

2026 CONCRETE NZ ADVERTISING RATE CARD

Take advantage of the cost-effective advertising options available through New Zealand's leading concrete industry association.



concretenz
BUILDING RESILIENCE

concrete

DIGITAL MAGAZINE
OF CONCRETE NZ

IN CIRCULATION SINCE 1957, CONCRETE IS THE INFORMATION SOURCE THAT PROVIDES SOLUTIONS AND INSPIRATION FOR A WIDE CROSS SECTION OF CONSTRUCTION PROFESSIONALS.

Architects, engineers, builders and those in the concrete industry turn to **Concrete** for practical, technical and design information on how to maximise the potential of the world's most widely used construction material.

Drawing on the in-house resources of Concrete NZ along with expertise from within New Zealand and overseas, **Concrete** presents news and information on a diverse range of topics, including residential and commercial concrete systems, domestic and international projects, as well as regulatory developments.

To reach the key decision makers within the building and construction sector consider the cost competitive opportunities offered through advertising in **Concrete**.

DIGITAL CIRCULATION









The total digital circulation of over 3,500 individuals represents a key group of influencers within the building and construction sector.

Circulation analysis reveals a percentage breakdown as follows:

Architecture	30%
Engineering	35%
Building	20%
Cement & Concrete	9%
Government/Local Authorities	5%
Education Institutions	1%

* Advertisers are acknowledged in the email notification sent to the 3,500 individuals on the **Concrete** circulation list informing them that a new issue has been published.

ADVERTISEMENT SIZES

	Final Dimensions	Margin*	Bleed Required	
Double page spread	420mm W x 297mm H	10mm	Yes - 3mm	
Full page	210mm W x 297mm H	10mm	Yes - 3mm	
Half page spread	380mm W x 120mm H	5mm	No	
Half page horizontal	170mm W x 120mm H	5mm	No	
Half page vertical	83mm W x 257mm H	5mm	No	
Third page horizontal	170mm W x 84mm H	5mm	No	
Third page vertical	52mm W x 257mm H	5mm	No	
Quarter page	83mm W x 120mm H	5mm	No	

* Margin should be applied to all sides and is inset from the final dimensions.

ARTWORK SPECIFICATION

All artwork to be supplied as high-resolution pdf to the exact size of the advertisement booked. Minimum resolution for images is 300ppi and in CMYK. Double page spread and full page advertisements must include trim marks and a minimum of 3mm bleed.

ADVERTISEMENT RATES (EXCL GST) PER ISSUE

Advertisement size	Casual	4 issues over 12 months
Double page spread	\$3,000	\$2,700
Full page	\$1,500	\$1,350
Half page spread	\$1,500	\$1,350
Half page	\$1,000	\$900
Third page	\$700	\$630
Quarter page	\$500	\$450
Advertorial feature	\$1500	

All rates are non-commission agency bearing.

PUBLICATION SCHEDULE - all dates and deadlines approximate/flexible

Publication dates	Booking deadlines	Complete material deadlines
Issue 1 - 27 March 2026	Friday 20 February	Friday 6 March
Issue 2 - 26 June 2026	Friday 22 May	Friday 5 June
Issue 3 - 25 September 2026	Friday 21 August	Friday 4 September
Issue 4 - 18 December 2026	Friday 13 November	Friday 20 November

CONCRETE MATTERS

2026 RATES

'News You Can Use' is the *Concrete Matters* mantra.

This regular (11 issues per year/3,500 recipients) e-newsletter adopts a pan-industry approach to news gathering that covers information about new publications, seminars, training courses, regulatory and standard developments, key appointments, domestic and international project milestones, as well as product launches.

ADVERTISEMENT SIZE

Horizontal **Type Area** 360px H x 650px W
Width is static at 650px but height can be increased.



ADVERTISEMENT RATES (EXCL GST) PER ISSUE

Advertisement size	Casual	12 issues
360px H x 650px W	\$250	\$220

All rates are non-commission agency bearing.



"Concrete NZ understands how technology is changing the way we communicate and find information, and fully embraces the advantages offered by digital publishing."

Adam Leach, Information & Communications Manager

MATRIX

2026 RATES

Matrix is a regular (11 issues per year) 'From the CEO's Desk' update, which is targeted at Concrete NZ's key member stakeholders (1,000 recipients).

Rob Gaimster offers his informed perspective on industry issues, regulatory developments, overseas trends and association activities as an important component to the Concrete NZ membership value proposition.

