

UPCOMING FEATURE NOTIFICATION

Eco Business

Our readers don't just read the NBR – they use it!

The NBR is a business tool used to make critical business decisions and to guide companies, which means that our readers are deeply engaged with our content. They are part of a network dedicated to doing business intelligently, and are exactly the people our advertisers are trying to reach.

The NBR reaches both major corporates and SME clients, which makes this feature an ideal way to put your message in front of your specific target market.

Feature description:

It's been on the backburner for many companies as they fought to recover from the global financial crisis. But the economy is on the way up and being sustainable has resurfaced as important way for businesses to make money

Are there clever ways to stand out from the crowd and be sustainable?

And is investing in sustainable technologies becoming easier?

NBR will ask these and other questions in the Eco Business feature.

Topics in NBR's special **Eco BUSINESS** feature may include:

- Many equate "green" with higher costs. Can going green actually save businesses money? How can SMEs affordably go green?
- Everything is "green" in some way these days, there are few points of difference in saying this anymore and perhaps only a little market advantage. What can businesses do better to stand out from other "green" competition?
- How do things such as eco friendly vehicles, fleet vehicle maintenance and transport logistics support sustainable transport solutions.
- Can businesses invest in their own wind or solar technology to run office machinery? Are NZ companies offering this? Are there other efficient technologies they can try?
- What about Christchurch? What features will the new buildings have making them especially "green"?
- Waste disposal is part of the responsible sustainability effort. What are some of the techniques and are they working?

The Stats

NBR: The Readers

- *Are intelligent and ambitious*
- *45% of NBR readers are expected to choose/help/ suggest brands for the company they work for*
- *31% of NBR readers have participated in decisions to purchase goods or services of \$100,000 or more on behalf of their company in the last 12 months*
- *Come from businesses of all sizes*
 - *21% work in companies with 100+ employees*
 - *5% work in companies with 50 – 100 employees*
 - *56% work in companies with less than 50 employees*
- *28% of NBR readers are business managers or executives*
- *20% of NBR readers are proprietors or owners of businesses*

Nielsen Consumer and Media Insights Survey readers 18+

NBR: The Stats

- *41,000 business leaders read the NBR print edition every week*
- *55,000 weekly unique browsers and 250,000+ page impressions on the NBR website.*
- *Over 350 Corporate IP subscriptions*

Date:	13 June 2014
*Confirmation deadline:	3 June 2014
Material deadline date:	9 June 2014
Minimum order:	Quarter page
Rates:	Rate card

* NBR endeavours to contact all advertisers in its features for editorial content which remains at the editor's discretion for publication. There will be no guarantee of the NBR contacting advertisers who have booked beyond the Confirmation deadline

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