

January - December 2025

AsiaPacific

INFRASTRUCTURE

PROPERTY & BUILD

INDUSTRIAL Safety News

MEDIA KIT

Targeted Advertising

mediaSOLUTIONS

For advertising enquiries, please contact:

NICK PALFREY

Sales & Marketing Manager

+64 22 589 1027

nick@infrastructurebuild.com

COVERAGE

A trade publication leader, we are seven media platforms with tightly controlled targeted readership:

- [AsiaPacific Infrastructure](#) website and quarterly digital edition
- [Property&Build](#) website and quarterly digital edition
- [Industrial Safety News](#) website and quarterly digital edition
- [InfraNews](#) weekly electronic direct mail to a targeted readership (which directs readers to website content)

Sign up free here to receive InfraNews and our digital editions direct to your inbox.

KEY AUDIENCES

We're essential reading for market decision makers - developers, contractors, government officials and health and safety managers (for example).

Audited readership indicates primary involvement of readers is split almost evenly between the three sectors - Infrastructure, Construction and Industrial Safety - but each has more than a passing interest in the other industry sectors.

READERSHIP METRICS

About 8,000 subscribers receive InfraNews weekly, and digital editions of our publications quarterly, direct to their inbox.

Sign up free [here](#).

Our digital editions achieve total reads of around 85,000 every six months (auditor Issuu & Flipsnack). Total all-time impressions exceed four million.

Our websites attract around 67,000 page views across six months (auditor Google Analytics).

View our latest combined readership report [here](#).

WHAT WE OFFER

Advertising and sponsored editorial packages across our platforms start from \$450 per month (minimum four consecutive months).

We also offer one-off advertising and content partnership rate card options.

Read more in our kit below or click [here](#).

WEBSITE & EDM PACKAGES

MINIMUM OF 4 CONSECUTIVE MONTHS

	Electronic Direct Mail Banner		Website*	Price per month
Package 1A	1 insertion each month	PLUS	Ad on 1 website of your choice for 1 month	\$450
Package 2A	1 insertion each month	PLUS	Ad on 2 websites of your choice for 1 month	\$550
Package 3A	2 insertions each month	PLUS	Ad on 2 websites of your choice for 1 month	\$650
Package 4A	2 insertions each month	PLUS	Ad on all 3 websites for 1 month continuous	\$750
Package 5A	3 insertions each month	PLUS	Ad on all 3 websites for 1 month continuous	\$850
Content Partner	1 editorial submission per week	PLUS	Published for four weeks on the carousel	\$500

*Choose from our three websites: infrastructurenews.co.nz, safetynews.co.nz and propertyandbuild.com

Minimum four months booking. Maximum 12 months. Billing monthly.

All prices exclusive of GST.

Artwork supplied by client (available at cost if required).

Agency minimums apply.

FULL SERVICE VALUE COMBO

MINIMUM OF 4 CONSECUTIVE MONTHS

The following are packages with EDM, website and magazine advertising bundled together. Please contact us for a package that will suit your needs.

	Electronic Direct Mail Banner	Website*	Magazine Advertisement	Free Editorial**	Price per month
Package 1	1 insertion each month	Any ad on 1 website of your choice	Quarter-page ad	-	\$630
Package 2	1 insertion each month	Any ad on 2 websites of your choice	Quarter-page ad	Quarter-page editorial	\$730
Package 3	2 insertions each month	Any ad on 2 websites of your choice	Quarter-page ad	Quarter-page editorial	\$830
Package 4	2 insertions each month	Any ad on 2 websites of your choice	Half-page ad	Half-page editorial	\$930
Package 5	2 insertions each month	Any ad on all 3 websites	Half-page ad	Half-page editorial	\$1030
Package 6	2 insertions each month	Any ad on all 3 websites	Full-page ad	Full-page editorial	\$1130
Package 7	3 insertions each month	Any ad on all 3 websites	Full-page ad	Full-page editorial	\$1230

*Choose from our three websites: infrastructurenews.co.nz, safetynews.co.nz and propertyandbuild.com

**May be marked as Sponsored

Minimum four months booking. Maximum 12 months. Billing monthly.

Artwork supplied by client (available at cost if required).

Prices do not include GST.

Agency minimums apply.

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INFRA NEWS - ELECTRONIC DIRECT MAIL (EDM) RATES

InfraNews is an email newsletter that goes out weekly to around 10,000 subscribed readers of our three websites:

infrastructurenews.co.nz, safetynews.co.nz and propertyandbuild.com

Per Insertion	1 week	2 weeks	1 month +
EDM Banner	\$400	\$225	\$200

All prices exclusive of GST.
Artwork supplied by client (available at cost if required).
See the final page of this media kit for ad size specifications.



