

CoverNote

The professionals' magazine from IBANZ

MEDIA KIT 2024



“ Targeting the New Zealand insurance industry requires new innovation and future thinking - **CoverNote magazine and CoverNoteLive is that future...** ”

Robert Johnson



The team at Benefitz has been working with IBANZ and preceding organisations for over 30 years to produce the quarterly issues of Covernote. Our longevity publishing the magazine is something we are very proud of. We have set the foundations for the magazine to stay relevant to the industry for a long time into the future.

CoverNote Magazine

The insurance professionals' magazine

Written and edited by professionals for professionals, to inform, educate and stimulate debate within the industry and the wider business community. CoverNote aims to build and maintain a strong community of interest in the professional insurance sector and represent the sector as a positive influence in the business community, working with businesses to provide optimum solutions around risk management. Good risk management is fundamental to business success.



CoverNote Live

CovernoteLive - the innovative online version of the magazine, over 28,000 page hits.

It is no secret that the way the world is communicating is changing. Marketers now see the online world as an essential part of the mix, so that is something we have responded to with the launch of CoverNoteLive in 2023. This marketing tool has secured CoverNote's future as a combination of the valued printed magazine and the innovative online magazine.

CoverNote delivers industry information and news via multiple platforms which all complement each another. We offer innovative advertising packages across all platforms which includes: print adverts, advertorials, online adverts, targeted digital mail outs and social media. This is the most comprehensive way to reach the industry.

It's new, it's innovative and has been proudly developed and built by the team at Benefitz.

Content

- Editorial
- Advertising
- Advertorials from the industry
- Cover story - a feature on a highly topical issue
- Features - a selection of articles on issues, events, organisations and people on interest
- Letters
- People profiles - interviews or Q&As with people of interest in and to the industry
- Updates - shorter items on recent events, trends etc
- Opinion columns - from industry and other experts
- Technical/expert Q&A
- Education/IBANZ College
- Out & about - images from industry gatherings
- IBANZ Contacts

Published by Benefitz. CoverNote is published quarterly for the Insurance Brokers Association of New Zealand (IBANZ).

All rates are per insertion, non-commissionable and exclusive of GST

PRODUCTION SERVICES

A complete advertising production service is offered. This service extends from initial concept and design through to final layout. All production costs will be quoted on request.



2024 Issue	Material Due	Publication Date
March - May	22 nd February	18 th March
June - August	10 th May	17 th June
September - November	9 th August	16 th September
December - February	8 th November	9 th December

Readership

Approximately 1,900 individual IBANZ members receive the magazine, plus insurance companies, business executives across NZ's leading businesses, members of parliament, libraries, and others with an interest in the industry.

IBANZ members

IBANZ members are highly motivated readers of the magazine; in all membership feedback the magazine is considered one of - if not the - most valuable benefits of membership. And all businesses are, of course, very aware now of the critical role insurance plays in business sustainability.

CONTACT



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CoverNote magazine & CoverNoteLive

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ADVERTISING OPTIONS

CoverNoteLive provides marketers with a suite of options to target the New Zealand insurance industry, from print through to the online & digital platforms. CoverNote magazine & CoverNoteLive provides the total package.



