



Hire Industry Association of New Zealand (Inc.)

PRINT • DIGITAL • CONFERENCE • SPONSORSHIP

A dense, repeating pattern of white silhouettes of various construction and hire equipment, including excavators, forklifts, tractors, and trucks, set against a dark blue background.

2024 MEDIA KIT

DECEMBER | VERSION 1.0

Welcome to the Hire Industry Association of New Zealand Inc (HIANZ) Media Kit for 2024. This kit will provide you with all the opportunities available to advertise, sponsor and provide content for the year 01 April 2024 to 31 March 2025.

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 200** 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.



2024 PRINT SCHEDULE

ISSUE	MONTH	AD BOOKING CLOSE	AD MATERIAL DEADLINE	REACHES READERS
23	June	22 April	03 May	Mid June
24	December	11 October	25 October	Early December

DISPLAY ADVERTISING RATES

Advert Size	Members Rate	Non-Members Rate
Cover	\$1,200	
Double Page Spread	\$1,000	\$1,400
Full Page	\$700	\$1,000
Half Page	\$450	\$800
Half Page Island Design	\$600	\$900

Inserts: Single sheet A4. Price on application.

*All prices are quoted in NZ dollars and do not include GST

ADVERTISEMENT PRODUCTION

If you need help with your advertisement, our art studio will be only too 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.

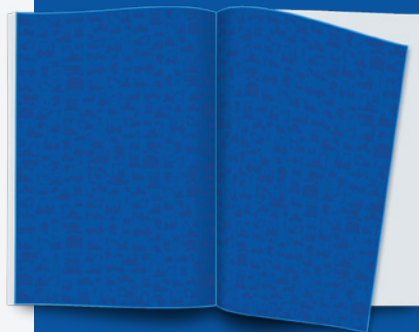


◀ **HALF PAGE ISLAND DESIGN** to accompany your own article or content

HORIZONTAL
H 140mm X W 198mm
VERTICAL
H 285mm X W 97mm



◀ **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

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 on a mobile phone are acceptable, provided they are of high quality and no smaller than 1 megabyte.

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 must be no smaller than 1 megabyte.

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](https://hianz.co.nz/magazine)

CONTRIBUTIONS

Contributions to the Hire & 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

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SPONSORSHIP OPPORTUNITIES

REGIONAL MEETINGS

These 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). Please contact office@hianz.net.nz to discuss opportunities in your area.

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 - \$1,400 per year, per logo. Term starts on the 1st of April 2024.

HIANZ CONFERENCE 2024

23 & 24 JULY 2024 · VIADUCT EVENTS CENTRE, AUCKLAND

HIRECON24 is taking place at the Auckland Viaduct Events Centre in July 2024. This venue boasts great spaces and ample room for what will be our biggest equipment showcase ever. HIRECON24 is a continuation of our 2023 initiative, dedicated to assisting our Hire Members in enhancing their businesses, expanding their knowledge, and achieving success. As an exhibitor, be part of this premier showcase event for displaying and promoting products to the delegates. We have a range of opportunities for sponsors and exhibitors who want to be part of this highly focused, two-day event.

Vist our website to find out more hianz.net.nz/hirecon24 ▶



CONTACTS:

For further information relating to the Magazine,
Sponsorship & Conference opportunities contact:

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