



# INSite

[www.insitemagazine.co.nz](http://www.insitemagazine.co.nz)

## **New Zealand's leading independent publication covering the aged care and retirement sectors**

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- Over 43,000 unique website users
- 990+ weekly newsletter subscribers

## **Specifically for the decision-makers**

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- Owners and managers of New Zealand's aged care facilities
- Chief executives
- Financial officers
- Directors of nursing
- Government departments and decision-makers directly involved in the aged care and retirement sectors



# 2018 MEDIA KIT

**NZME.**  
EDUCATIONAL MEDIA



NZME Educational Media is all about niche audiences: New Zealand audiences who want a sector-specific perspective on what's going on locally, as well as globally, with a window to what's coming next. NZME Educational Media is New Zealand's leading education and health multi-platform publisher, producing more than 53 publications annually. Every year we write and sub more than one million words across 2,600 pages, maintain and update six industry websites, manage more than 100,000 active subscribers, and create and send more than 150 EDMs.

We are passionate about publishing, and have proven competencies in print management, commercial content, website development and management and project management. We work with a variety of education, health and government organisations to produce magazines, websites, prospectuses, annual reports, strategic plans, newsletters and various promotional items.

# INsite is the independent voice of the aged care and retirement sectors

- Digital format delivers up-to-the-minute content about topical issues.
- Weekly emails bring new content to readers and have a high click rate.
- Read by operators, owners and managers of New Zealand's aged care facilities, chief executives, financial officers, directors of nursing, government departments and decision-makers directly involved in the aged care and retirement sectors.

INsite covers a broad range of 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, wound care, infection control and other clinical issues.

In 2017 a survey conducted by the New Zealand Aged Care Association and the Retirement Villages Association showed that 94 per cent of respondents value INsite as the independent voice of the aged care and retirement sectors.

## Digital statistics

### Website statistics\*

- Page views: 91,690
- Users: 43,514
- Pages/sessions: 1.59

### EDM newsletter statistics

- Weekly subscribers: 990+
- Average open rate: 33.1%
- Average click rate: 14.4%



\*November 2016 to November 2017

# Digital advertising specifications



## Website display advertising

Advertisement type	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 skyscraper (3)	300px(w) x 600px(h)	\$950	\$2,750	\$7,000
Sidebar MREC (4)	300px(w) x 250px(h)	\$650	\$1,750	\$3,000
Skins/side panels (5)	160px(w) x 900px(h)	\$1,200	\$3,840	\$9,360
MREC in article	300px(w) x 250px(h)	\$650	\$1,750	\$3,000
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



## Content marketing and EDM advertising

Advertisement type	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

Email your text documents with images attached.

### 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](http://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

## Find out more

**Editorial**  [editor@insitemagazine.co.nz](mailto:editor@insitemagazine.co.nz)

 07 542 3013 / 021 02759357

**Advertising**  [yvonne.gray@nzme.co.nz](mailto:yvonne.gray@nzme.co.nz)

 04 915 9783 / 0210 292 9890

 @INsite\_NZ

 /healthcentralnz

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