

# 2014

THE NATIONAL  
BUSINESS REVIEW

# RICH LIST

## ADVERTISING RATES

It's that time of year where we will be celebrating success through the publication of The NBR Rich List 2014 magazine. The NBR Rich List is an annual magazine that celebrates our nation's wealthy elite. It acknowledges and celebrates the success of more than 150 of our most powerful, talented, tenacious, clever and determined movers and shakers. The new look for Rich List 2013 was met with very positive responses and we are pleased to say we will be supporting that high end look for the 2014 edition.

## Support programme

- Multi -media awareness campaigns
- Strong retail distribution with significant "instore" display activity

## What's in it for you?

Advertisers can look forward to increased sales and brand awareness by reaching an ultra premium audience of readers and by associating themselves with New Zealand's wealthy elite. The NBR Rich List has a long shelf life, and so does your message.

## Rich List – Newspaper

The actual list of individuals making the "Rich List" is included in our weekly paper publication and as a result, retail sales increase that week by approximately 35%. With the increased activity for the magazine we anticipate a lift in sales of The NBR newspaper to continue. What a fantastic time for companies to advertise as their reach will go even further.

### CONTACT US

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<b>Publication date</b>	<b>August 1, 2014</b>
<b>Booking deadline</b>	<b>May 30, 2014</b>
<b>Material deadline</b>	<b>June 13, 2014</b>

### Format

Double page spread	\$11,800
Full page	\$6,200
1/2 page (horizontal or vertical)	\$4,400
1/3 page (horizontal or vertical)	\$2,960

### Premium Positions

Inside front cover	\$18,500
Outside back cover	\$9,500
Gatefolds, bound inserts	P.O.A
Specific positioning incurs a 15-25% load	

### Rich List Mechanicals

**Distribution:** free insert into NBR print subscription copies

**Size:** 297mm high x 210mm wide

**Stock:** 115gsm matt

**Printing Process:** Offset

### All rates quoted are exclusive of GST

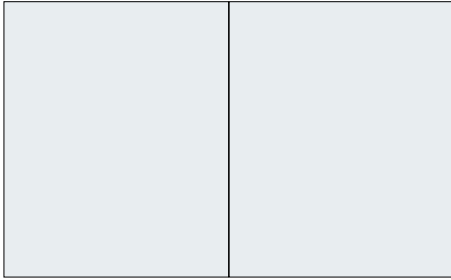
All ads should be accompanied by a high res colour accurate proof. ISO proofs are preferred. Other proofs cannot always guarantee colour but the printers do their best to match. Neither NBR or our printers can be held responsible for ads not reproduced satisfactorily if no proofs are supplied.

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ADVERTISING SPECIFICATIONS

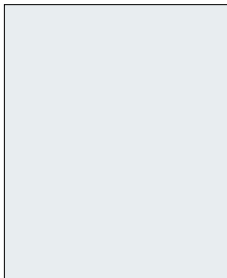


## Double page spread

Trim height: 297mm

Trim width: 420mm

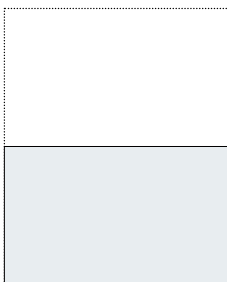
Note: Please allow for spine when considering image placement



## Full page

Trim height: 297mm

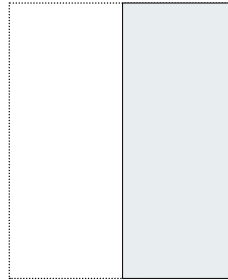
Trim width: 210mm



## Half page horizontal

Trim height: 148.5mm

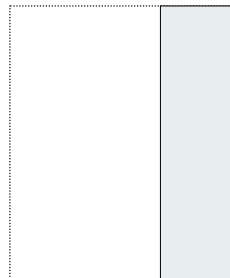
Trim width: 210mm



## Half page vertical

Trim height: 297mm

Trim width: 105mm



## Third page vertical

Trim height: 297mm

Trim width: 70mm



## Third page horizontal

Trim height: 100mm

Trim width: 210mm

## Advertising criteria

**For all ads, please ensure the following criteria are met:**

**Booking deadline** May 30, 2014

**Material deadline** June 13, 2014

**Bleed** 5mm on all sides

**Crop marks** On all sides

**Text** Must be at least 10mm from the trim edge of supplied ad

**Image** All significant imagery eg. logos or products must be within 15mm of the trim

**Ink** CMYK (no Pantone or spot colours)

**DPI** 300

**If advertising on the outside back cover, please follow full page measurements**

**For more information on file format, please see page 2 of Advertising Specifications**

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ADVERTISING SPECIFICATIONS, AUDIENCE

