

## **UPCOMING FEATURE NOTIFICATION**

### **Helping CEO's Sleep at Night**

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 Synopsis**

Change inside New Zealand businesses has never been so high, mostly driven by technology. According to a recent survey, the pace of change and the ability to adapt and grow are the main things keeping chief executives awake at night.

In the face of this change, where can CEO's turn to for help? What should they be putting in place to overcome the challenge of this changing landscape and instead, take advantage of relentless technological advances?

In this special feature on CEOs we look at ways to help them sleep better and some of the topics we may be covering are:

- securing new talent, implementing the right culture and retaining staff;
- managing information technology and taking advantage of technological change;
- access to capital, including the role of banks in early stage development and new areas of finance such as crowd funding;
- succession planning, managing foreign exchange risk and customer relationship management tools, and ask how to drive growth beyond the small market;
- E-commerce and the changing needs of consumers, marketing and social media

### 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>	23 May 2014
<b>*Confirmation deadline:</b>	13 May 2014
<b>Material deadline date:</b>	20 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 editor's discretion for publication. There will be no guarantee of the NBR contacting advertisers who have booked beyond the Confirmation deadline.

***Jacque Bennett recently presented her findings on "What keeps CEO's awake at night" at a charity breakfast with proceeds to the Heart Foundation.***

***Her findings form the basis of this special feature and we are pleased to advise that we will donate \$500.00 from every ad supporting this feature to the Heart Foundation.***

#### **Contact**

Gary Sleep: Direct Account Manager DDI 09 912 2725 email [gsleep@nbr.co.nz](mailto:gsleep@nbr.co.nz)

Shailan Patel: Direct Account Manager DDI 09 926 5083 email [shailan@nbr.co.nz](mailto:shailan@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)