



AGED CARE & RETIREMENT

# INSite

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

New Zealand's leading independent publication covering the aged care, retirement village and home care sectors

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

Specifically for the decision-makers:

- 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.



## 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.

## Letter from the editor

# *INsite* became a fully digital publication in 2017 – and it hasn't looked back!



*INsite's* new digital format allows us to bring readers up-to-the-minute content about their sectors. Our weekly emails, bringing new content to our readers, have a

high click-rate, demonstrating the high engagement levels of our audience.

Our readers are predominantly the operators, managers and clinical

managers of residential aged care facilities, retirement villages and home care providers. However, we also have a burgeoning secondary audience of consumers, aged care workers and businesses with a vested interest in aged care.

*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 respondees valued *INsite* as the independent publication for the aged care and retirement sectors. We look forward to continuing to deliver what our readers want from their industry publication in 2018.

**Jude Barback, Editor**

## Newsletter stats

990+ weekly subscribers

33.1% average open rate

14.4% average click rate



## Website stats

November 2016 to November 2017

91,597 page views

43,514 unique page views

1.59 page/sessions

## Find out more

### Editorial

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

 07 542 3013 / 021 02759357

### Advertising

 [yvonne.gray@nzme-ed.co.nz](mailto:yvonne.gray@nzme-ed.co.nz)

 04 915 9783 / 0210 292 9890

 @INsite\_NZ

 /healthwellbeingnz

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

## Digital advertising specifications



### 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 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   |          |

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

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).



“On behalf of Whakawhetū, thank you very much for writing this article and supporting us to support as many nurses as we can to help more of our wāhine hapū and māmā to stop smoking. We were all really blown away by how you pieced the article together – thank you!”


Jeanine Tamati-Paratene, Whakawhetū regional advisor



## Find out more


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