

CoverNote

The professionals' magazine from IBANZ

MEDIA KIT 2025



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

CoverNote

The professionals' magazine from IBANZ

CoverNote Live



The team at Benefitz has been working with IBANZ and preceding organisations for over 30 years to produce quarterly issues of CoverNote Magazine. 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.

Marketers see the online world as an essential part of any campaign mix and we have responded to that need with CoverNote Live. 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 complement any platforms. We offer innovative advertising packages across multiple editorial platforms, which include print advertising, advertorials, online adverts and sponsorship. 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
- Cover story - a feature on a highly topical issue
- Features - a selection of articles on issues, events, organisations and people of interest
- Letters
- People profiles - interviews and Q&As with people of interest in and to the industry
- Updates - shorter items on recent events and trends
- Opinion columns - from industry professionals 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



FOR ANY ENQUIRES CONTACT:

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BENEFITZ
Design • Web • Print • Software
→ Future thinkers.

IBANZ
Insurance Brokers Association of New Zealand Inc.

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.



2025 Issue	Material Due	Publication Date
March - May	Friday 21 February	Monday 17 March
June - August	Friday 9 May	Monday 16 June
September - November	Friday 8 August	Monday 15 September
December - February	Friday 7 November	Monday 8 December

Readership

Over 2,560 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 very aware now of the critical role insurance plays in business sustainability.



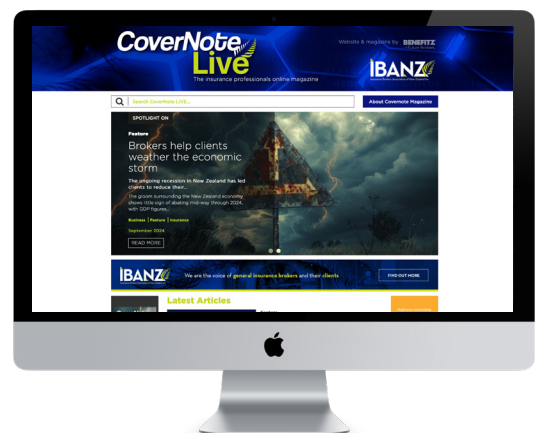
Printed **CoverNote** quarterly industry magazine

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 Live website. To advertise on the **CoverNote Live** suite, entities must buy advertising in the print magazine.

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

CoverNote Live website

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



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

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

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 & CoverNote Live provides the total package.



ONE.

Advertising in printed magazine & content online



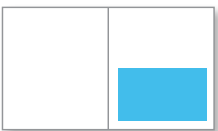
Double Page Spread Advert or Advertorial
1 issue price: \$2610
4 issue price: \$1995 per quarter



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

Print Specs

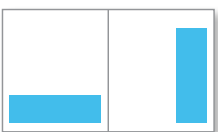
Size: A4 - 210mm x 297mm - 5mm bleed + crops
 Text 'safe' area: 180mm x 267mm



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

Print Specs

Size: 180mm x 127mm
 Text 'safe' area: 170mm x 117mm



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

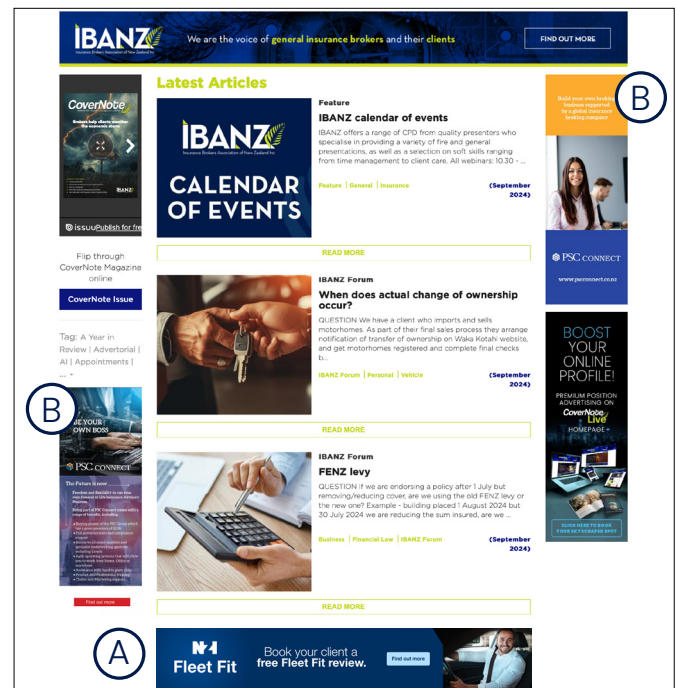
Print Specs

Horizontal Size: 180mm x 83mm
 Text 'safe' area: 170mm x 73mm
 Vertical Size: 61mm x 254mm
 Text 'safe' area: 51mm x 244mm

TWO.

Premium position advertising on **CoverNote Live** homepage

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



Leaderboard Ad

Size: 3160px x 500px
 Supplied as web-ready jpeg
 (Horizontal page banner)
\$995 per quarter



Skyscraper Ad

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

ALSO AVAILABLE

- Front and/or back 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 **CoverNote Live** website.