



Hire Industry Association of New Zealand (Inc.)

PRINT • DIGITAL • CONFERENCE • SPONSORSHIP

2022 MEDIA KIT

FEBRUARY | VERSION 1.0

Welcome to the Hire Industry Association of New Zealand Inc (HIANZ) Media kit for 2022. This kit will provide you with all the opportunities available to advertise, sponsor and provide content for the year 01 April 2022 - 31 March 2023.

Most of the opportunities are only available to HIANZ Members and are marked as such. HIANZ strongly recommends being involved in the association by becoming a member.

Visit hianz.net.nz/membership for more information.



Hire Industry Association of New Zealand (Inc.)

With **over 170** Full
Member companies
and **over 200 branches**,
the reach is extensive
in the Hire Industry.

We thank you for your
consideration towards
marketing through the
HIANZ channels.

2022 PRINT SCHEDULE

ISSUE	MONTH	AD BOOKING CLOSE	AD MATERIAL DEADLINE	REACHES READERS
19	June	May 6	May 20	June
20	December	October 14	October 28	December

DISPLAY ADVERTISING RATES

Advert Size	Members Rate	Non-Members Rate
Cover	\$850.00	
Double Page Spread	\$800.00	\$950.00
Full Page	\$500.00	\$600.00
Half Page	\$350.00	\$425.00
Quarter Page	\$200.00	\$250.00
Inserts: Single sheet A4. Price on application.		
*All price quoted in NZ dollars and do not include GST		

ADVERTISEMENT PRODUCTION

If you need help with your advertisement, our art studio will be only to happy to assist in the preparation of your material. Please be advised that there will be a charge for this service based on the level of your requirement.

PRINT ADVERTISING SPECIFICATIONS

All text and other important information should be inside the image area. Use the Image area for size of advertisement when there is no bleed.



◀ COVER

IMAGE AREA

H 303mm X W 216mm

BLEED

H 303mm X W 216mm

TRIM

H 297mm X W 210mm

PHOTO ONLY

Includes cover story page



◀ DPS (Double Page Spread) A3

IMAGE AREA

H 285mm X W 408mm

BLEED

H 303mm X W 426mm

TRIM

H 297mm X W 420mm

Avoid running text and important elements across the gutter



◀ FULL PAGE A4

IMAGE AREA

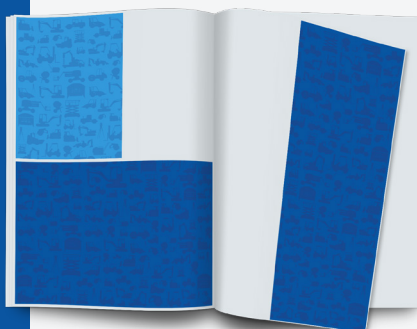
H 285mm X W 198mm

BLEED

H 303mm X W 216mm

TRIM

H 297mm X W 210mm



◀ HALF PAGE

HORIZONTAL

H 140mm X W 198mm

VERTICAL

H 285mm X W 97mm

◀ QUARTER PAGE

HORIZONTAL

H 140mm X W 96mm

CONTENT SPECIFICATIONS

ADVERTISEMENTS

Format

- All supplied advertisements must be in PDF format.
- Do not send through PDFs that are created in programmes such as Word, Publisher, Powerpoint or Excel.
- When exporting to PDF, the 'Press Quality' setting should be used.

Colour

All PDFs should be created using CMYK colour space.(Not RGB, LAB or Spot Colours).

Images

Images taken from the internet or a mobile phone are not acceptable as they are usually low in quality.

EDITORIALS

Text

- All text for editorials should be supplied in a Word document.
- It is the advertiser's duty to check that their Word document is correct. HIANZ takes no responsibility for any errors once the magazine is published.

Images

- All images to go along with editorials should be at the highest possible quality.
- Images taken from a mobile phone or off the internet is not high enough quality.

Logos

- Any logos that are supplied should have not come from any web page.
- Logos need to be of high quality.
- We will accept .ai .pdf .psd .eps .tiff and some high res .jpg (Not .png .bmp or .gif)
- Logos should be CMYK and have fonts outlined.



OVER
400
HARD COPIES
DISTRIBUTED
TO MEMBERS
ACROSS NEW
ZEALAND



HIRE & RENTAL MAGAZINE
MADE AVAILABLE ONLINE
FOR PUBLIC VIEWING ON
HIANZ.CO.NZ/MAGAZINE



CONTRIBUTIONS

Contributions to the Hire and Rental magazine are always welcome and we invite submissions from those wishing to contribute content. Articles should be non-political (in every sense) and not be of an advertising nature.

Please contact the editor to discuss content and applicable subjects.

CONTACTS:

BOOKINGS, EDITORIAL &
ADVERTISING MATERIAL

ROSS BARNETT

021 649 939

ross@brainstorm.co.nz





SPONSORSHIP OPPORTUNITIES

REGIONAL MEETINGS

- Auckland • Tauranga • Hawkes Bay • Wellington •
- Nelson • Christchurch • Queenstown •

These small events are held at irregular times with good notice provided and are well received and attended by members. This is a networking evening, typically low key and informal. Acknowledgement is provided by the HIANZ CEO during his brief update to members. Other guest speakers will attend these meetings.

Naming Sponsorship is offered to only one sponsor per meeting. Opportunity includes your banners/ rollups in the function room and an opportunity to say a few words (brief).

END OF YEAR GOLF & MOUNTAIN BIKE SOCIAL EVENT

Christchurch & Taupo - Partial or full rights Sponsor

Every November, the association has two end of year social get togethers for members to meet and network. One in Taupo on the North Island, and another in Christchurch on the South Island. These events are wrapped around a couple of outdoor activities such as Golf and Mountain Biking, followed by fun entertainment in the evening and dinner.

Sponsorship - \$1500.00 per Event

READY TO HIRE TAG BRANDING

The association provides a Ready to Hire Tagging System Procedure for members to use as part of their business. HIANZ sells up to 10,000 Ready to Hire Tags to Members monthly. Your logo is seen daily in the Member branch as well as by the end user, adding to your brand exposure. The Ready to Hire Tags have three areas for Supplier logos. Opportunities exist once a year for all printed Ready to Hire Tags to carry your logo.

Minimum 12 months advertising - \$1,250 per year, per logo. Term starts on the 1st of April 2022.

PRINCIPAL SPONSORSHIP

The association is very thankful for the support of our supplier members. The association has a principal supplier sponsorship agreement available for tender on a three-year rotating basis.



DIGITAL ADVERTISING

HIANZ offers the opportunity to promote your company, products and/or services using 2 banners on our website. This provides support to brand recognition and credibility when introducing yourself to members. Affirmation is best created through regular exposure of your brand, and Hire members are frequently on our website and will see your adverts. Click through measurement and reporting is available if requested.

\$500 + GST for 3 months for a banner appearing on all pages of the website. We require a logo or artwork that is 1000 x 250 pixel in size and a link to your website. Image to be in .jpg or .png format. Available quarterly.

CONFERENCE 2022 4 & 5 AUGUST 2022

Te Pae Christchurch Convention Centre - Joint Conference with HIANZ & CCNZ

Civil contractors and the hire industry have a lot in common. To get the job done, we need to have the right gear on hand when we need it. And we need the right people on hand to use it. But most of all, we need a strong team, strong relationships and people who can work together. Sponsorship of various parts of the conference exist, along with Exhibition stands.

**For further information visit
<https://www.ccnzhianz22.co.nz/>**



CONTACTS:

For further information relating to Sponsorship,
Digital Advertising & Conference opportunities contact:

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