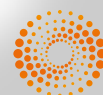


# employment today

PEOPLE • PRODUCTIVITY • PERFORMANCE

## 2011 Media Kit

On target  
for HR and  
business



# employment

PEOPLE • PR



## what is **Employment Today**?

**Employment Today** is New Zealand's leading independent HR and employment law magazine. It is dedicated to providing practical solutions to workplace issues for people who manage people, with a range of feature articles, opinion pieces, legal advice columns and employment-related news.

Employers are constantly looking for ways to set themselves apart from the group. **Employment Today**, with its emphasis on best practice in people management, aims to provide a range of possibilities and solutions to help them do just that. It also plays an important role in keeping readers up-to-date with the latest employment law issues.

Published nine times a year by Thomson Reuters, **Employment Today** is available by subscription only.

### Topics regularly featured include:

- performance management
- leadership
- employer branding
- executive education
- learning and development
- psychometric testing
- HR information systems
- employment law
- recruitment
- disciplinary procedures
- team building
- health and safety
- coaching
- wellness
- remuneration
- strategic HR

## who reads **Employment Today**?

**Employment Today** is a business magazine pitched at people who deal with employment issues in the course of their work. While the magazine's core readership is human resources practitioners, it is increasingly read by managers at all levels who recognise that, in managing people, they too are faced with the full range of employment matters.

**Our tagline—People • Productivity • Performance—says it all!**

Put your message in front of HR practitioners and senior managers in most medium to large organisations in New Zealand, covering private and public sectors.

Our high-performing HR practitioner audience is looking for innovative ideas, methods and examples to assist them with their professional development. They have decision-making responsibility in a number of key areas in the organisations they represent, such as:

- Recruitment
- Payroll
- Superannuation
- Change management
- Healthcare/wellness
- Training & development
- Executive coaching
- Property/relocation
- Outsourcing
- Legal services

- 88% of readers share their copy of **Employment Today** with colleagues.
- On average, subscribers pass each copy of **Employment Today** on to four other people.
- 82% of readers keep **Employment Today** for reference.
- 78% read all or most of each issue.



# employment today

PRODUCTIVITY • PERFORMANCE



## 2011 publication schedule

Issue	Month	Ad booking deadline	Reaches readers
153	<b>February</b> Talent management Assessment & development centres	<b>20 January</b>	<b>7 February</b>
154	<b>March/April</b> Outsourcing Workplace training Managing change	<b>3 March</b>	<b>21 March</b>
155	<b>May</b> Remuneration Benefits Conflict resolution	<b>13 April</b>	<b>2 May</b>
156	<b>June</b> HRIS (payroll, HR software) Executive leasing	<b>19 May</b>	<b>7 June</b>
157	<b>July</b> Outplacement Career transition Psychometric testing	<b>23 June</b>	<b>11 July</b>
158	<b>August</b> Wellness Risk management Employee screening	<b>28 July</b>	<b>15 August</b>
159	<b>September/October</b> Executive education Workplace surveys	<b>1 September</b>	<b>19 September</b>
160	<b>November</b> Coaching Team building EEO/diversity	<b>13 October</b>	<b>31 October</b>
161	<b>December/January</b> Office environment Sustainable business Employment branding	<b>24 November</b>	<b>12 December</b>



## display advertising prices

Advert Size	1-2 issues	3-5 issues	6-8 issues	9+issues
Double spread	\$3274	\$2947	\$2619	\$2292
Full A4 page	\$1859	\$1673	\$1487	\$1301
Half page	\$1285	\$1157	\$1028	\$900
Third page	\$880	\$792	\$704	\$616
Quarter page	\$750	\$675	\$600	\$525
Banner	\$550	\$495	\$468	\$440

All prices quoted in this document are per advertisement, in \$NZ and do not include GST.

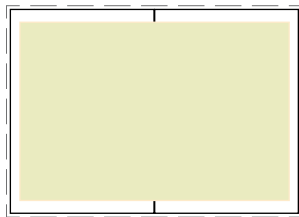
**Inserts** Please contact us for pricing options.

### Premiums for placement

- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%
- Only advert on a page +15%

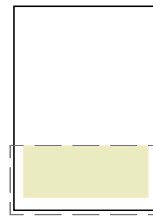
# display advertising specifications

## advert sizes



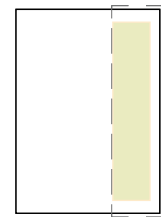
### DPS (Double page spread)

Image area H266mm x W394mm  
Bleed H307 x W430mm  
includes 5mm bleed  
Trim H297 x W420mm

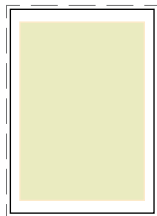


### Third page

Horizontal H80mm x W185mm  
Bleed H100mm x W220mm

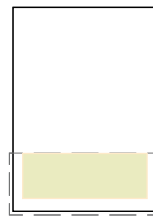


Vertical H266mm x W58mm  
Bleed H307mm x W77mm



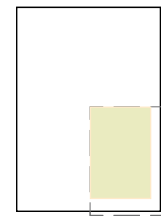
### Full page

Image area H266mm x W185mm  
Bleed H307 x W220mm  
includes 5mm bleed  
Trim H297 x 210mm

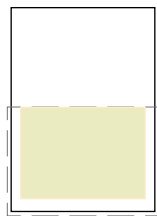


### Quarter page

Horizontal H67mm x W185mm  
Bleed H90mm x W220mm

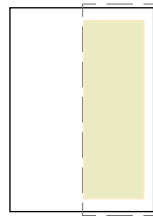


Vertical H135mm x W90mm  
Bleed H155mm x W108mm



### Half page

Horizontal H135mm x W185mm  
Bleed H155mm x W220mm



Vertical H266mm x W90mm  
Bleed H307mm x W108mm



### Banner

Horizontal H40mm x W185mm

## digital requirements

### Available on request

Please contact Jon Evans in our studio:  
Phone: 0-9-525 3004 or 0274 940 235  
Email: jon@criticalmass.co.nz

## contact details

### TO DISCUSS ADVERTISING, PLEASE CONTACT KATRINA ROBINSON

Phone 09 360 3727  
Fax 09 361 1414  
Email katrina.robinson@thomsonreuters.com  
Web www.employmenttoday.co.nz

### EMPLOYMENT TODAY

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