

## 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 community 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 of revolutionised business practices requires knowing the latest insights and approaches. So how can development help?

How are executive education providers improving their game and meeting demands as the economy strengthens? What's happening to their courses?

Most importantly, how do they see the future of their industry?

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

- What courses are most popular right now? Are micro online courses as successful as they were once purported to be?
- How do providers see their programmes in 10 years? Will they be radically different? Will there still be baseline courses in managing people, developing leadership and practical wisdom? Will all this be useful as people manage remote offices, say in China? Are the courses future-proofed?
- What do providers think needs to evolve with these courses? Are some offshore concepts highly attractive – and which one's aren't?
- How can employers use education to catapult their team to the tip of the spear? And equally, what will it take to keep New Zealand competitive?

## 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  
*Nielsen CMI Q2 13 – A1 14*
- 54,000 unique NBR website browsers
- 260,000 page impressions on the NBR website per week
- Over 370 Corporate IP subscriptions

<b>Date:</b>	26 September 2014
<b>*Confirmation deadline:</b>	16 September 2014
<b>Material deadline date:</b>	22 September 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.

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