

UPCOMING FEATURE NOTIFICATION

Professional building services

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

In days gone by Kiwi businesses built their own offices, hired night watchmen and had plenty of admin staff to keep their infrastructure functioning. But in these modern times there are better, more economical, options. Outsourcing to the professionals has become the norm.

Topics covered in NBR's special Professional Business Services feature may cover:

- If you're thinking about moving to a new building, who must you talk to? Equally, what about keeping your offices where they are? Maybe a new fitout is all that's needed – so now the question's about re-design and what to watch out for.
- Selling and leasing back? What should you be aware of and who should conduct the negotiation? Who knows about the best landlords – and who's in the ascendancy – landlords, tenants or independent parties?
- Geography and proximity are still important. So is the new site a snug fit for your industry? How can you best analyse this for the emerging opportunities and threats?
- What about regulations? Do you need legal or other support as you navigate a lease and other compliance issues? In fact, have you thought about what services need to supply at the new site?
- A vast array of professional services are available to businesses ranging from cleaning to computer systems outsourcing. What's available and why should you consider using them?
- Are there eco-friendly features to adopt and how can your office play a bigger part in the environment with a smaller footprint? Crucially, how can all this save you money?

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

Publication date:	12 September 2014
*Confirmation deadline:	2 September 2014
Material deadline date:	8 September 2014
Minimum order:	Quarter page
Rates:	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
- *54,000 unique NBR website browsers*
- *260,000 page impressions on the NBR website per week*
- *Over 370 Corporate IP subscriptions*

Contact:

Gary Sleep: Direct Account Manager DDI 09 912 2725 email gsleep@nbr.co.nz

Mark Hobday: Direct Account Manager DDI 09 926 5083 email mhobday@nbr.co.nz

Max Freemynd: Direct Account Manager DDI 09 926 5086 email mfreemynd@nbr.co.nz

Simon Massey: Agency Account Manager DDI 09 912 2723 email smassey@nbr.co.nz