

## UPCOMING FEATURE NOTIFICATION

### Executive Development and Education

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.

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:

As the New Zealand economy picks up speed, many businesses and their executives are looking for the best new approaches to gain a competitive edge and a bigger share than their rivals. Staying ahead of the game in an era when the way business is run has completely been revolutionised requires the latest insights and approaches.

That's where education comes in, whether leadership and executive education programmes, postgraduate qualifications or shorter courses offering practical and relevant knowledge on new approaches to business.

When it comes to leadership and executive education programmes, a number of universities and corporate training providers offer a variety of programmes, constantly being revised to take new advances and companies' own needs into account. Professional trainers add an alternative tool selection, designing professional instruction and resources for specific firms needs.

Topics in NBR's special Executive Development and Education feature may include:

- What courses are most popular right now?
- What should businesses do to get the most from their training and development budget?
- What skills do business heads desperately need their employees to have?

## 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 unique browsers and 250,000+ page impressions on the NBR website per week*
- *Over 330 Corporate IP subscriptions*

<b>Date:</b>	9 May 2014
<b>*Confirmation deadline:</b>	29 April 2014
<b>Material deadline date:</b>	6 May 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 editors discretion for publication. There will be no guarantee of the NBR contacting advertisers who have booked beyond the Confirmation deadline.