

### UPCOMING FEATURE NOTIFICATION

### NZ Trade – Sending your goods abroad

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

With the relentless shift of global manufacturing to Asia, particularly China, container volumes are predicted to triple by 2020. On top of that, your goods might pass through more than 10 different carriers moving from one place to another. Fixing inefficiencies will require common software, normalised standards, and equal regulations around the world, among other things.

Mending these regulatory and infrastructure chokepoints in the world trade system has the potential to save exporters and companies – from the very small to the very large - billions of dollars each year.

This NBR special report will look at how the freight and logistics industry is coping as the volume of global trade ramps up like never before. We'll be looking at topics such as:

- How standards and regulations can be better structured to streamline the logistics and freight industries and save businesses money. Where are the opportunities for fixes?
- New Zealand boasts some of the best cold storage technology in the world. How can you know your goods will reach their destination fresh and ready for sale?
- The threat of climate change will affect the price of goods. When it does, what can the shipping industry do to mitigate environmental concerns?
- As more “cowboy” players enter the logistics system, physical security, access controls and procedural security might not be up to scratch. What do exporters and importers need to be aware of?
- Since demand for advanced logistics capabilities and industry-focused solutions is rising in emerging Asian markets, where does New Zealand's logistics industry fit into the larger trade system? What are we offering that's unique?
- Choosing the right company to ship your goods can be a headache. How can a business ensure they've picked the right logistics company for the type of goods they're moving?

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

<b>Publication date:</b>	3 October 2014
<b>*Confirmation deadline:</b>	23 September 2014
<b>Material deadline date:</b>	30 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 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*  
*Nielsen CMI Q2 13 – A1 14*
- *55,000 unique NBR website browsers*
- *270,000 page impressions on the NBR website per week*
- *Over 300+ Corporate IP subscriptions*

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