

UPCOMING FEATURE NOTIFICATION

ICT - Trends for the year ahead

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

2014, what a year it has been. We have seen name changes, new phablets, tech IPO's, acquisitions, comings and goings and lots and lots of Clouds.

NBR's editorial team, and top analysts, pick the top ICT trends for the year ahead.

We'll sift the hype, and identify the technology trends that deserve your attention, and budget, in 2015.

Trends covered will include:

- Cloud solutions
- Mobile: smart device, app and enterprise mobile management trends for 2015
- The internet of things, and the rise of machine-to-machine connectivity
- Location-aware technologies
- UFB fibre goes mainstream
- 3D printers
- Business intelligence/mining big data
- Privacy, identity services and security

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

Publication date:	14 November 2014
*Confirmation deadline:	3 November 2014
Material deadline date:	10 November 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
- *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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