Printed **CoverNote** quarterly industry magazine

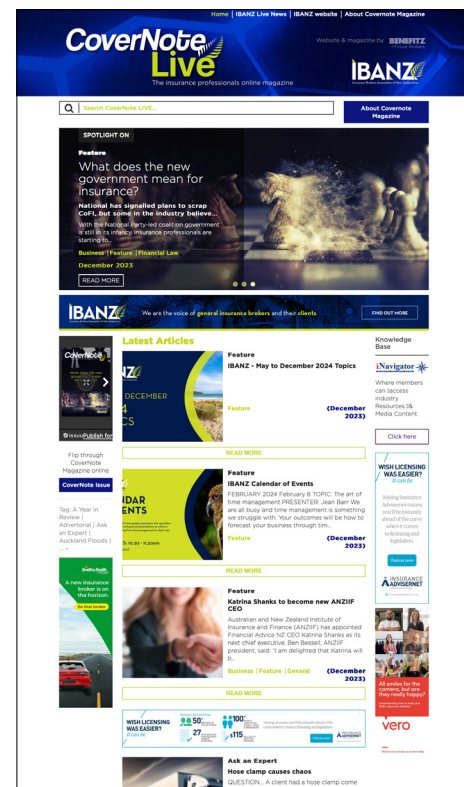
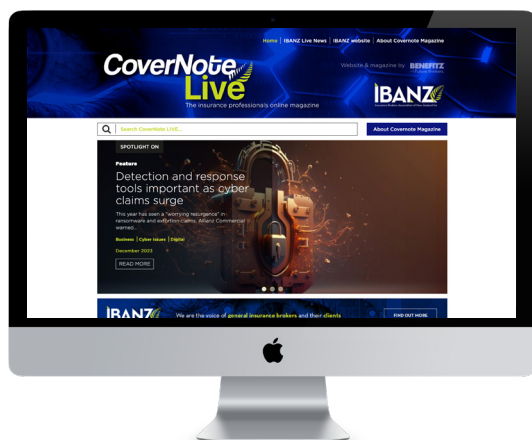
Advertising or advertorial in the quarterly printed magazine anchors the promotional options. Double page spread, full page, half page, and 1/3 page options are available. All content in the magazine is also published on the CoverNote website. To advertise on **CoverNoteLive** suite, entities must buy advertising in the print magazine.

The printed CoverNote Magazine is mailed to a database of New Zealand insurance industry professionals.



CoverNoteLive website

All advertorials featured in (published) CoverNote magazine are posted onto the website. Boost your online profile with premium position advertising (leaderboard & skyscraper ads) on the **CoverNoteLive** homepage.



All CoverNote Magazine content goes on the **CoverNoteLive** website.

All rates are per insertion, non-commissionable and exclusive of GST

ADVERTISING RATES & OPTIONS



ONE.

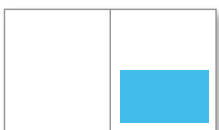
Advertising in printed magazine & content online



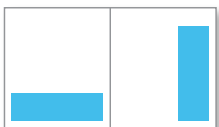
Double Page Spread
Advert or Advertorial
1 issue price: \$2610
4 issue price: \$1995 per quarter



Full Page
Advert or Advertorial
1 issue price: \$1450
4 issue price: \$1165 per quarter



Half Page
Advert or Advertorial
1 issue price: \$895
4 issue price: \$715 per quarter



1/3 Page Ad
1 issue price: \$695
4 issue price: \$570 per quarter

ALSO AVAILABLE

- Front cover plus extended feature options
- Bookings available
 - per issue
 - full year (x 4 issues)
 - x 2 year campaign
- reduced rates apply

Please enquire

All CoverNote Magazine content is also published digitally **CoverNoteLive** website.

TWO.

Premium position advertising on **CoverNoteLive** homepage

Advertising applies for quarterly period that aligns with magazine (3 months)



(A)

Leaderboard Advert

Size: 3160px x 500px

Supplied as web-ready jpeg
(Horizontal page banner)

\$995 per quarter

(B)

Skyscraper Advert

Size: 250px x 700px

Supplied as web-ready jpeg
(Down right or left hand side of page)

\$850 per quarter



NOTE:
Online advertising only available to entities who advertise in printed CoverNote magazine

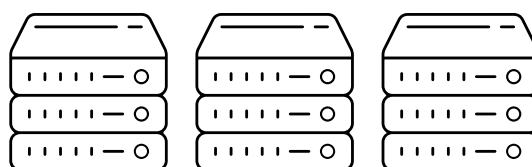
ADVERTISING RATES & OPTIONS



THREE.

Digital mail out push to **CoverNoteLive** database

(1,900 recipients)



Those who wish to promote their advertorial messages to the industry database can also choose to do this via **CoverNoteLive**.

A great option for product launches, and important messages that marketers wish to get out to decision makers in the New Zealand insurance industry.

Push to **CoverNoteLive** database (*Advertorial only*)

Additional 25% loading on rates above.

Note: Digital mail out option only available to entities who advertise in printed CoverNote Magazine.

FOUR.

CoverNoteLive social media

CoverNoteLive is very active in the social media space. Advertisers and marketers can also choose to add social media promos to their campaign to the entire mix.



Facebook



LinkedIn



Twitter

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