

## UPCOMING FEATURE NOTIFICATION

### Information Technology and ICT: Mobile & Wireless Communications

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.

They are part of a network dedicated to doing business intelligently, and are exactly the people our advertisers are trying to reach.

#### **Feature Description:**

Business is going mobile-first. What you did yesterday on your PC and the web, you should be doing today on a smartphone or tablet with an app. The move to mobile is every bit as big as the rise of personal computers and the internet. It's changing the way we run our businesses, the way we do business, and the way we interact with other businesses and our customers.

NBR's survival guide to the new, mobile-first world examines everything from the hottest gadgets and software, to solving the IT and business management challenges posed by this paradigm shift.

We will also look at developments in other communication solutions such as wireless offices and telephony options.

Topics covered in NBR's special ICT feature may include:

- **NBR's mobile buying guide:** How to choose the right smartphone; How to choose the right tablet; How to choose the right laptop; How to choose the right mobile data plan
- **Cloud options and mobile security:** The proliferation of mobile gadgets and personal cloud options means it's increasingly tricky to track who's got what file, and where. NBR looks at the best cloud options for mobile, and the best tools for keeping tabs on your company's data.
- **Developments in telephony – hosted or in-house?** PABXes are now extinct. Is the time now right to make the next evolutionary leap, from in-house to cloud? NBR outlines your options.
- **The complete wireless office:** You've got wi-fi in your office, but is it Jurassic wi-fi or the latest spec? NBR looks at reasons to upgrade. Plus: the latest in wireless routers, wireless printers, wireless storage and other wireless office devices.

Connect with your elite target audience through advertising in this feature.

<b>Publication date:</b>	15 August 2014
<b>*Confirmation deadline:</b>	5 August 2014
<b>Material deadline date:</b>	12 August 2014
<b>Minimum order:</b>	Quarter page
<b>Rates:</b>	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.

## The Stats

### NBR: The Readers

- *Are intelligent and ambitious*
- *57% of NBR readers are in the top three occupations*
  - *Professional / Senior Government officials*
  - *Business manager or executive*
  - *Business proprietor / self employed*
- *48% of NBR readers are business decision makers within the workplace*
- *Come from businesses of all sizes*
  - *28% of NBR readers work in companies with 100+ employees*
  - *14% of NBR readers work in companies with 51 – 100 employees*
  - *25% of NBR readers work in companies with less than 50 employees*
  - *17% of NBR readers work in companies with less than 5 employees*

*Nielsen Consumer and Media Insights Survey readers 18+*

### NBR: The Stats

- *42,000 business leaders read the NBR print edition every week*
- *56,000 unique NBR website browsers*
- *270,000 page impressions on the NBR website per week*
- *Over 360 Corporate IP subscriptions*

## Contact :

Gary Sleep: Direct Account Manager DDI 09 912 2725 email [gsleep@nbr.co.nz](mailto:gsleep@nbr.co.nz)  
Mark Hobday: Direct Account Manager DDI 09 926 5083 email [mhobday@nbr.co.nz](mailto:mhobday@nbr.co.nz)  
Max Freemynd: Direct Account Manager DDI 09 926 5086 email [mfreemynd@nbr.co.nz](mailto:mfreemynd@nbr.co.nz)  
Simon Massey: Agency Account Manager DDI 09 912 2723 email [smassey@nbr.co.nz](mailto:smassey@nbr.co.nz)