WEBSITE RATES

		Per Month
Web Banner	702px x 90px	\$350
Island Sidebar	300px x 250px	\$350
Carousel	214px x 140px	\$350

Subject to availability, shared voice.
All prices exclusive of GST.
Artwork supplied by client (available at cost if required).
See the final page of this media kit for ad size specifications.



MAGAZINE RATES

	1 Issue	3 Issues	5 Issues
Double Page Spread	\$3,500	\$3,000	\$2,750
Full page	\$2,600	\$2,150	\$1,900
Half Page Vertical or Horizontal	\$1,650	\$1,250	\$1,000
Quarter Page Vertical or Horizontal	\$950	\$900	\$850

All prices exclusive of GST.
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MAGAZINE PUBLISHING SCHEDULE

[AsiaPacific Infrastructure](#), [Property&Build](#) and [Industrial Safety News](#) are published quarterly.

Content appears on our websites and on our digital publishing platform provider sites. Magazines are delivered via our eDM, InfraNews, direct to subscriber inboxes.

Sign up free [here](#).

Issue	Key Focus Areas	Advertising & Edit First Deadline
First quarter (Yearbook) February-March	Infrastructure Outlook, Property & Construction Outlook, Industrial Safety Outlook	24 January
Second quarter	Personal Protective Equipment, Design, Architecture, Construction, Water, Access	11 April
Third quarter	Training & Management, Residential Property, Hazardous Substances, Construction, Workplace Safety	11 July
Fourth quarter	Transport, Commercial Property, Chemicals, Technology, Cyber Security, Health & Injury	17 October

Magazine may be updated anytime within the publishing cycle, with material required 24 hours before.

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CONTENT PARTNERSHIPS

ON OUR WEBSITES AND DELIVERED VIA INFRANEWS

DO YOU QUALIFY AS A CONTENT PARTNER?

Media Solutions readership comes from its editorial quality. While many media platforms are driven by advertisers, our platforms are firmly driven by providing relevant, useable content for decision makers – from SMEs to large corporate entities.

Many of you now conduct meaningful research and produce papers in support of your services or products. Without interfering in the editorial independence of our publications, we can offer you the opportunity to put your newsworthy research or innovation in front of our readership. Content Partnerships are not subject to the minimum four month booking period and are therefore another great option to reach our readership affordably.

You will be able to market innovations, research papers, whitepapers and qualified op ed material.

HOW DO WE DO THIS?

You will see in InfraNews (subscribe free [here](#)) a section at the bottom called 'New ideas from our Content Partners' where content from partners appears (see image to the right):

InfraNews points readers to the fulsome articles housed on our websites, as that's how they like to receive regular sector content.

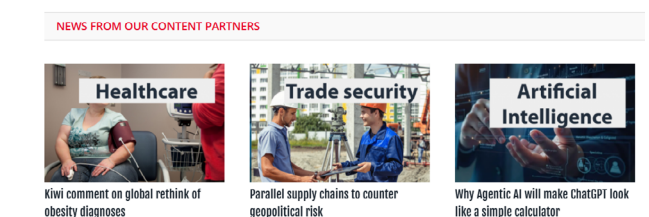
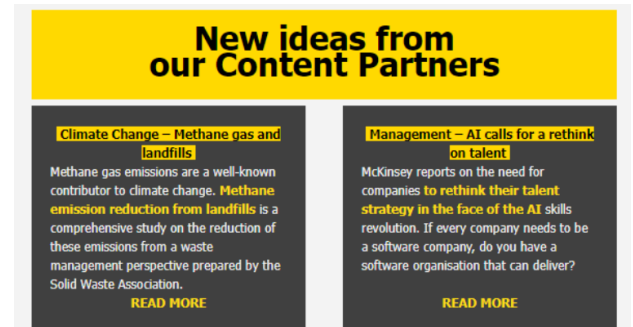
These articles always appear on the homepage carousel for around four weeks and remain archived forever. Content will also be accessible through search engine use.

Most content providers are happy publishing content on a monthly basis. In other words, we will tailor our content partner promotions to your marketing and promotion policy.

