." There's a dropdown menu for "All Regions". The current location is "Auckland". A job listing is displayed for "Cato Bolam" with the title "Civil Designer / Land Development - Orewa". The listing text says: "We have an exciting opportunity for a Land Development Civil Designer to join our high performing team. You will have the opportunity to work collaboratively and autonomously on a wide range of residential, rural and commercial developments." There's a "LEARN MORE" button with an external link icon.

EXPLORE OUR ONLINE JOBS BOARD

4,220
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 [Justin Brownlie](#), within 30 days of publication.



engineering
new zealand
te ao rangahau

GET IN TOUCH

Engineering New Zealand Te Ao Rangahau

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www.engineeringnz.org

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