

CoverNote

The professionals' magazine from IBANZ



MEDIA KIT 2026



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



The team at Benefitz has been working with IBANZ and preceding organisations for nearly 40 years to produce quarterly issues of CoverNote Magazine. Our longevity publishing the magazine and online platform is something we are very proud of. We have set the foundations for CoverNote to stay relevant to the industry for a long time into the future.

CoverNote Magazine and CoverNote Live

Reach and influence in the New Zealand insurance industry

Published by IBANZ and produced by Benefitz, **CoverNote Magazine** and its digital counterpart **CoverNote Live** are the leading editorial platforms serving New Zealand's professional insurance sector. With a legacy of nearly 40 years, these platforms are trusted, respected, widely read by and relevant to industry professionals and stakeholders.

CoverNote is more than a magazine and website - it's a community-building tool and a thought leadership platform. Written by professionals for professionals, it informs, educates, and stimulates debate within the insurance industry and the broader business community. It also champions the role of insurance in business sustainability and risk management, which are fundamental to long-term success.

Readership

CoverNote reaches a highly engaged audience across New Zealand's insurance sector and beyond. The quarterly magazine is distributed to:

- **Over 2,560 individual IBANZ members**, including brokers and industry professionals.
- Leading **insurance companies** and their key decision-makers.
- **Business executives** from some of New Zealand's most prominent organisations.
- **Members of Parliament**, libraries, and other stakeholders with a vested interest in the insurance industry.

IBANZ members

IBANZ members consistently rank CoverNote as one of the most valuable benefits of their membership. Feedback confirms that the magazine is a trusted source of insight,

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



news and analysis. In today's environment, where the role of insurance in business resilience and sustainability is more critical than ever, CoverNote remains an essential resource for informed decision-making.

Content

In print and online, CoverNote includes topical cover stories, editorial features, advertising and advertorials, industry professionals' profiles, expert Q&As, opinion columns, IBANZ education updates, and industry event coverage.

Editorial themes and subjects are determined every quarter through a collaborative process between IBANZ and the editorial copywriter. This strategic approach ensures that each edition remains timely, relevant, and aligned with the evolving landscape of the New Zealand insurance industry. Topic selection is guided by the latest industry news, emerging trends, and topical issues that resonate with professionals across the sector. By maintaining a dynamic and responsive editorial calendar, CoverNote aims to deliver insightful, thought-provoking content that reflects the current priorities and challenges faced by insurers, brokers, and stakeholders throughout New Zealand.

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.



2026 Issue	Material Due	Publication Date
March - May	Friday 13 February	Monday 9 March
June - August	Friday 15 May	Monday 8 June
September - November	Friday 14 August	Monday 7 September
December - February	Friday 13 November	Monday 7 December

Print Distribution – CoverNote Magazine

- **Quarterly print run:** 1,600 hard copies per issue. All hard copies are mailed to the database of IBANZ members and industry professionals who have selected and subscribed to receive the magazine.
- **Readership reach:** Over 2,560 individual IBANZ members, plus:
 - Insurance companies
 - Executives across New Zealand’s leading businesses
 - Members of Parliament
 - Libraries
 - Other stakeholders with an interest in insurance and risk management
- **Member engagement:** IBANZ members consistently rank the magazine as one of the most valuable benefits of membership.



Digital Reach – CoverNote Live (Dec 2024 – Dec 2025)

- **Sessions:** 30,000+
- **Total users:** 22,000+
- **Page views:** 58,500+
- **Engagement rate:** 51% reflecting strong and growing engagement.
- **Platform integration:** All print content is republished online, ensuring extended visibility and accessibility.
- **Advertising innovation:** Offers premium digital placements such as:
 - **Leaderboard ads** (horizontal banners)
 - **Skyscraper ads** (vertical side banners)
- **Campaign synergy:** Online advertising is available exclusively to print advertisers, reinforcing a multi-platform presence.



FOR MEDIA ENQUIRIES FOR ADVERTISING AND/OR ADVERTORIAL, CONTACT:

LIZ CANNON

CoverNote Magazine & CoverNote Live
021 204 3395
liz@benefitz.co.nz



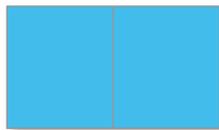
ADVERTISING OPTIONS

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



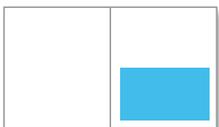
Double Page Spread Advert or Advertorial
1 issue price: \$2610
4 issue price: \$1995 per quarter



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

Print Specs

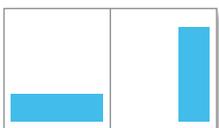
Size: A4 - 210mm x 297mm - 5mm bleed + crops
 Text 'safe' area: 180mm x 267mm



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

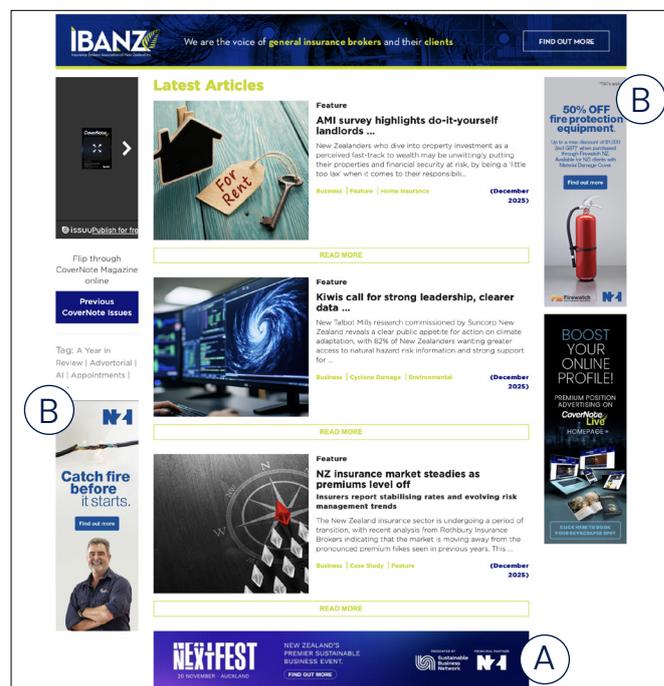
Print Specs

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)



(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

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 on **CoverNote Live** website.