The image on the right shows where partner content housed on our news carousel appears on our websites:

Content Partners pay a monthly fee of \$500 +GST. This includes:

- One placement per week in our eDM, InfraNews, which is distributed to around 8,000 quality subscribers, the bulk of whom are middle or senior managers from our trade publication sectors (from SMEs to large corporate entities)
- One website carousel slot per week with the option of two more across a calendar month



For advertising enquiries, please contact:

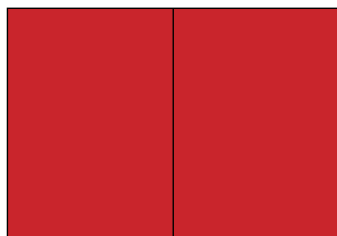
NICK PALFREY

Sales & Marketing Manager

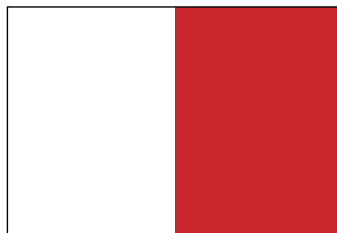
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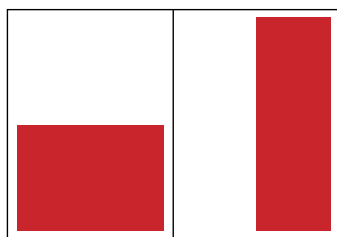
WEBSITE & EDM SPECIFICATIONS



DPS

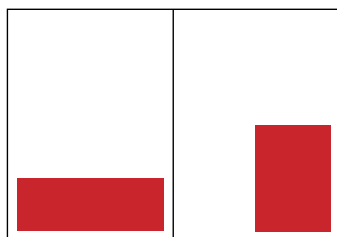


FP



HPH

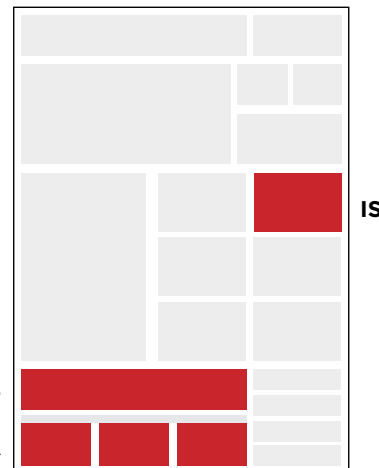
HPV



QPB

QP

	Size (WxH)
Carousel (CA)	214px x 140px
Island - Sidebar (IS)	300px x 250px
Web Banner (WB)	702px x 90px
EDM Banner	565px x 85px



WB

CA

Supply online files to nick@infrastructurebuild.com in JPEG, PNG or GIF format. Images may be subsampled to a minimum of 300dpi. Image compression should be at the highest available JPEG quality setting.

MAGAZINE SPECIFICATIONS

Ad space		Trim Size	Bleed Size
Double page spread	DPS	420mm wide x 297mm	426mm wide x 303mm high
Full page	FP	210mm wide x 297mm high	216mm wide x 303mm high
Half page horizontal	HPH	186mm wide x 136mm high	-
Half page vertical	HPV	91mm wide x 269mm high	-
Quarter page banner	QPB	186mm wide x 65mm high	-
Quarter page	QP	91mm wide x 136mm high	-

Supply magazine files to nick@infrastructurebuild.com as CMYK PDFs, with 3mm bleed on edges for full page and double page spread.

Technical specifications

Images may be subsampled to a minimum of 300dpi; image compression should be at the highest available JPEG quality setting. All fonts must be embedded in the PDF or converted to paths. Embedded fonts must not use CID/Identity-H encoding. Please ensure the PDF is created as Composite CMYK, with all transparencies flattened, using Acrobat 4 compatibility (PDF version 1.3).

Advertisements must be correctly sized (to A4 specs) as listed, and full page ads must include 3mm bleed. Please supply a single PDF file only - do not include any other documents, images or fonts.

Colours should be specified as CMYK, and all images should be CMYK separated - suggested separation specs are UCR separation, 95% black limit, 320% total CMYK ink cover, approx 15% midtone dotgain.

Copy Guidelines are as follows:

For a half page advertisement with a graphic, we recommend 150 words maximum. With no graphic, 300 words.

For a full page the maximum is 500 words with a graphic.

We reserve the right to reject at our sole discretion any advertisement that does not meet our standards.

Media Solutions Limited will not be responsible for any errors in supplied advertising material. Please ensure you have checked and approved the FINAL file you are supplying.

Other formats

If you are unable to supply artwork as PDF to our specification, other formats may be acceptable - please email nick@infrastructurebuild.com to discuss this before sending any artwork. Note that formats other than PDF may incur an additional processing charge.

Content Partners - also see page five

PR Priority Content Partners: Bonafide suppliers of editorial of merit pay a \$550 a year subscription, fully refundable if their client advertises within 12 months.

Non-Profit Specialist Content Partners are appointed by the editor to produce opinion pieces.

Please submit all material for consideration to Michael Curren (michael@infrastructurebuild.com | +64 21 029 20234).

Final publication is at the discretion of the publisher, Mike Bishara (mike@infrastructurebuild.com).

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