

UPCOMING FEATURE NOTIFICATION

Investing in Commercial Property (Supplied content)

26% of NBR readers invest in property !!!

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

The NBR is a business tool used to make critical decisions and to guide companies, which means that our readers are deeply engaged with our content. The statistics show that NBR readers are definitely very serious about investments and most importantly, have the cash to invest.

NBR: The Readers

- *Are intelligent and ambitious*
- *Are skewed towards higher incomes*
- *Are in the market for investment opportunities*
- *More than twice as likely to own an investment property other than their own home*
- *26% of NBR readers invest in property*
- *24% of NBR readers like to invest in a mix between conservative investments and high risk investments*

NBR: The Stats

- *42,000 business leaders read the NBR print edition every week*
- *56,400 unique browsers and 228,000+ page impressions on the NBR website per week*
- *Over 330 Corporate IP subscriptions*
- *51% of NBR readers have a household income in excess of \$120,000 pa*
- *14% of NBR readers have a household income in excess of \$250,000 pa*
- *52% of NBR readers are financially comfortable*

Nielsen Consumer and Media Insights Survey

The property market is on the radar for many investors these days.

Some dive in and navigate these foreign waters successfully, but sometimes their efforts aren't all that effective. Others stay out of this sector because they simply don't understand it or aren't sure who to approach for advice.

This special feature builds on the success of our last Investing in Commercial Property feature and provides the opportunity for industry experts in the property markets to showcase their knowledge, products and services to our elite readership.

This feature is ideal for leading companies in the property sector as well as key supporting services such as legal, lending and accounting to offer their own industry specific written content to NBR's readers.

Topics that could be covered include:

- Industry insights
- Tips on buying and selling
- The importance of engaging and developing relationships with the right associated services and organisations
- The traps and how to avoid them

NBR readers are sophisticated, well-educated business people so please make sure your content is engaging and insightful but also provides a platform for you to showcase your offerings.

For your consideration, we have provided some handy hints on how you may want to structure and write your paid content (See page 3).

Feature details:

- Full page purchases only
- Special purchase price of \$3,500 ex GST per page (a full page at a half page price)
- Maximum of half page ad with the balance to be editorial content

Publication date: 29 August 2014
Material deadline: 22 August 2014
Rate: \$3,500 ex GST - full page (no further discounts will apply)

Connect to your target audience by telling a great story in another one of NBR's great features.

Contact :

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MATERIAL DETAILS

The editorial copy needs to be supplied as a Word document or plain text file – the NBR design team will lay it out to our specifications. High-resolution logos and photographs can be supplied for this section.

The advert needs to be supplied as a print ready high-resolution PDF to the NBR's standard advertising specifications.

NBR will re - create your page to reflect a consistent NBR look and feel.

HANDY WRITING HINTS

If you have never written an advertorial before, here are a few suggestions.

1. Tell good stories that resonate with consumers and weave those stories around your brand in a seamless manner.
2. Write your headline first: It needs to attract the reader and give a hint of what you are going to say. It should be brief. (Writing it first means you have set your agenda – now stick to it).
3. What do you want the readers to take away from your article? That should be key to what you write.
4. Write your points concisely and crisply. Our readers look over a lot of material in print, online and across their desk every day, so it has to be interesting to keep them reading.
5. Please use facts. A good way to do this is to make a list of: who, what, when, why and how – and answer those questions.
6. 'Show us the money' is an old business journalism phrase but still apt. How do the figures stack up? Our readers will want to know.
7. Graphics and pictures that break up the text are a good idea. They also introduce your people to the readers.
8. The most essential aspect is strictly keeping to the story. Our readers know when they're reading an ad. There will be plenty of time to showcase your business after the meat of the story is finished.

Approximate editorial word count per ad size (excluding heading)

3/4 page = 1190 words (1/4 page advert)

2/3 page = 970 words (1/3 page advert)

1/2 page = 800 words (1/2 page advert)

Please note that your word count will be reduced should you include things such as photos, subheads or pull quotes to be held in your editorial area.