

DISTRIBUTION & READERSHIP

NZBUSINESS MAGAZINE For over 70 years has informed New Zealand businesses and focused squarely on assisting the owners of New Zealand's dynamic small to medium business sector.

Today **NZBusiness** is the leading monthly business magazine for business support thanks to its mix of highly practical, informative and educational articles and business profiles.

Typical readers of **NZBusiness** are business owners, partners, directors, and general managers who have responsibility for businesses employing up to 30 staff with annual turnovers up to \$20 million. The magazine also appeals to managers in larger companies, government agencies and corporates, with around 25% of readers employed in these areas. Editorial content is designed to inform, inspire and educate readers. Feature articles provide more in-depth information whilst profiles and case studies provide inspirational and aspirational ideas.

NZBusiness has a mix of paid and controlled targeted circulation. We have strong partnerships with The ICEHOUSE, BNI International and Business Mentors New Zealand who distribute and promote the magazine to their clients, members and mentors.

SMALL BUSINESS ARE CRUCIALLY IMPORTANT TO NEW ZEALAND

SMEs are numerous: businesses with fewer than 20 employees make up over 96% of all businesses in New Zealand.

SMEs are contributors: they account for nearly 40% of our total value-added output. They are also critically important to improving productivity, which is the key to our country's long-term economic wellbeing.

SMEs are significant employers: they employ around 29% of all employees. Around 60% of all new jobs created in the past five years came from SMEs.

SMEs lead innovation: many of New Zealand's innovators and entrepreneurs can be found in SMEs, and many of our leading-edge products were created by people in SMEs.

Roger Wigglesworth, Director, SME, Effective Markets Branch, Ministry of Economic Development

- **ABC AUDITED CIRCULATION FOR THE FIRST HALF OF 2009 WAS 8,289 COPIES PER ISSUE**
- **DEMOGRAPHICS AVAILABLE ON REQUEST.**
- **READERSHIP 30,000 READERS ON AVERAGE PER ISSUE (Readers Survey 2007)**

The advertorials we have placed with NZBusiness magazine have been well worth our return on investment. We have had a constant stream of enquiries from potential clients and have taken on 6 new ones just 8 weeks after placing the Ad. The team at NZBusiness are extremely helpful to work with & I would recommend doing advertising to anyone that would like their business to get out there to a wide readership network.

Jillian Talbot, Director, The NewsRelease Co, 4.7.08

IOUNZ has been advertising in NZBusiness magazine for twelve months and I personally believe it is the leading small business forum within NZ. I consistently refer back to the magazine for helpful tips and solutions. **Mark Gracie, Finance Manager, IOUNZ, 1.8.08**

