

employment today

PEOPLE • PRODUCTIVITY • PERFORMANCE



2012
Media Kit



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 managers, 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.

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2012 publication schedule

Issue	Month	Ad booking deadline	Reaches readers
162	February Talent management 360° feedback Assessment & development centres	19 January	6 February
163	March/April Outsourcing Workplace training Managing change	23 February	12 March
164	May Remuneration Benefits Conflict resolution	4 April	23 April
165	June HRIS (payroll, HR software) Executive leasing Health & safety	17 May	4 June
166	July Psychometric testing Career transition/Outplacement	21 June	9 July
167	August Wellness Risk management Employee screening	26 July	13 August
168	September/October Executive education Workplace surveys	30 August	17 September
169	November Coaching Team building EEO/diversity	11 October	26 October
170	December/January The office space Employment branding Sustainable business	22 November	7 December

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

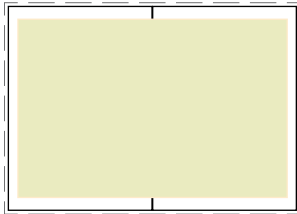
- Inside front cover +15%
- Inside back cover +15%
- Outside back cover +15%

Please contact us for pricing options.



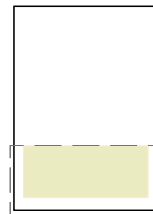
display advertising specifications

advert sizes



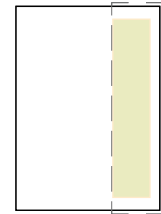
DPS (Double page spread)

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

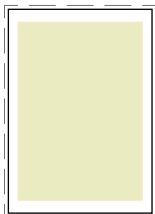


Third page

Horizontal H80mm x W185mm
Bleed H100mm x W220mm

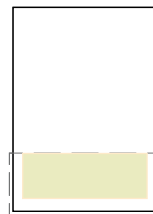


Vertical H266mm x W58mm
Bleed H307mm x W77mm



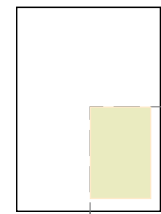
Full page

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

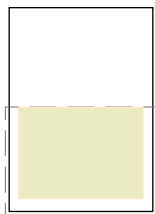


Quarter page

Horizontal H67mm x W185mm
Bleed H90mm x W220mm

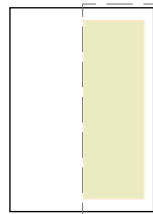


Vertical H135mm x W90mm
Bleed H155mm x W108mm

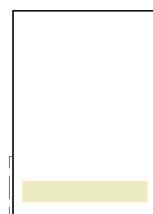


Half page

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 NATHAN MATTHEWS

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

EMPLOYMENT TODAY

Thomson Reuters
PO Box 147245, Auckland 1144
New Zealand