ADVERTISEMENT SIZE

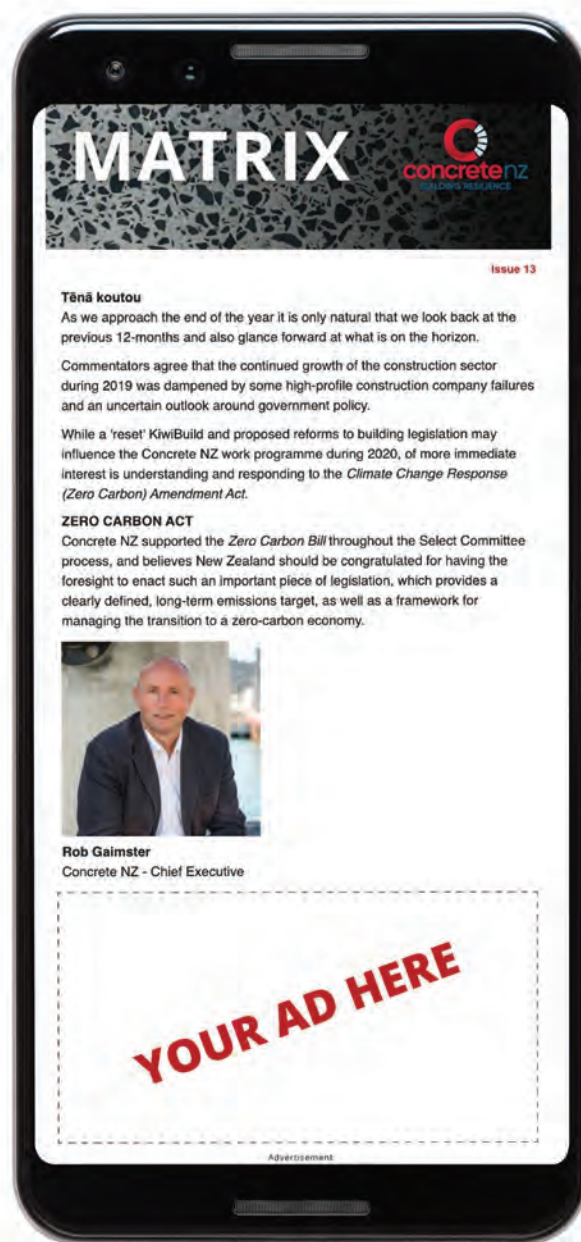
Horizontal **Type Area** 360px H x 650px W
Width is static at 650px but height can be increased.



ADVERTISEMENT RATES (EXCL GST) PER ISSUE

Advertisement size	Casual	12 issues
360px H x 650px W	\$220	\$200

All rates are non-commission agency bearing.



"As a key part of the member experience, Concrete NZ remains committed to producing regular, quality communications that educate and inform."

Rob Gaimster, Chief Executive

READYMIX NEWS

NEWSLETTER OF
CONCRETE NZ READYMIX

THE CONCRETE NZ READYMIX SECTOR GROUP HAS CLOSE TO 50 FULL MEMBER COMPANIES, WHICH CONTROL AROUND 200 READY MIXED CONCRETE PLANTS THROUGHOUT NEW ZEALAND.








The Sector Group strives to promote, develop and protect the interests of the ready mixed concrete industry.

A key tool in achieving these objectives is the tri-annual *Readymix News* which is distributed (in digital and hardcopy formats) to around 600 individuals across the industry.

Architecture	30%
Engineering	35%
Building	20%
Cement & Concrete	9%
Government/Local Authorities	5%
Education Institutions	1%

* Advertisers are acknowledged in the email notification sent to the 600 individuals on the *Readymix News* circulation list informing them that a new issue has been published.

ADVERTISEMENT SIZES

	Final Dimensions	Margin*	Bleed Required	
Double page spread	420mm W x 297mm H	10mm	Yes - 3mm	
Full page	210mm W x 297mm H	10mm	Yes - 3mm	
Half page spread	380mm W x 120mm H	5mm	No	
Half page horizontal	170mm W x 120mm H	5mm	No	
Half page vertical	85mm W x 252mm H	5mm	No	
Third page horizontal	170mm W x 85mm H	5mm	No	
Third page vertical	52mm W x 252mm H	5mm	No	
Quarter page	85mm W x 120mm H	5mm	No	

* Margin should be applied to all sides and is inset from the final dimensions.

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ADVERTISEMENT RATES (EXCL GST) PER ISSUE

Advertisement size	Casual	3 issues over 12 months
Double page spread	\$2,000	\$1,800
Full page	\$1,000	\$900
Half page spread	\$1,000	\$900
Half page	\$800	\$720
Third page	\$600	\$540
Quarter page	\$400	\$360
Advertorial feature	\$1000	

All rates are non-commission agency bearing.

PUBLICATION SCHEDULE - all dates and deadlines approximate/flexible

Publication dates	Booking deadlines	Complete material deadlines
Issue 1 - 27 February 2026	Friday 13 February	Friday 20 February
Issue 2 - 4 September 2026	Friday 21 August	Friday 28 August
Issue 3 - 27 November 2026	Friday 23 October	Friday 30 October



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