## File format

- All colours set in the application should be CMYK. If RGB, Pantone or any other colour space is used we may get undesirable results from the colour conversion. If using spot colours, please remember to convert them to CMYK.
- All grayscale and CMYK pictures should be at least 300dpi resolution.
- Make sure that all fonts are embedded when creating PostScript and PDF files.
- Acrobat Distiller CTP job options are available from NBR.
- Make sure that all type lies within the live type area of the page e.g. 10mm from trim or spine.
- Do not enlarge images beyond 100% because they will lose their sharpness and may appear jagged.
- Convert all fonts to paths.
- If saving an EPS from FreeHand or Illustrator ensure any placed images are embedded in the EPS.
- If an image has been clearcut or has a clipping path save the file as an EPS file.
- Rich black should be made of 100% black and 40% cyan.

## Files can be emailed to

ads@nbr.co.nz or you can use Quickcut. Please be specific and include that the ad is for the NBR Rich List, along with size and

key number.

## Proofs

All ads should be accompanied by a high resolution colour accurate proof. ISO proofs are preferred. Other proofs cannot always guarantee colour, but the printers do their best to match. Neither NBR or our printers can be held responsible for ads not reproduced satisfactory if no proofs are supplied.

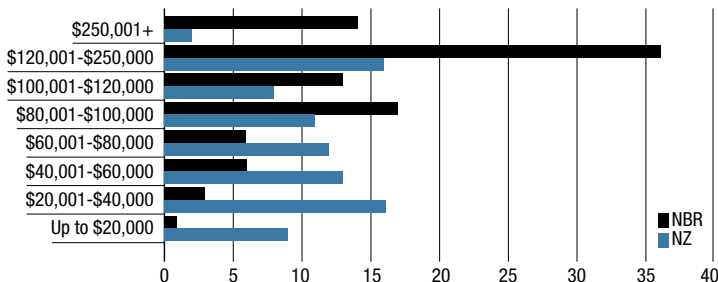
## Please courier colour proofs to

The National Business Review, Fourth Estate Holdings Ltd (2012), Level 3, Achilles House, 8 Commerce Street, Auckland

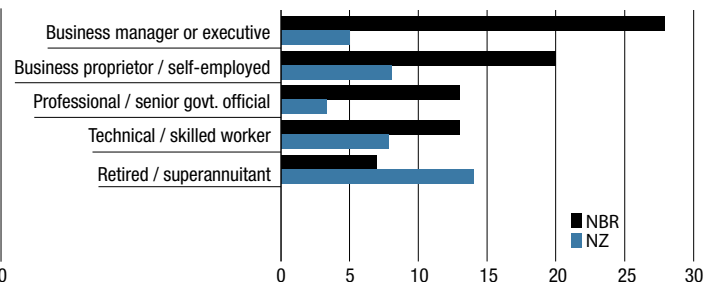
## NBR delivers a rich and powerful audience

### NBR PRINT READERSHIP DEMOGRAPHICS

Household income, %



Top occupations, %



### Top 3 occupations

- The NBR has the highest percentage of readers in the top three occupations compared to all other publications measured in Nielsen CMI
- 61% of NBR readers are in the top three occupations

### Household income over 120k/250k per year

- NBR has the highest proportion of readers with a household income of over 120k/250k per year of all national titles measured in Nielsen CMI
- 49% of NBR readers have a household income in excess of \$120,000 per year; 14% exceed \$250,000 per year

### Decision makers at the workplace

- NBR has the highest proportion of readers who are decision makers at the workplace of all non-trader titles measured in Nielsen CMI
- 55% of NBR readers are business decision makers within the workplace
- 31% make decisions on values over \$100,000

Source: Nielsen Consumer and Media Insights Q3 2012- Q2 2013. Base: All people 18+