



AGED CARE & RETIREMENT

INSite

www.insitemagazine.co.nz

NEW ZEALAND'S LEADING
INDEPENDENT AGED
CARE AND RETIREMENT
PUBLICATION

REVAMPED
ONLINE-ONLY
FORMAT FOR
2017

INSITE REACHES THE
DECISION MAKERS:

- OVER 20,000
UNIQUE USERS
- 1,000 WEEKLY
NEWSLETTER
SUBSCRIBERS

BLANKET
COVERAGE OF
AGED CARE,
RETIREMENT
VILLAGE AND
HOME CARE
SECTORS


TARGET AUDIENCE:

- OWNERS AND MANAGERS OF NEW ZEALAND
AGED CARE FACILITIES
- CHIEF EXECUTIVES
- FINANCIAL OFFICERS
- DIRECTORS OF NURSING
- GOVERNMENT DEPARTMENTS AND DECISION
MAKERS DIRECTLY INVOLVED IN THE AGED-CARE
AND RETIREMENT SECTORS

2017 MEDIA KIT

AN NZME.
HEALTH PUBLICATION
www.nzme-ed.co.nz

NZME.
EDUCATIONAL MEDIA



Letter from the Editor



A survey conducted this year by the New Zealand Aged Care Association (NZACA) and the Retirement Villages Association (RVA) showed that 94% of their members who responded valued *INsite* as the independent publication for the aged care and retirement sectors.

We're excited to announce that next year we're taking *INsite* in a bold new direction. From 2017, *INsite* will be online-only, with a much higher frequency of contact. We will connect with our readers weekly by email to alert them to new content. We are expanding our email database to ensure everyone involved in the operation and management of New Zealand's rest homes, retirement villages and home-based community support organisations is kept informed and up to date.

INsite will continue to feature a broad range of content, from sector news updates, to opinion pieces, to feature articles to discussion forums.

We will continue to penetrate a broad range of highly relevant topics, including health tech solutions, legal issues, investment trends, design and innovation, diet and nutrition, workforce issues, long-term care needs, education and training, trends in home health, disabilities, woundcare, infection control and other clinical issues.

Our readers are your customers and we look forward to collaborating with you on our new, revamped *INsite*.

Jude Barback, editor
editor@insitemagazine.co.nz
www.insitemagazine.co.nz

Testimonial

"The establishment of *Insite* as a credible informative industry magazine for the retirement village and aged care sectors some 10 years ago represents the continuing maturing of our industries to where they are considered mainstream today. Over 60,000 senior New Zealanders now live in a retirement village or aged care facility with the number set to massively increase over the next 20 years. When *Insite* started there were two listed companies from the sector and today there are five with others likely to join them in the near term. The sector will continue to get larger

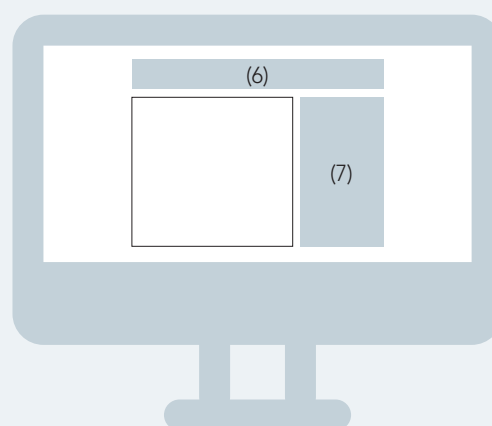
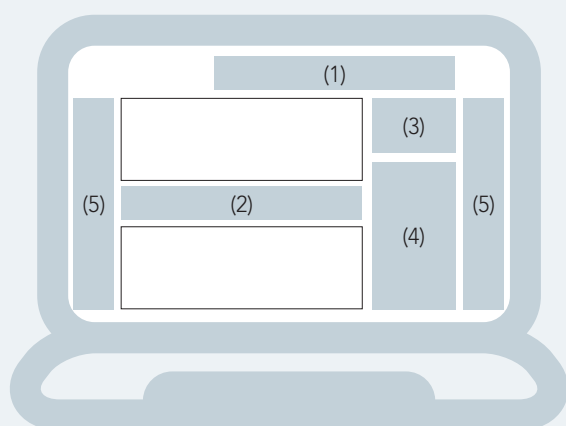
and more diverse, and new products and variations will emerge.

Insite is a valuable tool providing advice for senior managers on an operational level and strategic direction for village owners and developers. It fills a vital role in documenting best practice, innovations and acts as a watch dog to prevent any operator breaching the ethical line.

All operators thank and value the role that your magazine provides."

Graham Wilkinson RVA Executive Chairperson

Advertising specifications | Digital



Website advertising

	Dimensions	1 Week	1 Month	3 Months
Top banner (1)	728px(w) x 90px(h)	\$650	\$1,750	\$3,000
Body banner (homepage only) (2)	728px(w) x 90px(h)	\$650	\$1,750	\$3,000
Sidebar MREC (3)	300px(w) x 250px(h)	\$650	\$1,750	\$3,000
MREC in article	300px(w) x 250px(h)	\$650	\$1,750	\$3,000
Sidebar Skyscraper (4)	300px(w) x 600px(h)	\$950	\$2,750	\$7,000
Skins/side panels (5)	160px(w) x 900px(h)	\$1,200	\$3,840	\$9,360
Banner above or below post content	728px(w) x 90px(h)	\$650	\$1,750	\$3,000
Pop up advert		\$1,500	POI	POI
Recruitment listing			\$435	

For campaign schedules - POI

EDM newsletter advertising

	Dimensions	Pricing
Leaderboard (6)	560px(w) x 120px(h)	\$1,750
Skyscraper (7)	160px(w) x 560px(h)	\$1,500
Sponsored article		\$1,500
Solus/exclusive		\$3,000
Solus/exclusive + 1 week ROS advertising		\$3,500
Solus/exclusive + 1 week ROS advertising + inclusion of article in weekly news EDM		\$3,750

Supplied material

Please ensure all supplied material is either a GIF or JPG, at 72dpi and in RGB mode.

For in-house design

Send your text document and images attached via an email.

Advert display

Three ads per location with even share display.

Rates

All rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

Terms and conditions

All advertising is booked under the current terms and conditions of NZME. Educational Media www.nzme-ed.co.nz/about.



"INsite's mix of insightful commentary on the politics shaping the industry alongside the equally detailed reporting of clinical and operational developments within the sector puts INsite in the unique position of genuinely covering Residential Care for all interested audiences."

Terry Bell Executive Director, TerraNova Group

Advertising

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